



PROFILE, 2021

# JONATHAN JACKSON FOUNDATION

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[WWW.JONATHANJACKSONFOUNDATION.ORG](http://WWW.JONATHANJACKSONFOUNDATION.ORG)



# WHO WE ARE

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Custodians of Community Change



Jonathan Jackson Foundation (JJF) is a non-government organisation based in Nairobi (Kenya) with a mission to improve the lives of the vulnerable members of the community including youth, women, and differently abled people.

## MISSION

To work with communities in Kenya to uplift the most vulnerable persons through economic empowerment.



## VISION

Youth and women impacted for economic and social change beyond the current generation.



## VALUES

Community Focus . Accountability .  
Creativity and Innovation . Equity .  
Integrity . Respect for Humanity and the  
Environment



## OBJECTIVES

Impact in the communities. Sustainability of community projects. Scalability of initiatives. Integrity in the selection and awarding of opportunities. Accountability of financial resources investment.





# COMMUNITY NEEDS

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What gap do we fill?



JJF initiates and scales up community projects to ensure tangible, positive impact and accountability for the community-based organisations (CBOs), partners and stakeholders. We track, monitor, evaluate and ensure that delivery of programs are successful in all the projects that are implemented. We are active on the ground and operate within the communities to ensure that the pledged and donated resources go towards project completion and that there is sustainability going forward.

# OUR PILLARS

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Our response to the communities' needs



1. Economic Empowerment



2. Sports



3. Humanitarian Aid



# 1. ECONOMIC EMPOWERMENT

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## 1.1 Training Skills Development and Mentorship

JJF endeavours to ensure that communities have access to sustainable and dignified livelihoods through gainful, legal and structured income generating activities.

We partner with community groups and existing training programs to scale their projects and ensure maximum reach and positive impact. By partnering with K-Shoes, for example, we have co-designed a three-month Mini-MBA program to provide business leadership and management skills.







## 1.2 Provision of Grants for Enterprise Development

The Foundation supports youth- or women-led organisations that foster enterprise development by providing seed funding to outstanding projects that demonstrate innovative social entrepreneurship.

We only support projects that are entirely developed and managed by youth or women for the benefit of the community.





## 2. SPORTS

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### 2.1 Football

Nairobi City Stars is a Kawangware community-based men's Football Club founded in 2003 as World Hope Football Club. The players are young men from marginalised and underprivileged backgrounds.

At the point of acquisition by JJF in April 2019, the football club was facing relegation to the third tier of the Kenya Football League. By December in the same year, JJF had put in place a robust team to steer the management of the club. This led to the team regaining its promotion to the Kenya Premier League where it currently competes.

We support the Nairobi City Stars and use Football as a tool to drive change within communities.









**BAKEE MTAANI**

## 2.2 Basketball

'Bakee Mtaani' (basketball in the hood) is a program designed to introduce the basketball playing culture in the informal settlements and communities within Nairobi. Sports has the capacity to change lives as it instills values such as discipline, teamwork and allows (young) participants to be more focused as they develop.

In 2021, we intend to construct a total of 12 basketball courts in different communities which will serve as safe spaces for driving social change.









# 3. HUMANITARIAN AID

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## THE JENGA JIRANI INITIATIVE

'Jenga Jirani' is an initiative that aims to mobilise resources to help vulnerable families grossly affected by the COVID-19 pandemic. The goal of the initiative was to combat and lessen the impact of the pandemic on the vulnerable households, including critically ill persons and those with severe disabilities, living in Nairobi informal settlement areas.





Jenga Jirani Initiative's Impact  
from March to December 2020



**2.1** Million  
meals distributed

**10,000** households  
supported by the initiative

**600** youths given  
part-time jobs in food  
distribution

**60** villages covering  
**7,000** kilometres

**240** tonnes  
of dry food distributed





# PARTNERS AND COLLABORATORS

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LORDSHIP AFRICA



AGA KHAN FOUNDATION  
*An agency of the Aga Khan Development Network*



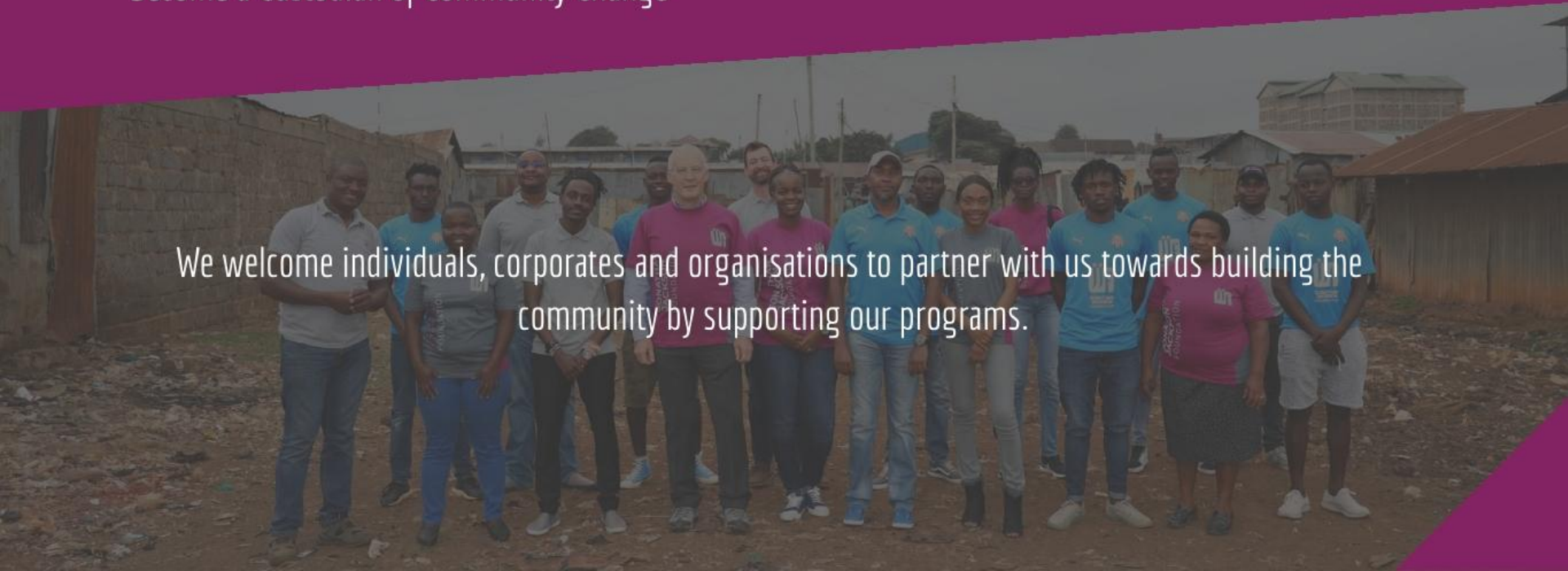


# PARTNER WITH US

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Become a Custodian of Community Change

We welcome individuals, corporates and organisations to partner with us towards building the community by supporting our programs.



# PARTNERSHIP OPPORTUNITIES

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## Development Partners

We invite individuals, county government, the private sector and development organisations to work with us.



## Learning Institutions

We invite academia to assist in research, knowledge dissemination and community partnerships.



## Community Volunteers

We invite community volunteers for awareness creation and needs identification.

Standard Chartered

JONATHAN JACKSON FOUNDATION LIMITED  
Payable to the order of  
KESWILL FOUNDATION LIMITED  
500,000/-  
THOUSAND ONLY

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