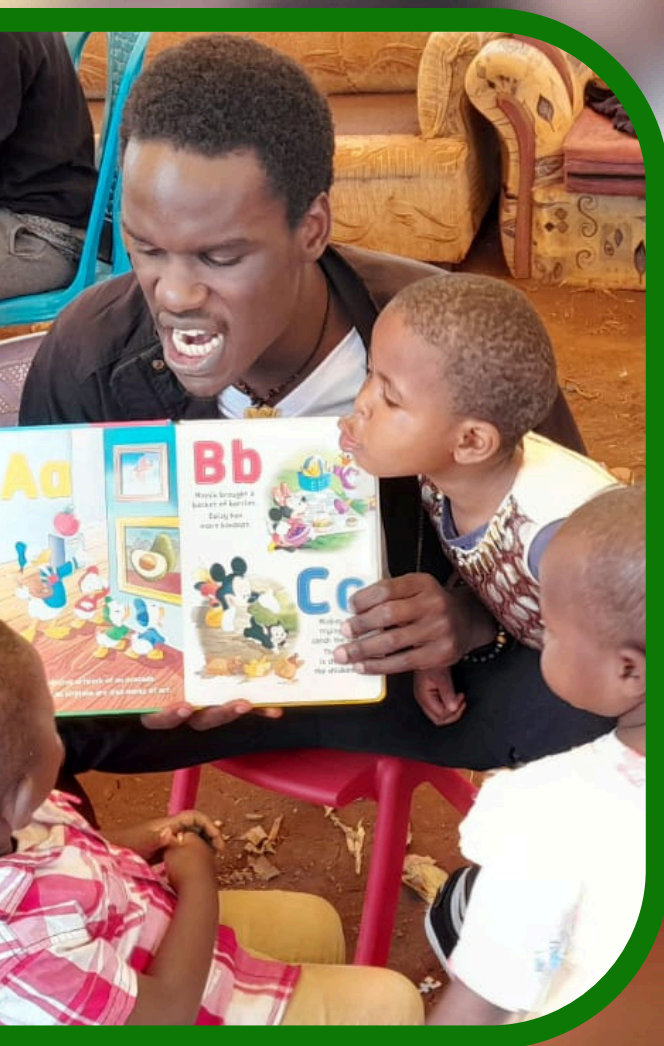




WATOTO  
WASOME

# 2023

# IMPACT REPORT



# Table of Contents

About Watoto Wasome Organization **3**

---

Message from the CEO and Founder **4**

---

2023 Milestones **5**

---

Our Programs **6**

---

Our 2023 Impact **7**

---

Financial Statements **9**

---

Annual Fundraising Dinner **10**

---

Meet the Team **11**

---

Watoto Wasome Gallery **13**



# ABOUT WATOTO WASOME

Watoto Wasome is a nonprofit organization that seeks to address the problem of low literacy levels among under-served children aged 3-10 years in Kenya. Our mission is fueled by the urgent need to bridge the alarming gap between children's actual literacy attainment and the expected grade-level standards.

We harness the transformative potential of child-centred learning, along with our unique access to children in underserved communities. We proudly collaborate with passionate directors and the government to improve children's literacy levels within the country.

Guided by the 2030 Sustainability Development Goal, we are dedicated to implementing ethical, accountable and effective programs that improve literacy rates in Kenya.

Thus far, we have onboarded over 150 children into our literacy programs. All children onboarded have not only learned foundational literacy but also improved their confidence and learned other life skills that will help them navigate through life.



We have taken over 6 centres under our wings and collaborated with teachers and caregivers to ensure that our children reach the stipulated literacy goals. In achieving this, we have had over 30 volunteers come on board to help us improve literacy in underserved communities since inception.



# MESSAGE FROM OUR FOUNDER

## CRAFTING SOLUTIONS, DELIVERING SUCCESS

In 2023, we have been privileged to see the most genuine smiles on the faces of the children we worked with which embodies one of our core principles ‘A foundation of love.’. These smiles have accompanied amazing progress in the literacy levels of the children marking some of our greatest achievements.

We have seen the 5-year-old girl who can now confidently identify letter sounds despite being diagnosed with a learning disability and the 9-year-old who can finally join the sounds "m-a-x" to read "max" and wants to disrupt other classes to show all teachers that he can now read. Seeing how much this has boosted their confidence and self-esteem has been wonderful. Our organization has grown and introduced new programs that continue to help children not only learn to read but enjoy reading. The birth of our reading program “Kusoma Kunabamba”, meaning ‘Reading is Fun’ has been a major highlight for us. This program aims to increase children’s access to engaging, child-centred storybooks, improve reading fluency and comprehension, build their confidence and foster a genuine love for books.



As we gear up for 2024, we hope to improve the literacy of more children in underserved communities, gift them with their first self-owned storybook, and add even more smiles to their faces! None of this would have been possible without support from our well-wishers, supporters and silent donors. We are extremely grateful and we continue to hope that they will walk this journey with us.

**Danielle Ochieng’**  
Founder and CEO, Watoto Wasome

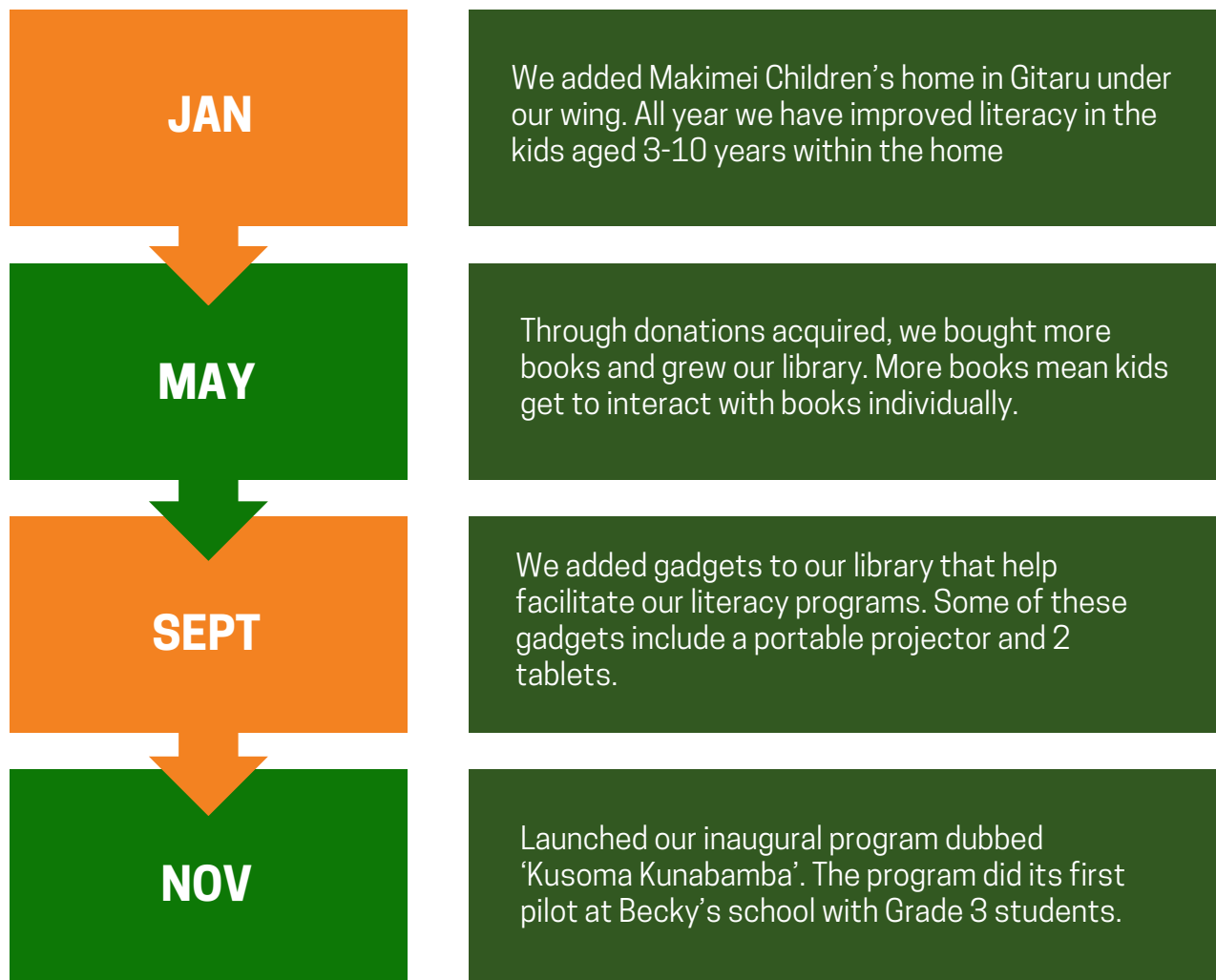


# 2023 MILETONES

As we reflect on Watoto Wasome's journey throughout 2023, we are fueled with immense pride and gratitude. This past year has been a testament to our team's unwavering dedication, the boundless resilience of the communities we serve, and the steadfast support we receive from people who believe in our mission.

In 2023, we embarked on a journey fueled by our commitment to improving literacy one letter sound at a time, breaking barriers to education and fostering sustainable change in the lives of the children enrolled in our programs. Last year, we enrolled over 150 children in our programs. Furthermore, we have had over 30 volunteers dedicate their time to teach children and help us reduce the literacy gaps in different communities in Kenya.

Our significant strides would not have been possible without the incredible support from our donors, volunteers and partners. Their generosity, dedication, and unwavering belief in our mission have been the driving force behind every success story and transformative milestone we've celebrated this past year.



# OUR PROGRAMS



## Foundational Literacy interventions

We directly work with children who are below their expected grade level using child-centred activities and also start with the young ones to ensure they have a proper literacy foundation. We further divide the classes to ensure our learning meets the direct needs of the children ensuring dedicated attention and improvement.

## Kusoma Kunabamba

We have launched a program whose aim is to increase children's access and interaction with engaging storybooks, increasing reading fluency, vocabulary and comprehension. The program is currently being piloted with Grade 3 children at Becky's school, Kibra.



## Volunteer Program

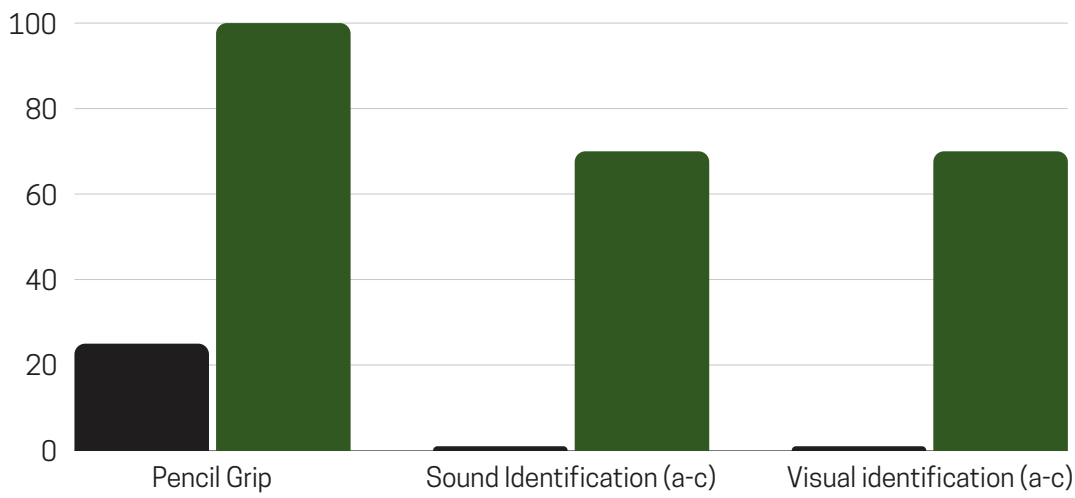
We work with volunteers who take time to plan and attend our Sunday literacy and art activities. Through capacity-building activities, our volunteers take ownership of our learning initiatives ensuring all children are taught at the right level and closely monitoring their progress.

# OUR 2023 IMPACT

## Literacy Growth within the 4- 6 Year Old Children

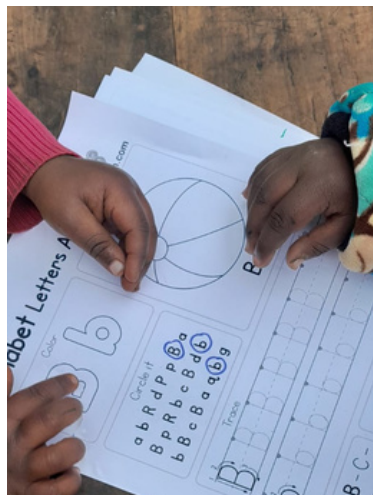
We measure our impact by ensuring evaluations are done regularly by the team. Within the 4 -6 year old children, an improvement was seen. Our key measuring markers included

- Correct pencil grip
- Sound identification (audio)
- Sound Identification (visual)



Initially, at first assessment, most children in this class had no working knowledge of letters. They could neither identify nor sound them despite already being admitted to school. Our team came up with a literacy program tailored to their direct needs, The program incorporated many letter games that allowed the children to not only visualise but also sound out the letters 'a', 'b' and 'c'.

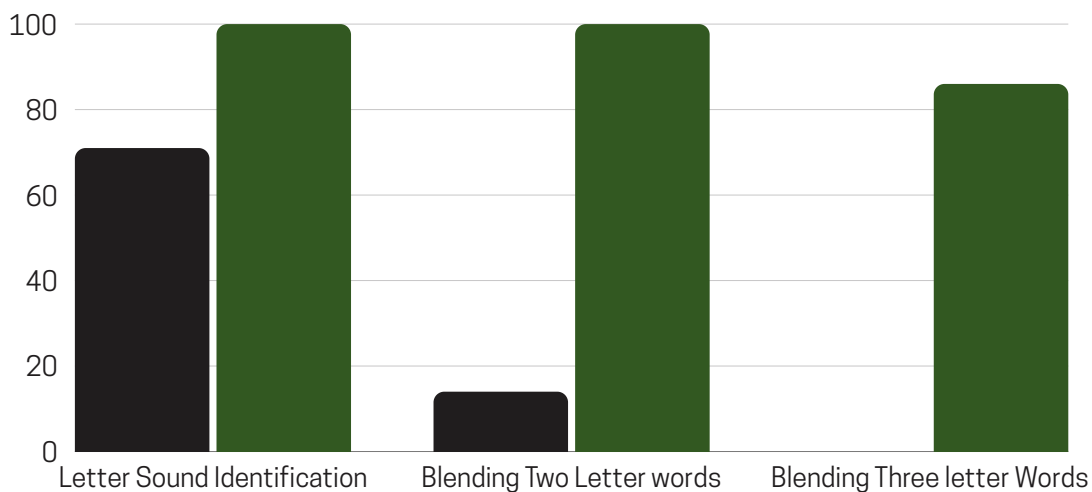
Our last assessment done in December 2023 revealed tremendous growth in the children. All children within the program achieved more than 50% improvement. Outside of literacy improvement, concentration was improved and their confidence was elevated. Our programs not only focus on literacy but also instil fundamental life skills.



## Literacy Growth within the 6 - 9 Year Old Children

We measure our impact by ensuring evaluations are done regularly by the team. Within the 6 - 8 year old children, an improvement was seen. Our key measuring markers included

- Letter sound identification
- Blending two-letter words
- Blending of three-letter words



This group's literacy program aimed to address the challenges faced after assessment. Our initial tests revealed a clear struggle to identify sounds and blend two-letter words. None of the children could blend three-letter words. Over the course of the literacy program, strides were made in the growth of the children, By the end all participants achieved commendable proficiency in blending two-letter words showcasing their enhanced grasp of foundational literacy skills.

The most notable achievement was observed in their ability to blend three-letter words While initially, none of the children could successfully blend three-letter words, by the conclusion an impressive 86% improvement was recorded.





# FINANCIAL STATEMENTS

Item	Amount (Kshs)
Purchases	190,998
Supplies	57,838
Administration charges	20,229
Transport	900
<b>TOTAL</b>	<b>269965</b>

Last year, Watoto Wasome spent a total of ksh.269,965. The year's spend included the purchase of story books for the children, buying of snacks that are given to the children after every session, among other items that will help aid in the learning process, storage for story books, printing services for various activities, running of the website and administration charges. The total amount was raised by our generous well-wishers throughout the year and the fulfilled pledges from the 2022 Annual Fundraiser.

In 2024, we are expanding our programs to new horizons. As per our projections, we shall need Kshs 576,000 to facilitate our work. Our regular literacy programs and their facilitations take up 70% of this budget while our new program 'Kusoma Kunabamba' will take up 10% of the program. 20% of the budget will go into supporting our superstar volunteer team.

You can support our initiatives through our MPESA Paybill Account using the details below:

**MPESA Paybill: 4104205**  
**Account No: Donate**

**Help us improve literacy one letter sound at a time.**

# ANNUAL FUNDRAISING DINNER

As is our tradition, since our inception, each year we have held an annual fundraising dinner. - an evening where our community comes together to celebrate our achievements, honour our sponsors and rally behind our shared vision of transforming lives through education.

Last year's dinner exceeded all our expectations serving as a powerful testament to the generosity and compassion of our supporters. Held at the exquisite Ngong Hills Hotel, Nairobi, the event brought together diverse people united by a common passion for education and the empowerment of children.

The atmosphere that evening was filled with hope as guests, children and the Director of Becky's School shared stories of inspiration and hope. From heartfelt testimonies to captivating performances by students whose lives have been changed by our programs, every moment served as a poignant reminder of the profound impact of our collective effort.

Beyond the financial contributions, the Annual Fundraising Dinner served as a platform for building meaningful connections and fostering a sense of community. It was a night where bonds were strengthened, partnerships were forged, and new possibilities were imagined—a true celebration of solidarity and shared purpose. We couldn't be more grateful.



# Meet Our Team

---



**DANIELLE OCHIENG'**  
CEO AND FOUNDER

Put me in a space with children and I'm in the happiest place in the world. Their genuineness, honesty, love and eagerness to enjoy life and pull you into their utopia where world problems don't exist is a sight to behold and experience to live in. Now add the privilege of being able to improve their learning experiences with the greater goal of improving their adult lives, I'll camp there. And this is a gift Watoto Wasome has given me; to contribute to improving children's literacy one letter-sound at a time.



**RICHARD ONYANGO**  
DIRECTOR AND FINANCE MANAGER

I had been teaching children way before I joined the organisation and I have always enjoyed interacting with the little ones as I get to learn a lot from them as they learn from me. Teaching and watching the children develop their literacy skills is such a satisfactory experience and I am glad I can make a change in the world in the little way I can. I have always been big on positively impacting lives and I believe I am in the right organisation pursuing the right course.



**JOAN MASINDE**  
HEAD OF COMMUNICATION

In my heart, I hold a vision of a world where equality reigns and opportunities abound for all. In many small ways, I purpose to make that reality and teaching literacy at Watoto Wasome falls as one of my favourites. Working with children humbles you. Their endless capacity for learning and growth never fails to inspire me. Witnessing the spark of understanding ignite in a child's eyes as they conquer new concepts or unlock the magic of learning is a truly a priceless experience. At Watoto Wasome, in a small but mighty way, I'm not just teaching; I'm nurturing future leaders, igniting their love for learning, and empowering them to shape a brighter tomorrow.

# Meet our Volunteers



## CYNTHIA KOLE

VOLUNTEER HANDLING AGES 4-5

“Teaching the kids through this organization has been a wonderful experience. It’s been amazing watching the young ones grasp what we teach as well as gain confidence as they learn. I truly love the time I spend with them.”



## MAUREEN KABANYA

VOLUNTEER TEACHER HANDLING AGES 5-6

“I met the kids from Gitaru and Kibra and I have fallen in love with their eagerness to learn and better themselves. That in itself made me commit to being a full-time volunteer. I hope that in 2024 we continue the good work and ensure the literacy gap is closed.”



# Our Photo Gallery



# Contact Us



+254790720246



hello@watotowasome.org



www.watotowasome.org

