

Newsletter

Local Resource Mobilization

ROD
Kenya

RESOURCES ORIENTED DEVELOPMENT INITIATIVES
(RODI)

APRIL - JUNE 2024

3RD
EDITION



➤ **DIGNITY PACK FOR A DIGNIFIED LIFE**

➤ **LOOKING BACK AT THE FOOTPRINTS IN COMMUNITY DEVELOPMENT: A REFLECTIVE PROCESS**

➤ **THE POWER OF VISIBILITY**

RODI Kenya has been creating tangible social economic impact within communities where it operates by working with its stakeholders towards eradicating poverty and crime; while promoting social and legal justice at the grassroots level.

ROD Kenya

Resources Oriented Development Initiatives



KEY



RODI KENYA

Resources Oriented Development Initiatives

RODI KENYA COUNTIES PRESENCE IN:

- PRISONS
- SCHOOLS
- COMMUNITY WORK.

We also work with ex-prisoners and we cover all the 47 counties and beyond Kenya.

ABOUT RODI-KENYA

Resources Oriented Development Initiatives (RODI) Kenya is a Development Organization committed to empowering communities through sustainable development Practices. In 1999, the Organization was registered with the Kenya NGO Co-ordination Board under section 10 of NonGovernmental Organization Co-ordination Act (218/051/97147/99) as a Non-Governmental Organization (NGO) by the name Resources Oriented Development Initiatives (RODI)



VISION

A sustained food secure, healthy and crime free society



MISSION

To promote human dignity among communities in Kenya and other Eastern Africa countries, through enhanced food security, health and crime prevention



THEMATIC AREAS

- Food security and Agroecology
- Health and WASH
- Social and Legal justice
- Institutional development and strengthening

DIGNITY PACK FOR A DIGNIFIED LIFE

7 out of 10 children living with disability are in need of diapers or sanitary towels for the rest of their lifetime. An average of 65% of girls in special schools are at an adolescent stage, and therefore, have to use sanitary towels. Menstruation is not only a health concern, but also an educational policy concern, and a factor in the country's bid to achieve the Sustainable Development Goals, 2015 (SDG) of eliminating gender disparity in primary and secondary education.

RODI Kenya works with four special schools which are; Joyland special school, Karatina Special school, Kapsabet school for the deaf and

Joytown special school living with various forms of disabilities. The deficiency of these essential items has greatly influenced the children's performances due to lower self-esteem.

In light of this, RODI-Kenya, has purposed to equip the school administration at Joy Town Special Primary School with technical skills for resource mobilization. Further, in collaboration with the school administration, a campaign plan was developed to mobilize resources to enhance their access to diapers and sanitary towels, in turn elevating their self-esteem and improve their academic performance.

What's The Campaign Plan?

The initial stages of the campaign planning process was to liaise with the school administration to establish an ad hoc committee with representatives from the school management, teachers and RODI-Kenya staff. Thereafter, the committee was tasked to embark on mapping and identifying potential companies, individuals, businesses and agencies who will donate in cash or kind towards the cause

The campaign seeks donations of at least 5,000 bales each of sanitary towels and adult diapers for children aged 6-22 years, from well-wishers to support the young girls and boys to enjoy and experience school in a dignified and comfortable way.

WHAT NEXT?

After comprehensive deliberations within the committee, the members agreed that the next step of the campaign is to develop an online poster to be used for online campaigns. Further, the PTA Chairperson and the school administration are responsible for informing the parents and the school teaching and non-teaching staff on the pending campaign plans.



RODI-Kenya staff also tasked the school administration to identify teachers and parents that can spearhead the resource mobilization from potential resource providers.

Thereafter, the committee will organize a launch meeting at the school and invite the relevant stakeholders to bring their in-kind and cash donations.

LOOKING BACK AT THE FOOTPRINTS IN COMMUNITY DEVELOPMENT: A REFLECTIVE PROCESS

An appreciative inquiry is an approach used to reflect on where a community started, the journey they have walked and their greatest achievements and challenges in the process.

The aim of this inquiry meeting is to conduct focus group discussions with the committee, which includes community leaders, representatives and stakeholders who have worked within the said community, in resolving some of their most pressing needs.

A case for Solio Baraka Community

After engaging the Solio Baraka community on various activities from the year 2022; RODI-Kenya team engaged the resource mobilization committee on a reflective process on the transformation journey at Solio Baraka.

The reflective process allowed the committee to look at their strengths, weaknesses, threats and opportunities in the journey they had traveled. It helped them refocus on the way forward using their own locally available resources and leadership.



The community members stated that ever since the RODI-Kenya team started to work with the Solio community, there has been a great deal of change and these are the key highlights of the process:

- i. The attitude of the community members to tackle some of the challenges they face improved.
- ii. Community members are more equipped with knowledge on how to mobilize resources to address these needs.
- iii. The school environment is so much better and the students really appreciate the change in environment.
- iv. The school board is more responsive in addressing the challenges faced in the school community.



As community resource mobilization ambassadors, we are more equipped to offer the necessary guidance to our community members

By Peter Wahome
Parent Solio Baraka Primary School



THE POWER OF VISIBILITY



Visibility is key in establishing credibility and expertise by helping build trust with potential beneficiaries and stakeholders for organizations.

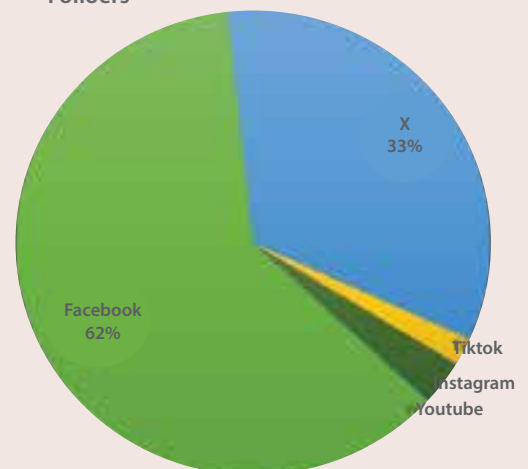
Organization publicity materials including newsletters and other information packs are essential in building relationships with our beneficiaries, employees and even other stakeholders.

Engaging and professionally-made brochures and newsletters have the power to inspire donors to support the work that RODI-Kenya does.

During the period of this issue, we have been able to produce newsletters, factsheets, posters, brochures, teardrop banners and branded T-shirts.

As a result we have been able to increase engagements on social media platforms and the organizational website.

Folloers



■ Facebook ■ X ■ Tiktok ■ Instagram ■ You Tube

CONFERENCE PACKAGE

For Conference Package all inclusive

1500/-

Half day Conference

1150/-



Bokashi

40/- Per Kg

Supermagro

100/- for 500ml

100/- for 1 ltr





**LET'S
TALK
MORE!**

For more information about the resource mobilization project or to find out how you can support us, please visit our website at www.rodikenya.org or email us at rodikenya@rodikenya.org

Contact us:

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**UPCOMING
EVENTS**

- **RESOURCE MOBILIZATION COMMUNITY AMBASSADORS MEETING**
- **DIGNITY PACK FOR DIGNIFIED LIFE CAMPAIGN**
- **STAFF REVIEW MEETING ON RESOURCE MOBILIZATION**