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| **Intervention Strategy*** Direct Service Provision: Provide credit (micro loans) to young women who are part of a collective group
* Individual and group capacity development: Individual and group training in use of micro-credit, marketing skills, business plan development and mentoring to improve social capital.

 **Major activities*** Micro-financing
* Training in use of micro-credit, marketing skills, business plan development, creation of business partnerships and mentoring to improve social capital

  **Target audience**        - Low income women (age 18-25) in Kibera (Nairobi slum)**Implementers**        - NGO partnering with a local Women's Association to ensure that NGO will be able to create a long term relationship that is stable and provides access to community **Timing**        Month 1 - Month 6        - Situational assessment        - Establish partnerships        - Locate (determine) participants         Month 7 - Month 12        - Training of participants (business and money management, skills in microentreprise, plans)         Two years        - Provide credit to participants after training        - Monitor throughout         - Mentor (ongoing)        - Yearly evaluation   **Rationale**This **IR** was chosen as it is a way to tackle the problem from the root cause and will lead to double benefits as women become less vulnerable to HIV/AIDS and are empowered through their economic independence.We chose **direct service provision** and are using **microfinancing** as it is a quickwin strategy that can be also sustainable.  It will help provide the means for empowerment of women in the slum, as it provides a mean to generate their own income and will lead to economic independence. Economic independance will give women more control of their lives, which will will reduce their vulnerability and susceptibility to HIV/AIDS.  We chose **group and individual capacity development and** are using a **training program** in Business Plan development and money and business management to ensure that the women have the knowledge and skills to create a sustainable business. Although loans will be made on an individual basis, the group as a whole will be liable for the repayment of the loans.  This arrangement will foster accountability and support among the members of the group.  Social capital will develop as they work collectively in order to achieve a result.  The mentoring portion of the project will ensure continued support and trading of ideas between the women.We chose to target women between 18-24 because " women aged 15-24 are particularly at risk for HIV/AIDS – they are over 5 times more likely to become infected with HIV than men of the same age" (UNGASS, 2008). The women between 18-24  are at a working age, but the majority are unemployed, financially dependent and vulnerable. If they are given the right tools and training, these women who may not have completed their education will have the potential to gain economic independence and become a dynamic and productive part of society.They will also benefit from the interaction with other women whom they can they trust and develop long lasting relationships. The secondary target audience will be the children of these women who will benefit from increased income generated by their mother that will be used more freely on household expenditure that will trickle throughout the family especially to the children.  **Outreach Strategy (Short Narrative)** Use the grid below to identify the *target audiences*, *outreach activities* and the *intended results* of your outreach strategy The intended result we seek in our outreach strategy is to **ensure sustainability of project benefits** as well as **sustainability of the institution with which we partnered**. The project benefits are the empowerment of women through economic independance, which will exemplified by the women's ability to generate their own income and to have more control over their income and as result their lives leading to a decreased transmission of HIV/AIDS. Our target audience to ensure this sustainability is a combination of different people in the local community. Our primary target audience is the **local civil society**, in this case the women instutition that we have partnered with Kibera Women for Peace and Fairness that will be instructed in the importance of continuing the benefits for the women during mentoring sessions that will occur throughout the three years. We will also create **a documentation of successful models to report and inform them of the benefits of the project** and the importance of continuing the project to ensure sustainability of the benefits. With regard to ensuring the sustainability of the institution, we will give them **training and technical support** during the 3 years, which will allow them to work with these women without our assitance on the level of building relationships and teaching best business practices to these women and allow for the continual sustainability of the project. Our other target audience will be the **participants of the project** and **members of the community** who will be informed of the success of the project to show credibility and develop social capital in the community such as confidence, optimism, trust and cooperation, which will empower these women. In terms of timing for our outreach program, we will be ensuring the sustainability of the institution **throughout the 3 years**. With regard to the documentation of succesful models, we would like to inform people of the successes of the project after the first year of the implementation of the project, in order to raise awareness, from the beginning and allow people to follow the progress that is being made in the lives of these women. At the end of the three years during which our NGO is implementing the program, we will have a comprehensive report that highlights the best practices and success stories. **EXIT STRATEGY****Sustainability issues**I. The following must be sustained:--- *Activity*:  Sustain credit provision and continue training through institution  --- *Benefit stream*: Promotion of economic independence in order to empower women and benefit stream should be self-sufficient with women institution --- *Institution*: Sustain the presence of a capable institution is essential for the sustainability of the benefit stream) We will have our local institution of a women civil society--- *Program coverage*: (at the minimum, the current program coverage needs to be sustained.  We plan on providing enough capacity building to the institution to be able to expand the program coverage in the future.).--- *Level of service and Quality of service*: Both training/mentoring and providing microcredit need to be maintained.  The intensity and quality of the training is of the utmost importance to sustain the benefit stream through business skill development.  --- *Key relationships*: For evaluation of ongoing impact of  the intervention, including our partnership.  To provide any technical assistance such as business practices to the institution within our means.  To maintain the relationship in the case of our return to the region.II. Benefit stream maintenance It cannot be maintained without continued activities. Our local institution will continue to provide credit provision and will be able to continue the training due to our capacity buildingIII. Maintaining activity streams and ResourcesThe institution that our organization partnered with will maintain activity streams.  The interest payments from borrowers will provide the resources for sustainability of lending micro-loans to future participants and capacity building will allow for activities such as training to continue.**Exit strategy choices**IV. Phase over- Sponsor substantially reduces support for an activity or service- Successor institution identified that will continue providing activity or service. The institution that we have chosen is Kibera: Women for Peace and Fairness which is an established civil society that has similar interests to our NGO.- Sponsor assists successor institution in securing needed resources and developing critical capacities. Our NGO will be giving them technical assitance throughout our project, which will ensure that they have the needed resources such as the mentoring skills and knowledge of best business practices, as well as have developed critical capacities to continue building relationships. The money received when loans are returned will fund future micro-finance opportunitiesV. Summary of approach detailsIncluded in description VI. Special challengesCapacity building of the institution will start at the beginning of the partnership to ensure a desired level of competency and a smooth transfer of responsibilities.  Through such an extensive exposure to critical decision-making about the scope and scale of the activities, the institution will be able to take over the operational responsibilities of this project.**Monitoring issues***Financial indicator*--> to make sure that the generated interest from the loans are able to cover expenses incurred by the project. Ability of the interest to cover 75% of their project-incurred expenses.*Organizational capacity*--> determined by the number and competency of trainers and mentors for business plan development, and money and business management. --> also determined by the number of the organization's staff who demonstrate good financial management practices.*Time*--> At the end of the first year, 50% of the women in local civil institution "Kibera Women for Peace and Fairness" will have the expertise to provide training to prospective participants in Micro-Loan. By the end of the second year, 75% of the women will acquire the same expertise. At the end of the third year of implementation, as we prepare to phase over, 85% of the women members of the civil association will be qualified trainers.*Status indicator*--> The number of women who have attained economic independence through their participation in our project.Top of FormBottom of Form |
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