

WATOTO WASOME

2025

ANNUAL REPORT

Every page in our report shows the children's lives touched by your support.

Message from our CEO

Dear friends of Watoto Wasome,

One of the greatest joys of this work is seeing a child discover that they can do something they once struggled with. Their excitement to give that high-five because "Teacher nimepata! (Teacher I've got it!)". These are the moments that remind us why every child deserves the chance to learn in an environment where they feel safe, loved, and capable.

In 2025, we witnessed what happens when children get that chance. After four years of being fully volunteer-led, we hired our first full-time Literacy Officer to work with children at a Rescue Centre in Lower Kabete, where they had no access to formal schooling. In just **seven months**, the children made more literacy progress than we had seen in two years of teaching twice a month. It was a powerful reminder that with consistency, patience, and love, children can achieve so much more than their circumstances might suggest.

Behind the scenes, we also spent time strengthening Watoto Wasome for the journey ahead. We sharpened our direction and began developing our 2027–2029 strategic plan through leadership training with Mama Hope. We also partnered with Esoma Solutions to strengthen how we assess children's reading and track their progress.

As we look ahead, we hope to reach more children, support more teachers, and help more children experience the joy and confidence that comes with learning to read: One letter-sound at a time.

To our donors, volunteers, partners, and friends, thank you for walking this journey with us. Every child deserves the chance to discover what they are capable of, and we are grateful that you believe this too.

Danielle Ochieng'

Founder and CEO



WATOTO WASOME

Organization Overview

Watoto Wasome is a Kenyan nonprofit organization improving foundational literacy among children aged 3-10 in rescue centers, informal settlements, and under-resourced schools using interactive, child-centered learning.

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 proudly collaborate with passionate directors of rescue centers, community schools and the government to improve children's literacy levels within the country.

Guided by the 2030 Sustainable Development Goal 4, we are dedicated to implementing ethical, accountable and effective programs that improve literacy rates in Kenya.



WATOTO WASOME

Our Programs

Foundational Literacy Interventions

With our volunteers, we work directly with children aged 3-10 from children's homes (orphanages) & rescue centers who are below their expected reading level, or at risk of falling behind, using child-centered activities to ensure they have a strong literacy foundation.

Kusoma Kunabamba!

A program for community schools that increases children's access to engaging storybooks to build a love for reading and improve reading skills like vocabulary and comprehension. The program culminates with giving every child their own storybook to keep.

Teacher Training

We equip teachers with practical, low-cost, child-centered literacy strategies that have demonstrated promising results in our programs, helping them make learning more effective, engaging, and accessible in resource-constrained classrooms.

Volunteer Program

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



Foundational Literacy Intervention

In 2025, we focused our interventions at a Rescue Centre in Lower Kabete, where the children do not have access to formal schooling. Within the program, we also employed our first full-time teacher who led daily, engaging literacy activities. We began with ten students and digitally assessed their reading levels as a baseline through the ESOMA platform.

Based on the results, we formed groups, using interactive literacy activities to support progress based on their capabilities. The interventions focused on developing listening, phonological awareness, letter recognition, reading, spelling, and fine motor skills through engaging, play-based activities.





Teaching at the rescue center was a heartwarming and life-changing experience. I was delighted to witness the children grow in confidence as they learnt. I saw how education can uplift children to their absolute best.

Cynthia, Rescue Center Teacher.

Program Achievements

1st

full-time literacy teacher to work with the children daily

87%

progression on the literacy stages. All students improved from our baseline assessements.

Kusoma Kunabamba!

A program aimed at increasing children's access to and interaction with engaging storybooks to enhance their reading fluency, vocabulary, comprehension and a love for reading.

The program operated in three schools in Kibera throughout the year;

- Israeli Education Center,
- Brainstorm Junior Children's Center, and
- Niami Educational Centre.

In 2026 we are working to expand our reach within the community to ensure that all children have access to a storybook.





Program Achievements

3

community schools reached throught the year.

80+

children within the community schools.

100+

books distributed to the community schools and students.

Volunteer Program

Our programs rely heavily on volunteers, so we are committed to investing in everyone who chooses to work with us.

Through a range of capacity-building initiatives, we equip volunteers with the knowledge, skills, and confidence needed to plan and deliver effective literacy activities while supporting learners from rescue centers using trauma-informed approaches that promote safety, trust, and positive learning experiences. In 2025, we trained 29 volunteers.





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 volunteer.



WATOTO WASOME

Financial Overview

Our total expenditure for 2025 was **Ksh.554,845**. Our biggest expenditure remains our program costs, that includes the running of our Literacy Sundays, weekday teaching and Kusoma Kunabamba program at **Ksh.382,132.** We continue to prioritize the procurement of high-quality educational resources for our underserved learners across Nairobi and Kiambu County.

CATEGORY	AMOUNT (Kshs)
Program Costs *(Learning Materials, Volunteer training, Literacy Officer, volunteer compensation, Kusoma Kunabamba)*	382,132.00
Administrative Costs *(Airtime & Data, Travel, Administration, Web Consultant)*	97,813.00
Fundraising	74,900.00

We continue to ask our well-wishers and sponsors to support us as we work to improve literacy for children in underserved communities. You can support our initiatives through our M-PESA PayBill account using the details below:

MPESA Paybill: 4104205
Account No. : Donate

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

Our Leadership

Strong leadership is essential to achieving lasting improvements in literacy, and this year marked an important milestone in strengthening Watoto Wasome's future.

Through leadership development and strategic planning support from **MAMA HOPE**, we completed a comprehensive three-year Strategic Plan. This process provided an opportunity to reflect on our journey, define our long-term vision, and establish clear priorities that will guide our work as we continue expanding access to literacy opportunities for vulnerable children.

The strategic planning process also helped us strengthen our organizational systems and build a solid foundation for sustainable impact. As we move forward, we remain committed to improving literacy outcomes for children in the communities we serve and expanding opportunities for every child to learn and thrive.

Read our Strategic Plan



Founder and CEO



Director, Finance and Volunteers



Head of Communications

WATOTO WASOME

Our Year in Moments



















Improving Literacy one letter-sound at a time.

WATOTO WASOME

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Watoto Wasome