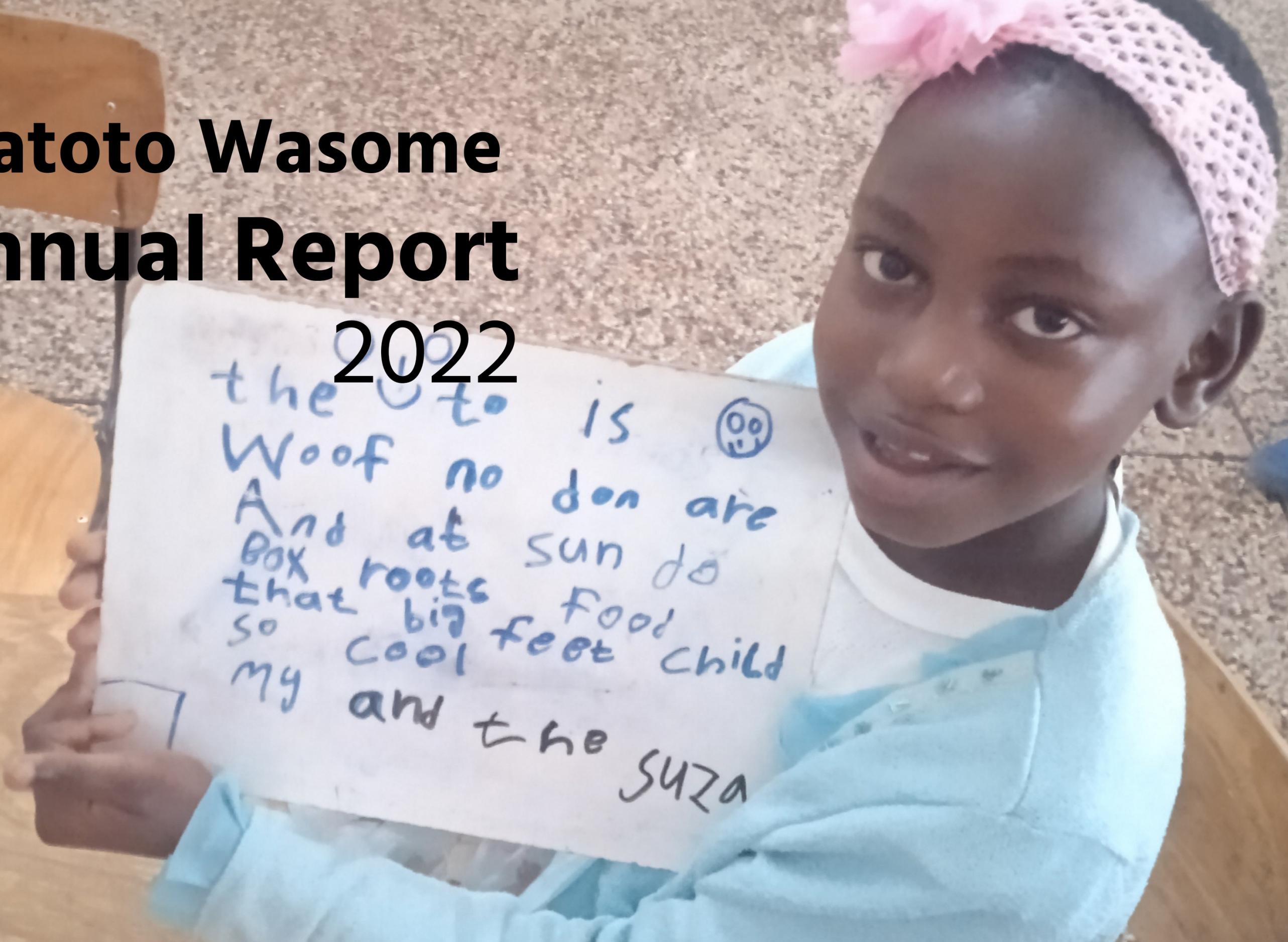




Watoto Wasome Annual Report 2022

the Woof is
no don are
And at sun do
Box roots Food
that big feet child
so cool
my and the SUZA



Meet the Directors



Danielle Ochieng'
CEO and Founder

Passionate about making
children fall in love with
literacy



Richard Ochieng'
Director, Finance
Manager

As an artist, he loves to use
his creativity to make learning
a fun activity for children



Monicah Wendi
(Former) Director, Social
Media Manager

Believes that every child
deserves a world that cares

**“Education is the kindling of a flame,
not the filling of a vessel.” – Socrates**



Socrates

About Watoto Wasome

Watoto Wasome is a Kiswahili phrase meaning "**Let the children read**". We are dedicated to closing the gap in literacy levels and the quality of literacy education of children aged 3-10 years in under-served communities in Kenya. We leverage on the power of child-centred learning and the dire gap in literacy attainment of children in comparison to expectations at their grade level to drive our mission. We bring to children and teachers engaging new ways to develop a love for reading without breaking the bank.

We are achieving this through implementing engaging literacy activities with children, teaching at the right level, use of recyclable and other materials to create learning activities, purchase of affordable or second-hand storybooks and toys, art supplies, training teachers and volunteers on our approach and building their confidence in the classroom.



**WATOTO
WASOME**

A Message From **Our CEO**



This is our first Annual Report and I must admit I am super excited about it! 2022 really just swooped by so quickly but that is attributed to the amazing work the Watoto Wasome team achieved together. (A hearty thank you to our volunteers and donors.)

2022 was a challenging but very rewarding year for Watoto Wasome. Realizing how the need for early literacy interventions was great and needed more than just a 'by the way' solution. So we had to pull up our socks, come up with a proper strategy to reach more children, get more resources for teaching and expand the team from 3 members to as many as possible.

We were fortunate to gather a team of dedicated volunteers who love children and had the desire to make a difference, which they did based on our end-year assessments.

I enjoyed meeting an amazing group of individuals who brought their unique gifts to the team. I also had the privilege of reaching out to different children's homes and NGOs working with kids to partner with us on improving children's literacy through directly teaching the kids or training teachers who identified kids that were struggling to reach expected grade level reading.

I would like to thank our individual and institutional donors who made sure we had a successful run with the children this year and are looking forward to more supporters who will help us grow from reaching an average of 50 children to at least 200 children in 2023! If we can reach more, even better. However, Watoto Wasome thrives on quality and results over quantity when reporting impact. and cannot wait to see what 2023 holds for us!

Danielle Ochieng,
Founder & CEO, Watoto Wasome

A Year of Impact.



56

Students reached directly through our literacy activities



64.5%

Increase in children's literacy levels across the age range



3

Centers/Community schools partnered with to impact children's literacy



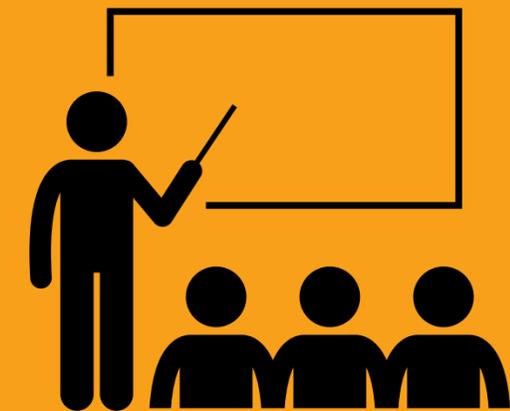
41

volunteers signed up to support our mission



113

Storybooks bought



32

Teachers trained on child-centered literacy activities

The 3- 5 Year Olds

Pre-reading skills

Listening to letter sound - auditory discrimination



Progress

Before

The children were below expectation could not be able to recall letter sounds and alphabet only with guidance could they recall
A few sounds in the environment

After

7 out of the 10 kids could recall letter sounds satpin - phase 1 and recall the sounds in their environment

Pre -writing Skills

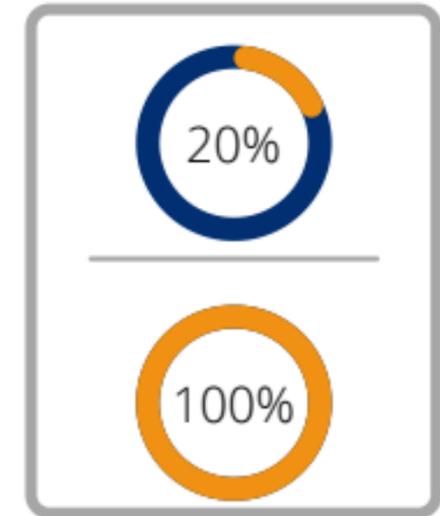
Modelling

Before

Only 2 pit of the 10 children could model a letter sound and something close to real.

After

10 Out of the 10 children could model letter sounds satpin and make real things using the plasticine



Progress

Pre -writing Skills

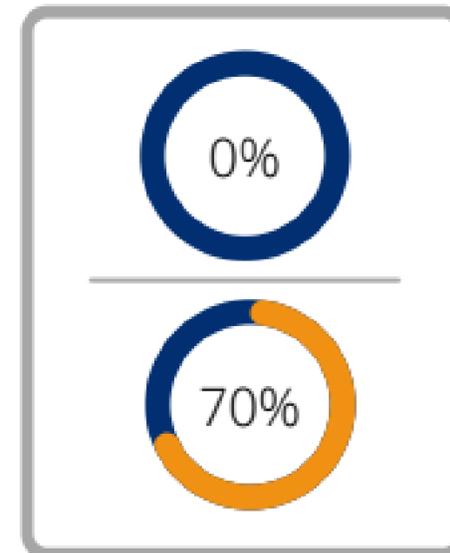
Coloring/ Painting

Before

The children had no grip when it comes to colour

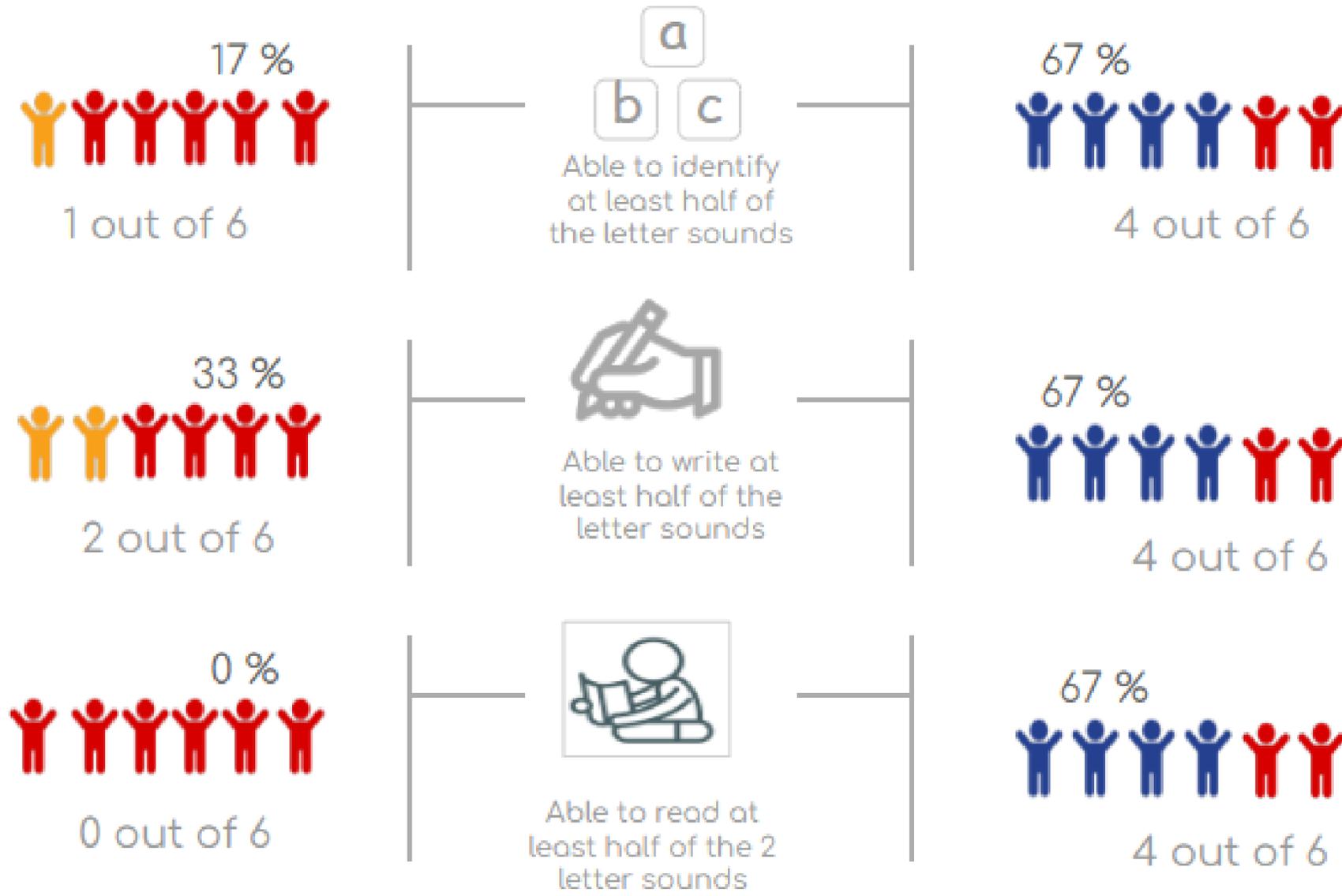
After

The children 7 out of 10 were developing their strokes when it comes to colouring

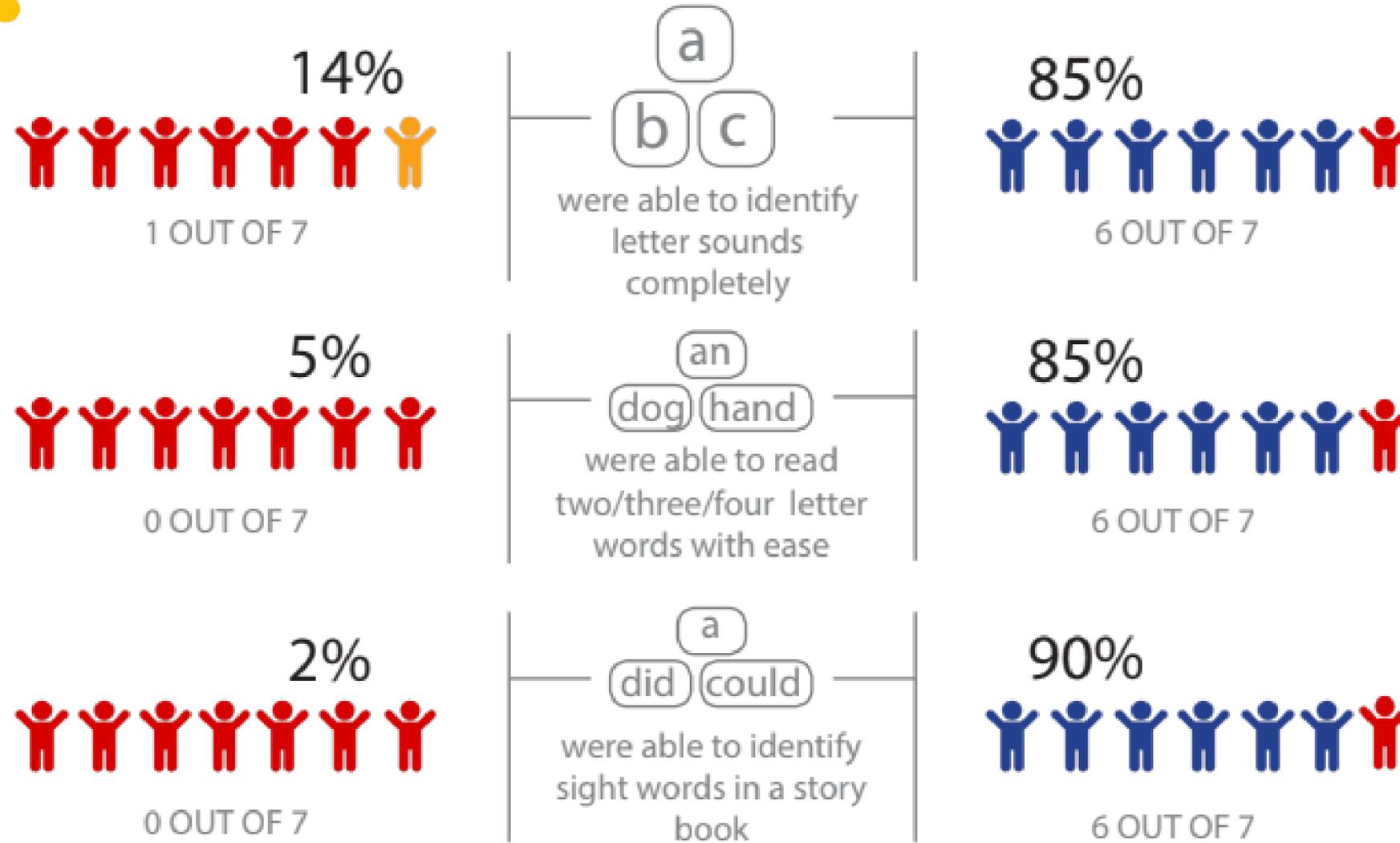


Progress

The 5-8 Year Olds



The 9-11 Year Olds



* N.B. In a whole year we work with these children on literacy learning 3 Sundays a month, equating about 30 Sundays a year for an hour, yet the progress is still really good. Imagine how much more the kids would achieve if we were able to run every weekday because of your support!

* 33% of children who could identify at least 75% of the letter sounds

* Cheers to the power of hands-on literacy learning and love!

Highlights from our projects.



Worked with 3 children centers & community schools

We were privileged to work with the kids in Nairobi Children's Rescue Center, Becky's School and Chemichemi school



Reached 150 children

Directly through our volunteer program and indirectly through teacher support in community schools, we reached around 150 kids in 2022! That's a big number for a small team



Had our first team of volunteers

We put out a call for volunteers and had over 30 signups! We had on average 5-12 teammates during each literacy session.

Highlights from our projects.



Conducted teacher trainings

As part of our enthusiastic goal to help every Kenyan child reach basic literacy competency, we realized empowering teachers on child-centered literacy activities will help us impact more children. And so we conducted some teacher trainings



Run a successful funds drive and dinner at the end of the year

Thank you very much to everyone who took part in our fundraising drive and dinner; more children in Kenya will get to enjoy learning to read because of you. We managed to raise over \$3500 which was a huge win for us!

A Word From The Kids...

What did you like about/learn from Watoto Wasome?

"Painting and stories"
-Shamna, 11yr, girl

"Reading storybooks"
-Fabrigas, 8yr, boy

"Learning sight words"
-Shamna, 11yr girl

"You don't beat us"
-Chieno.
10 year old boy

"You teach us so that
when we grow up we
do well"
-Suzie, 11yr girl

"You bring us gifts"
-Maryanne, 9yr, girl

"Learning a b c d"
-Chieno, 10 yr old boy

Staff spotlights.



Wendi Monicah, Social Media Manager

My passion for literacy stems from the belief that it is a fundamental human right and the cornerstone of all learning. As a literacy advocate, I work to promote and support programs and initiatives that aim to improve literacy rates in the community. I am committed to creating equitable opportunities for individuals to access literacy resources and develop the skills they need to succeed in life. Through my work with Watoto Wasome, I have seen firsthand the transformative impact that literacy can have on children. I am dedicated to continuing to raise awareness about the importance of literacy and to advocating for policies and programs that ensure access to literacy education for all. In my role, I was responsible for developing and implementing various marketing strategies to increase awareness and engagement with our programs. Watoto Wasome has helped me gain a deep understanding of the importance of literacy in early childhood development, as well as the importance of effective communication and marketing strategies in achieving the organization's goals. I am passionate about making a positive impact in the lives of children and am committed to helping them reach their full potential through literacy.



Maureen Kabanya, Volunteer

As an avid reader I also really wanted to see the culture of reading planted and nurtured in young minds. My proudest moments at Watoto Wasome is when the kids remember something that I previously taught and also the smiles on their faces when they nail a challenge...its so fulfilling because it shows that my efforts are being rewarded. What keeps me as volunteering for this cause is every time I see the eagerness of the children to learn and better themselves as young as they are encourages me to keep on keeping on. The legacy I hope to leave behind is to see confident children who believe in themselves, who have hope for the future.. knowing fully well that education is the equalizer. I would want the children to understand that they can achieve anything in life despite their background and surroundings.. and to always know that whatever their mind grasps no one can ever take from them.



Monicah Mugure, Volunteer

As a Social Worker by profession, I have been able to interact with people at each level of life. I love working with the less privileged in society as it gives me a sense of love. I am also a mother and my daughter just turned 3yrs. I became a volunteer because I love being around children and they feel comfortable around me. My passion for children would see me do anything for them. Volunteering with Watoto Wasome gives me an opportunity to interact with children who deserve love and it is in the process that I realized that my passion and talent are in teaching. My proudest moment was being given the opportunity given to prepare a lesson for the kids that became really interesting. I taught sound /i/ and up-to-date the children always remember mti na kadot...the lesson was achieved quite well. Not to forget the hugs I get when I get into the room is so sweet. Nothing is as sweet as being loved by children.

Our Commitment & Values

Our Core Values

Watoto Wasome is dedicated to implementing ethical, accountable and effective programs that improve the literacy rates of underserved children in Kenya. We are guided by the 2030 Sustainable Development Goal 4 of Quality Education for all.

We place children at the center of everything we do, and as a registered nonprofit organisation our work is underpinned by best practices in international literacy education.

Child-centered learning

“If a child can't learn the way we teach, maybe we should teach the way they learn” Ignacio Estrada.

We believe that every child has the potential to learn and grow, and we use a hands-on approach to engage them in the learning process. By using affordable materials that can easily be implemented and adapted to different environments, we create a fun and interactive learning experience that leads to better outcomes.

A foundation of love

Our work is grounded in love, as we believe that every child deserves to feel cared for and supported. We prioritize forming bonds with each child before teaching them because we know that this makes learning easier and more meaningful. By nurturing a sense of belonging, we create an environment where every child can thrive.

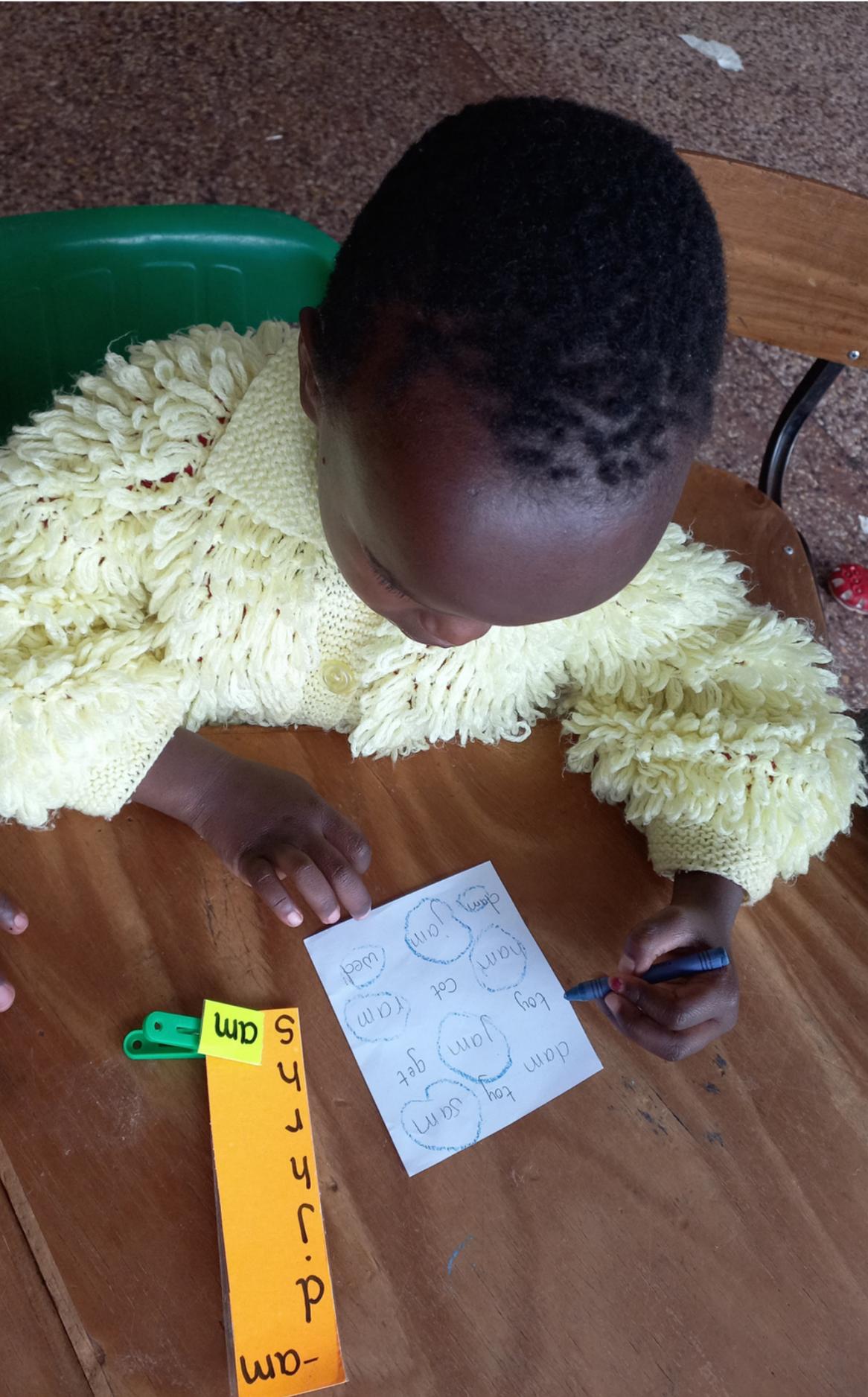


Use of physical storybooks

While digital technology is exciting, we believe that nothing can replace the joy of turning the pages of a physical storybook and engaging with each tangible page and picture. Our focus on physical books allows us to create a unique experience that fosters a love of reading and learning.

Impact Evaluation

We are committed to measuring the impact of our programs to ensure they are effective in improving children's literacy. We start with an initial evaluation to gauge the child's literacy level and design activities to suit their growth, conduct continuous assessments throughout the year, and do a final assessment at the end of the year to measure their growth. This helps us measure the effectiveness of our programs and informs our future work.



2022 Financials

Watoto Wasome's Financial Report

2022	Group
Revenue	64,537
Expenses	24,827
Surplus/(Deficit)	39,710
Cash Balance	39,710

*All amounts are in Kenyan Shillings (Ksh)

Join the Watoto Wasome Movement



For example, you could:

- Choose Watoto Wasome as your charity partner and bring your employees together to raise money, or volunteer a day (or 20 😊) to join us on the ground and have fun making a difference to the **4.3 million children** living in literacy poverty due to lack of quality learning activities
- Donate storybooks and other learning resources like colours, pencils, playdough, etc. A storybook range from ksh. 150-300 (USD 1.50-3) and learning resources range from ksh. 50-700(USD 0.5-5.50)
- Collaborate with us through a brand partnership to share vital literacy messages with your clients, strengthening your brand awareness and your alliance with this great cause
- Follow us on our social media accounts and share!

If you are interested in becoming a corporate partner, or would like more information, please contact hello@watotowasome.org

Learn more about us: watotowasome.org



WATOTO WASOME



+254 790 720245



hello@watotowasome.org



watotowasome.org



@wwasome_org



Watoto Wasome



Watoto Wasome



@wwasome_org