

2024



ANNUAL REPORT



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COMPANY OVERVIEW

Watoto Wasome is a nonprofit organization that seeks to address the problem of low literacy levels among underserved 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.

OUR PROGRAMS



FOUNDATIONAL LITERACY INTERVENTIONS

We directly work with children who are below their expected grade level using child-centered activities and also start with the young ones to ensure they have a proper literacy foundation.

KUSOMA KUNABAMBA!

A program aimed at increasing children's access and interaction with engaging storybooks, increase reading fluency, vocabulary and comprehension.

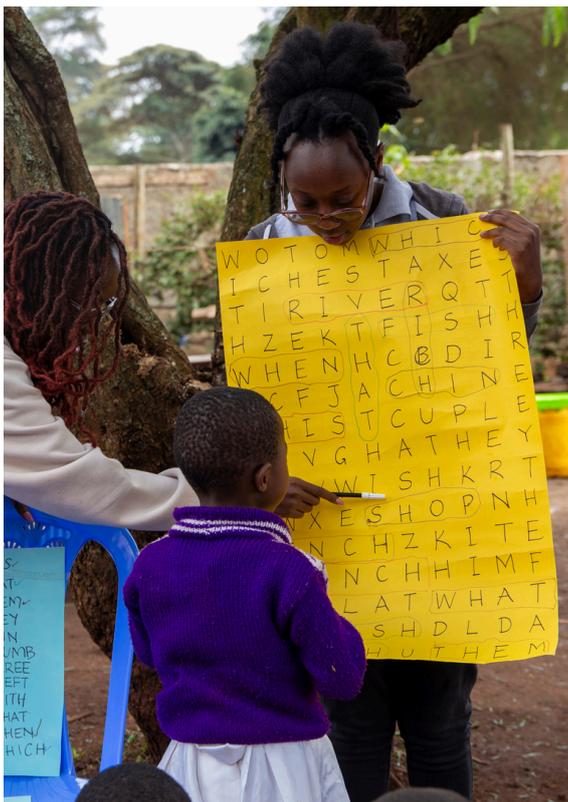


TEACHER TRAINING

Our interventions have proven to work really well and children are not only improving but enjoying the process so we also provide teachers with this training because these activities don't have to break bank hence applicable to all levels.

VOLUNTEER PROGRAM

We work with volunteers on Sunday and Fridays to run the activities with the children.



MILESTONES OF 2024

2024 was a year of bold steps, deepened impact, and meaningful collaboration for Watoto Wasome. Every milestone brought us closer to our mission of nurturing a generation of confident readers.

✦ NEW PARTNERSHIPS

This year, we strengthened our operational capacity by forming strategic partnerships that enhanced both our reach and efficiency. We collaborated with **Esoma Kids**, enabling us to digitize our data collection processes. This shift to digital tools allowed for more accurate tracking of children's literacy progress and streamlined reporting, making our interventions more responsive and data-driven.

✦ KUSOMA KUNABAMBA!

We proudly launched the Kusoma Kunabamba initiative in **two** schools in Kibera, bringing playful literacy to life in vibrant, community-rooted settings. Through this program, children engaged in interactive literacy games and activities designed to make reading fun and accessible.

✦ IMPACTFUL VOLUNTEERS

For the first time since our inception, we had the **largest and most consistent cohort of volunteers**. After undergoing comprehensive training, these volunteers took full ownership of literacy sessions, working closely with children and tracking their individual progress.





OUR 2024 IMPACT

We made remarkable strides in improving foundational literacy among children through a series of play-based interventions.

Literacy Growth within the 4- 6 Year Old Children

This class, led by volunteers, had nine learners. At the beginning of 2024, only 14% of children could correctly read or write more than 20 out of 26 letter sounds. By the end of the year, these figures had soared to 89% for reading and 100% for writing. This transformation was driven by interactive phonics games, where children matched sounds to letters using colorful flashcards, puzzles, and group challenges. These activities not only reinforced phonemic awareness but also encouraged collaboration and peer learning.

89%

of learners read over 20 out of 26 letter sounds correctly.

22%

of the students correctly wrote at least 7 out of 10 of two-letter words from dictation.

44%

of learners read at least 7 out of 10 of two-letter words.

100%

of the students wrote 20 out of the 26 letter-sounds correctly.

Literacy Growth within the 7-9 Year Old Children

For this age group, we used play as a central tool for teaching foundational learning, and the results speak volumes. By November 2024, 100% of the children could correctly read both two-letter and three-letter words, and 100% could write two-letter words from dictation. Writing three-letter words also saw a dramatic improvement, rising from 0% in early 2023 to 92% by the end of 2024.



100%

of the students read at least 7/10 of two-letter words (out of 10 words)

100%

of the students correctly wrote at least 7 out of 10 of two-letter words from dictation.

Our lessons used games like word hopscotch and Sound bingo to help them master two-letter words in a fun and movement-based way.

As the learners progressed, we introduced storytelling games, word-building challenges that encouraged them to explore three-letter words in a creative environment.

92%

of learners wrote at least 7 out of 10 of three-letter words from dictation.



Literacy Growth within the 7-9 Year Old Children

To strengthen reading comprehension, Watoto Wasome introduced playful, story-driven activities that helped children move from decoding words to understanding full sentences and paragraphs. In 2023, none of the learners could read sentences or answer comprehension questions accurately.



We introduced reading games and interactive reading circles where the children supported each other to learn new words. These activities made comprehension feel like an adventure, encouraging children to engage deeply with the text while building fluency and understanding in a fun, collaborative environment.

100%

of learners read atleast 5 out of the 10 sentences given each with less than two mistakes.

50%

of the students read paragraphs fluently with not more than two mistakes.

42%

of learners correctly answered 2 out of 3 comprehensive questions.

FINANCIAL STATEMENTS

In 2024, Watoto Wasome continued to invest in its mission to empower children through education, creativity, and community engagement.

Our financial strategy focused on ensuring that every shilling spent directly contributed to the well-being and development of the children we serve. From learning materials to volunteer support, each expense was carefully planned to maximize impact and sustainability.

Throughout the year, our operations expanded to reach more children across Nairobi and Kiambu Counties., which naturally led to increased logistical and administrative needs.

* TOTAL EXPENDITURE

KSH.
314,016.75

We prioritized the procurement of high-quality educational resources, and maintained consistent communication to our key stakeholders through digital platforms.

Administration Costs **39,363**

Learning Materials **167,092**

Volunteers **10,507**

Snacks for our Learners **17,804**

Art Materials **17,053**

Communication to Stakeholders **17,053**

TESTIMONIALS

“

Watoto Wasome, you have taught us, you have hugged us, and you have smiled at us. We will miss you very much.

Rachel, one of our learners from Makimei Children's home*



“

You have shown us love, how to read the letters and words and how to play games. I want to thank you for coming to our home.

Phillip, one of our learners from Makimei Children's home*

“

When Watoto Wasome first came to Makimei Children's home, some of my children had stayed in one class for almost two years. I had slow learners and even some with behavior issues. Now all my children can not only identify sounds but also read, sometimes even the newspaper. Watoto Wasome ni watu wa maana sana”

*Mama Margaret,
Founder, Makimei Children's Home*



“

Volunteering as a teacher at Watoto Wasome opened my eyes to both the vulnerability and incredible potential of children, especially those from children's homes. Many of them come from difficult backgrounds, yet they show resilience, curiosity, and a deep desire to learn when given the right support.

Violet, our volunteers



“

Watoto Wasome has been involved in promoting children's literacy, and being part of this team showed me how powerful reading can be in shaping young lives. I've seen, learned, and grown through this journey, and I'm truly happy to contribute to a cause that gives every child the chance to dream through literacy.

Martha, our volunteer

OUR YEAR IN MOMENTS



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