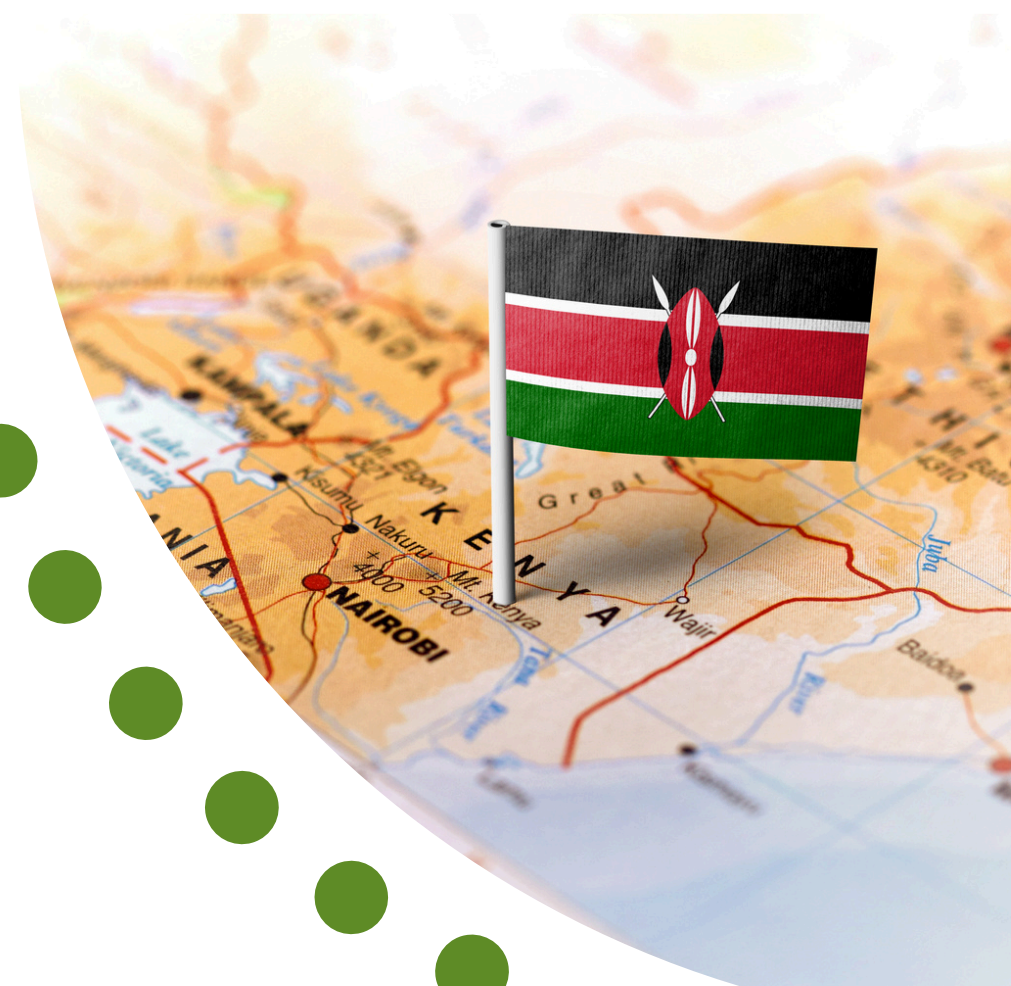


SOCIAL PROJECT PLAN

2026-2031

Prepared By:

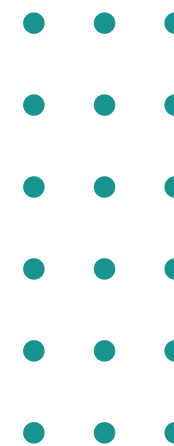
Godwin Aigboviose Oimage



PURPOSE AND STRATEGIC VISION



Badicare Foundation's mission is to build resilient, empowered families and communities in **Nyandarua County**. The **2026-2031** plan adopts a holistic approach – providing safe housing, improving livelihoods through economic empowerment, strengthening family structures, and promoting health and climate resilience. Each project is linked to Kenyan government policy and county development priorities and is designed to be sustainable and community-owned.



KEY CONSIDERATIONS



1

Local Context

Nyandarua's population is largely rural; agriculture employs about **69 % of the population and contributes 73 % to household incomes**. Poverty and inadequate housing are pervasive; Kenya's annual housing demand is 250 000 units but only about **50 000 units are supplied**. Many elderly people and vulnerable groups live in poor houses without basic amenities. The county's Integrated Development Plan calls for sustainable housing policies and partnerships with private developers.



2

Vulnerable Groups

Kenya's population is ageing; about **6 % (≈2.7 million) of Kenyans were 60 years and older in 2019**, and older persons experience poverty, food insecurity and sometimes violence. Programmes like the **Inua Jamii** cash transfer provide some support but benefits are small (KSh 2 000/month).



3

Importance of Housing

Habitat for Humanity notes that about **6.4 million urban Kenyans live in informal settlements** and rural areas are characterized by poor **quality housing and lack of basic services**. Their **Vulnerable Group Housing** programme builds homes and addresses water and sanitation for the elderly, widows and people with disabilities.



4

Economic Empowerment

Community-driven savings and loaning (table banking) in Nyandarua and nearby counties enable groups to **mobilise their own resources through saving and lending**, improving access to finance. Over five years RODI supported **over 450 community members** with loans; the approach has supported farming enterprises, children's education, housing and other income-generating activities. Scaling up such initiatives and offering financial literacy and entrepreneurship training can give women and youth greater control over their livelihoods. Microenterprises also help women in rural Kenya gain economic independence; small-scale businesses, kitchen gardens and basket weaving provide income and empower women.



5

Funding Strategy

Sustainable nonprofits often concentrate on **one or two major revenue categories** (e.g., philanthropy, corporate giving, earned income) and build capabilities to match. Developing a funding strategy involves analyzing current revenue mix, understanding funder motivations and identifying capabilities needed to raise money. Diversifying funding while focusing on key categories strengthens financial sustainability.

FAMILY-BUILDING YEAR

2026 CALENDAR

**FLAGSHIP EVENT: GLOBAL INVESTORS, HUMANITARIAN AND
PHILANTHROPISTS CONFERENCE & GALA NIGHT**

PURPOSE

Launch the six-year programme, showcase Badicare's mission, raise start-up capital and forge partnerships. Take inspiration from the **Humanitarian Finance Summit 2026**, which provides a space for leaders across public, private and philanthropic sectors to confront the humanitarian funding gap and reimagine financing models. The summit emphasises that success requires not just mobilising funds but reforming financing structures and forging partnership. Badicare's conference would adopt similar goals: build relationships with investors, philanthropists, and government; share evidence of need; highlight opportunities for impact and co-finance; and recognise donors through a gala dinner.

T I M I N G

FEBRUARY 2026

(ALIGN WITH GLOBAL PHILANTHROPIC CALENDARS)

THE EVENT INCLUDES:

Plenary Sessions

Investor Pitch Sessions

Panel Discussions

Gala Night

On-boarding

Sign-Ups

01

PLENARY SESSIONS

Present Nyandarua county context, housing deficit, climate risks and success stories from other organisations (e.g., Habitat for Humanity's work). Invite county officials and experts.

02

INVESTOR PITCH SESSIONS

Foundation presents the six-year plan and invites commitments to fund specific programmes (housing, microenterprise, agriculture, health). Offer naming rights for housing projects, challenge grants and matching funds.

03

PANEL DISCUSSIONS

Engage philanthropic leaders, corporate social responsibility (CSR) managers, diaspora community and social investors to discuss impact investing and blended finance models.

04

GALA NIGHT

Fundraising dinner with auctions of artwork and local crafts. Recognise donors; share stories of beneficiaries.

05

ON-BOARDING SING-UPS

Encourage long-term partners to join the "Friends of Badicare" club with tiered giving levels (e.g., monthly donors, corporate sponsors).

Q1–Q4 ACTIVITIES

(FAMILY-BUILDING FOCUS)

1. HOME BUILDING PROGRAMME (BADICARE HOMES)

● **Goal** – Construct safe, accessible and dignified homes for elderly people and disadvantaged families (orphans, widows, persons with disabilities). Adequate housing reduces vulnerability to health risks and improves dignity.

● **Target** – Build/renovate 30 houses in 2026 (approx. five per sub-county). Each house includes:

1. Two bedrooms, living area and kitchen with an efficient cookstove.
2. Rainwater harvesting tank (2 000 l) and latrine/bathroom to address water, sanitation and hygiene needs.
3. Solar lighting system to reduce reliance on kerosene.

2. FAMILY SUPPORT & PROTECTION

● **Health and nutrition** – Partner with the county health department to conduct medical camps for house beneficiaries; provide health screenings, HIV/AIDS awareness, deworming and vaccination; deliver hygiene kits and nutritional supplements. The county previously issued hygiene kits to over 10 000 vulnerable girls—build upon such initiatives.

● **Counselling and social work** – Recruit social workers to provide psychosocial support, family mediation and counselling. Address issues like elder abuse, gender-based violence and substance abuse.

● **Legal support** – Work with legal aid organisations to secure land titles and prevent exploitation or eviction. Provide training on inheritance rights.

3. PARTNERSHIP WITH TABLE-BANKING & GROUP SAVINGS ASSOCIATIONS

- Collaborate with **RODI Kenya** to establish **Group Savings and Loaning Associations (GSLAs)** in each community. Table banking is a community-led microfinance model where groups organise themselves, register with the department of social services and mobilise resources through saving and lending. Over five years, RODI supported more than 450 community members, and the model has improved farming enterprises, education, housing and income generating activities.
- Offer seed capital (KSh 100 000 per group) to start revolving funds. Provide financial literacy, business management and entrepreneurship training to group members. Focus on women and youth who often lack access to formal credit.
- Encourage table-banking groups to support house construction (e.g., saving for cement or roofing) and other family expenses such as education and healthcare.

4. COMMUNITY ENGAGEMENT & ADVOCACY

- **Family Values Workshops** – Organise quarterly workshops on parenting, conflict resolution, gender equity, and the rights of older persons. Use cultural events and churches to promote positive family dynamics.
- **Youth and Volunteer Programmes** – Establish a youth ambassador programme to engage local students in volunteerism. Provide skills training (carpentry, masonry) during home-building projects.
- **Awareness Campaigns** – Run campaigns on social media and local radio to highlight the housing crisis, encourage donations and recruit volunteers.

FUNDRAISING STRATEGIES IN 2026

● Conference pledges and gala donations

The launch event aims to raise at least 40% of the 2026 budget.

Offer tiered sponsorship packages (platinum, gold, silver), donor naming rights for houses and recognition in media.

● Grant applications

Apply for grants from Kenyan government funds (e.g., National Housing Fund), international donors and foundations supporting housing and community development.

● Monthly giving programme (“Friends of Badicare”)

Encourage individual donors (including diaspora) to commit monthly contributions. Offer exclusive newsletters and virtual tours of projects. Recurring donations create predictable income, a key aspect of financial sustainability.

● Merchandise and crowdfunding

Sell branded merchandise (t-shirts, craft items) at events and online; run targeted crowdfunding campaigns telling beneficiary stories.

● Corporate partnerships

Approach companies (construction firms, banks, telecommunications) for CSR funding, in-kind donations (cement, roofing sheets), employee volunteering and matching gifts.

● Community contributions

Encourage beneficiaries and community members to contribute labour, locally sourced materials or small financial contributions, enhancing ownership and sustainability.

2027

COMMUNITY ECONOMIC EMPOWERMENT AND EXPANSION

OBJECTIVES

- Scale up the home-building programme to another 30 houses and begin repairing existing homes (roof repairs, improved ventilation, water harvesting).
- Strengthen economic resilience through micro-enterprise development, table-banking and agricultural support.
- Improve educational access for children and youth.



KEY PROGRAMMES

1

Micro-enterprise Development Programme

Building on GSLAs, provide intensive business training, mentorship and seed funding. Use examples such as **kitchen gardens, basket weaving and small manufacturing**, which provide economic independence and social empowerment for women. Facilitate market linkages for products (e.g., connect farmers and basket weavers to urban markets). Offer start-up kits (tools, seeds, fabrics) and support diversification.

2

Table-Banking Scale-Up

Form an additional 20 GSLAs. Provide top-up loans for specific products: **Biashara loans** for businesses, **Elimu loans** for education, **Ukulima loans** for farming and Clean Energy loans. Offer continuous financial literacy and record-keeping training.

3

Agriculture & Food Security

Nyandarua farmers face low productivity due to pests, poor technology adoption and climate-related risks. Partner with the county's agriculture department and organisations like KALRO to promote **climate-smart agriculture**: improve access to certified seeds, manure, irrigation and conservation agriculture. Support tree planting, water harvesting and agroforestry. Establish demonstration plots and train farmers (especially youth and women) on improved practices and post-harvest handling. Provide small irrigation kits and water tanks via the housing programme.



4

Education & Skills

Offer scholarships and bursaries for secondary education, vocational training (carpentry, tailoring, IT), and adult literacy programmes. Collaborate with local schools and institutions to integrate life skills, entrepreneurship and digital training.

5

Community Infrastructure

Repair and construct communal toilets, wells and rainwater harvesting systems to improve WASH conditions. Introduce energy-saving cookstoves and biogas units to reduce deforestation and improve health.

FUNDRAISING & SUSTAINABILITY

● **Product sales**

Encourage micro-enterprises to sell their products through Badicare's online store and at the annual gala. Revenue shares help fund training and revolve back into the programme.

● **Matched funding**

Approach corporate partners to match funds contributed by GSLAs or micro-enterprise groups, incentivising community investment.



Social enterprise ●

Explore establishing a Badicare construction company staffed by trained youth; profits fund housing projects.

Grants & Development partners ●

Seek funding from agricultural development projects (e.g., the Kenya Climate-Smart Agriculture Project) to support training and inputs. Explore partnerships with microfinance institutions to support micro-enterprises.

2028

CLIMATE-SMART AGRICULTURE AND ENVIRONMENTAL STEWARDSHIP

RATIONALE

Climate change poses significant risks to Nyandarua. Temperature increases ($\approx 1^\circ\text{C}$) and altered rainfall patterns have already been observed. Projections indicate prolonged moisture stress and intense rainfall episodes. Farmers have adopted adaptation strategies (improved seeds, manure, conservation agriculture, irrigation) but adoption is limited by resource constraints. Badicare will integrate climate resilience into all projects.



PROGRAMMES



1. Climate-Smart Agriculture (CSA) Hubs

Establish three CSA demonstration hubs (north, central and south Nyandarua). Each hub will showcase drought-tolerant crops, soil conservation, rainwater harvesting, mulching and agroforestry. Provide training to 1000 farmers and supply improved seeds and seedlings (e.g., potatoes, peas, fruit trees). Prioritise youth and female-headed households, who have limited access to agricultural technologies.

4. Climate-Resilient Housing

Update house designs to include improved ventilation, stronger roofing to withstand storms and materials resistant to pests. Install gutters and larger rainwater tanks. Incorporate climate-smart gardens adjacent to houses.

2. Value Chain Development

Support farmers to add value through storage, processing (e.g., potato chips, milk pasteurisation) and collective marketing. Connect groups to markets and micro-finance to invest in equipment. Engage cooperatives and link them to the county's agricultural development programmes.

3. Environmental Conservation

Plant 10 000 trees annually (fruit and indigenous species) on communal lands, farms and around homes. Promote energy-saving stoves and biogas units to reduce reliance on firewood. Educate households on water conservation and safe waste disposal.

5. Disaster Preparedness

Train communities on disaster risk reduction (DRR), first aid and emergency response. Work with the county's emergency units to establish community disaster committees and equip them with basic response kits, echoing the county's goal to provide timely disaster assistance.

FUNDING & SUSTAINABILITY

● Carbon credit partnerships

Explore tree-planting projects that generate carbon credits, potentially providing long-term revenue.

● Partnerships with international climate funds

Apply for grants from climate adaptation funds and corporate climate-responsibility programmes.



CSA training fees ●

Introduce small membership fees for CSA hubs; fees cover extension services and ensure sustainability.

Continued donor engagement ●

Host annual investors conference to showcase impact and secure multi-year commitments.

2029

YOUTH, EDUCATION AND INNOVATION

OBJECTIVES

- Empower youth with employable skills and entrepreneurial mindsets.
- Strengthen family cohesion and reduce youth migration by creating opportunities locally.

PROGRAMMES

1. Vocational Training & Apprenticeships – Expand training centres to include trades (plumbing, electrical installation, mechanics) and ICT. Partner with technical colleges and businesses to offer apprenticeships. Provide toolkits to graduates to start micro-businesses.



2. Youth Leadership & Civic Engagement

Create youth councils in each sub-county to involve young people in local governance. Organise forums on entrepreneurship, climate action, gender equality and anti-drug campaigns. Provide mentorship and peer-to-peer support networks.

4. Sports and Arts Programmes

Support sports tournaments, arts festivals and cultural events to promote unity, talent development and health. Allocate funds to upgrade playfields and provide equipment.

3. Digital Innovation Labs

Establish computer labs powered by solar energy in community centres. Offer training in digital literacy, coding, data management and graphic design. Encourage youth to develop digital solutions for local problems (e.g., apps for market prices, weather alerts).

5. Family Livelihood Projects

Extend micro-enterprise support to youth-run ventures (poultry farming, beekeeping, mobile phone repair). Provide seed funding, mentorship and linkages to markets.

FUNDING & SUSTAINABILITY

● **Social enterprise spin-offs**

Launch youth-led businesses (e.g., agro-processing, construction services) that generate revenue for the foundation.

● **Scholarships and sponsorships**

Approach local businesses and diaspora to sponsor vocational trainees and digital labs.



Alumni network ●

Encourage programme graduates to contribute back through donations, volunteering and mentorship.

Public-private partnerships ●

Collaborate with tech companies and telecom firms to supply equipment and internet access.

2030

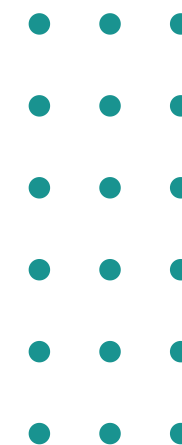
HEALTH, WELL-BEING AND COMMUNITY INFRASTRUCTURE

RATIONALE

Access to quality health services is limited in rural Nyandarua; health expenditure in Kenya is only **4.6 % of GDP**, and service coverage of essential health services is **56%**. Older persons face food insecurity and high risk of abuse. The foundation will focus on holistic health and well-being.

PROGRAMMES

1. Community Health Centres—Expand training centres to include trades(plumbing, electrical installation, mechanics) and ICT. Partner with technical colleges and businesses to offer apprenticeships. Provide toolkits to graduates to start micro-businesses.



2. Mobile Health Clinics

Deploy mobile clinics to reach remote villages; provide screenings for non-communicable diseases, eye and dental care, and mental health counselling. Offer vaccination drives and health education.

4. WASH (Water, Sanitation and Hygiene)

Continue installing rainwater tanks and latrines; promote hand-washing and hygiene. Provide community workshops on water treatment and storage. Partner with the county water department to extend piped water to more households.

3. Nutrition and Food Security

Expand kitchen garden programme; provide training on balanced diets. Partner with WFP and local farmers to supply food baskets to vulnerable households during lean seasons. Encourage consumption of local nutrient-rich foods (legumes, leafy vegetables, dairy).

5. Senior Citizen Clubs

Establish clubs in each sub-county where older persons meet weekly, access recreation, health education and social support. Train volunteers to assist seniors with daily tasks and advocate for their rights. Coordinate with the government's Senior Citizens Affairs Unit to integrate services.

FUNDRAISING & SUSTAINABILITY

● Health partnership grants

Seek grants from global health foundations and corporate health programmes to fund clinics and mobile units.

● Health insurance linkage

Assist families to enrol in Kenya's National Hospital Insurance Fund (NHIF) and other insurance schemes; use premiums to sustain health services.



Fee-for-service ●

Introduce nominal fees for certain clinic services on a sliding scale to cover operational costs while ensuring affordability.

Community volunteers ●

Train community health volunteers (CHVs) to provide basic care and referrals, reducing costs and building local capacity.

2031

CONSOLIDATION, EVALUATION AND SCALING

OBJECTIVES

- Evaluate impact of 2026-2030 activities, capture lessons learned and refine strategies.
- Strengthen institutional sustainability through endowment building and community ownership.
- Lay groundwork to replicate the model in neighbouring counties.



ACTIVITIES

01

Impact Assessment

Conduct comprehensive assessments of each programme: housing quality and longevity, economic empowerment outcomes (income increases, business sustainability), agricultural productivity, youth employment, health indicators and community satisfaction. Use mixed methods (surveys, focus groups, case studies).

02

Community Ownership and Transition Plans

Support GSLAs and cooperatives to register as independent community-based organisations (CBOs). Gradually transfer management of micro-enterprises, CSA hubs and senior citizen clubs to local committees. Provide capacity-building on governance, financial management and fundraising.

03

Endowment Fund and Investment

Establish an endowment fund using surplus from previous years and targeted gifts. Invest capital in low-risk instruments to generate annual returns for core operations. Diversify revenue into earned income (social enterprises) and investment income to sustain the foundation beyond 2031, aligning with financial sustainability practices.

04

Policy Advocacy and Partnerships

Advocate for supportive county policies on housing, land rights, social protection and youth employment. Work with national and county governments to integrate Badicare's programmes into development plans.
Continue attending global humanitarian finance events to share best practices and attract partners.

05

Replication Strategy

Document the model (manuals, training materials, budgets), identify counties with similar needs and pilot expansion in one neighbouring county. Seek partnerships with local organisations and donors to replicate the home-building and economic empowerment model.

FUNDRAISING & SUSTAINABILITY

● Major gifts and bequests

Cultivate relationships with high-net-worth individuals and diaspora to secure major gifts and legacy pledges.

● Endowment returns

Use annual investment returns to cover core staff and administrative costs.



● Social enterprise profits

Scale up income-generating ventures (construction company, agricultural processing) to contribute a significant share of the budget.

Continued donor engagement ●

Maintain transparency, regular reporting and donor recognition to keep donors engaged long term. Leverage success stories and data from impact assessment.

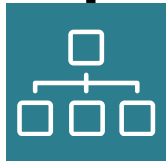
FINANCIAL OVERVIEW (INDICATIVE)

YEAR	KEY PROGRAMMES & ESTIMATED COST (KSH)	MAIN FUNDING SOURCES	SUSTAINABILITY NOTES
2026	Home building (18 m) Table-banking & training (3m) Conference & gala (5 m) Health camps & support (2 m)	Conference pledges & gala donations; corporate sponsorship; grants; community contributions	Launch event aims to secure multi-year pledges; start monthly giving programmes.
2027	Housing (20 m) Micro-enterprise & table-banking (5 m) Agriculture & WASH infrastructure (4 m) Education bursaries (2 m)	Product sales; corporate matches; grants; community contributions	Social enterprises begin generating income; table-banking revolving funds grow.
2028	CSA hubs & training (6 m) Tree planting & environmental projects (2 m) Climate-resilient housing improvements (5 m)	Climate funds; carbon credits; donor grants; membership fees	Tree-planting generates carbon revenue; CSA hub membership fees.

YEAR	KEY PROGRAMMES & ESTIMATED COST (KSH)	MAIN FUNDING SOURCES	SUSTAINABILITY NOTES
2029	Vocational training & apprenticeships (5 m) Digital labs (3 m) Youth projects (2m)	Social enterprise profits; scholarships; corporate tech partners	Youth-led enterprises start contributing; alumni donations.
2030	Health centres & mobile clinics (10 m) Nutrition & WASH (4 m) Senior citizen clubs (1 m)	Health grants; fee-for-service; insurance reimbursements	NHIF reimbursements; community health volunteers reduce operating costs.
2031	Impact assessment & capacity building (3 m) Transition & replication (4 m) Endowment seed (10 m)	Major gifts; bequests; endowment fund contributions	Endowment returns finance core operations; community ownership reduces programme costs.

IMPLEMENTATION & GOVERNANCE

Organisational structure



Create programme units: Housing & Infrastructure; Economic Empowerment; Agriculture & Environment; Youth & Education; Health & Well-being; Monitoring & Evaluation; Fundraising & Partnerships. Each unit is headed by a programme manager accountable to the executive director. Establish a board committee for finance and sustainability.

Monitoring & Evaluation



Develop a results framework with indicators (e.g., number of houses built, increase in household income, school attendance, agricultural yields, health outcomes). Collect data annually and adjust strategies. Engage independent evaluators in 2029 and 2031.

Risk management



Identify risks (funding shortfalls, political instability, climate disasters) and mitigation strategies (diversified funding, insurance, contingency funds). Use the table-banking project's experience to provide financial buffers for households.

Partnerships and alignment



Align programmes with the **Nyandarua County Integrated Development Plan** priorities for housing, public works and emergency response and collaborate with county departments. Work with organisations like Habitat for Humanity, RODI, Path from Poverty and local churches. Coordinate with government units (Senior Citizens Affairs, Ministry of Public Service) to integrate support for older persons.

IN SUMMARY



Badicare Foundation's 2026-2031 social project plan positions the organisation as a catalyst for family and community empowerment in Nyandarua County. By combining safe housing, economic empowerment, climate-smart agriculture, youth development, health services and policy advocacy, the foundation addresses both immediate needs and systemic challenges. Financial sustainability is pursued through diversified revenue streams, social enterprise, table-banking funds, carbon credits, and an endowment. Continuous monitoring, community participation and strong partnerships will ensure that the projects are impactful, scalable and resilient.

