

KENYA 2024

DISTRIBUTION REPORT

WATTS  LOVE®



PARTNERS



Goodyear Pebble Creek Rotary
 Five Rotarian members of the Isiolo Club and one member of the Nairobi-Magharibi Club attended and were trained as Watts of Love trainers.



Northern Rangelands Trust Lewa Conservancy

OVERVIEW

Dates:
 March 2024

Families Impacted:

• Kalama Village	02
• Trainers	16
• Meru Community	50
• Ngwesi Community	45
• Leparua Community	50
• Lekurruki	60
• Nigiri staff	15
• Tassia staff	13
• Lolmarlal Village (Samburu Community) . .	01

TOTAL 252



COMMUNITY SUMMARY

Distributions occurred in Northern Kenya. Many people live in windowless homes made from sticks and mud or dung and lack electricity. The adult population is 38.5% illiterate. Life expectancy is 68. The average household income is \$500 US per year.

Most homes use either kerosene, or batteries for torches (flashlights), and many rent to own these torches. The cost to rent a torch is approximately 200 shillings a week (\$1.54 US). This totals more than \$80 US a year. By the time a family has paid off their torch, it can cost as much as \$320 US, by which time it is often broken.

Not only are the batteries a significant expense, but they are also toxic to the soil around their homes. The average torch uses two batteries a week, so each household disposes more than 100 batteries each year, causing a real environmental issue to the community.

Many of the women who received lights on this trip are beaders. A large part of their income is derived by creating beautiful, beaded jewelry. Their items are sold around the world with help from Northern Rangelands Trust (NRT) which connects them with shops and zoos. Before receiving their Watts of Love solar light, they would hold a torch under their chin (see below).



TOTAL IMPACT

Due to the generosity of the Rotary Club and our travelers, the total impact to date in Kenya for 2024 is:



252 homes lit



1,764 lives impacted



\$39,060 saved per year



551,880 hours of productivity gained per year



60,480 hours of study time gained per year



110,880 pounds of CO2 emissions saved per year



117,936 fewer batteries contaminating the soil per year

LIGHTHOUSE DEVELOPMENT

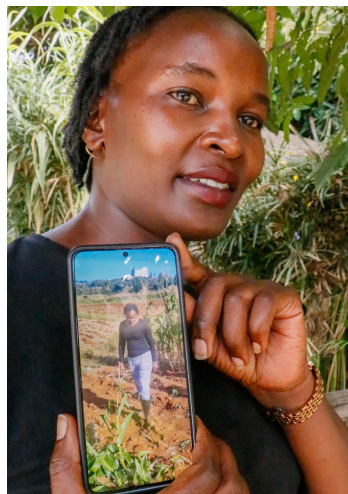


The purpose of this trip to Northern Kenya was to pilot a Lighthouse, Watts of Love's scaling initiative that equips and empowers an entire region. Over two days of intensive leadership training, 16 team members learned the Watts of Love program. They experienced the Watts of Love program as recipients and set their own BIG DREAMS. Then, through a combination of classroom sessions and role-playing activities, they learned how to operate and care for our solar lights and how to teach our financial literacy and empowerment curriculum to the communities they will serve.

The U.S. team was greeted with a traditional dance. (first photo)



Gedhia grew up without electricity. Now she works at NRT and serves as our distribution coordinator organizing the distributions and the trainers. When she was in 7th grade, her grandmother sold her to a man for marriage. Her father, who was in the military, learned of this and took matters into his own hands. He took Gedhia to a safe place to finish her education. She eventually received a Bachelor's degree and has dreamed about bringing solar light to Northern Kenya for 10 years. (second photo)



Violet is one of our new trainers and also works at NRT. At 4:00PM she goes to work in the fields and walks home in the dark. She is grateful to have her solar light to walk home safely at night and is saving the money she used to spend on batteries to invest in her future. (third photo)

Less than two weeks after the US team left Kenya, our trainers, including Gedhia and Violet, were hard at work, distributing the Watts of Love program to another 30 families in West Pokot.

We are confident this momentum will continue throughout Northern Kenya so that our Lighthouse goal to help 20,000 families in four years becomes a reality.



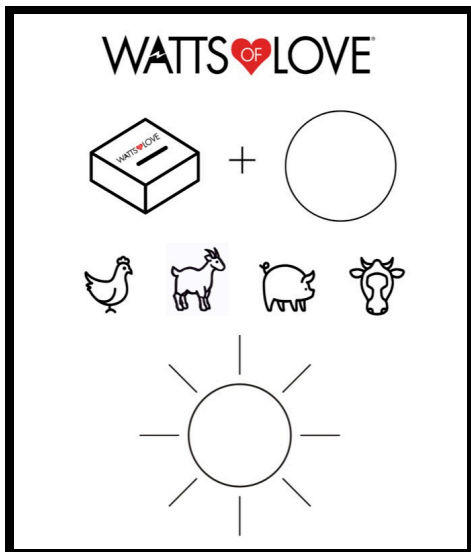
DISTRIBUTION SUMMARY

Our financial literacy training works on the premise of “OLD” money & “NEW” money.

Old money is the money you already have in your pocket and are spending on alternative light sources. When you receive a Watts of Love solar light and training, that “old” money becomes savings. The box in which our solar light is distributed can also be used as a bank to save money.

We don't just teach people to save their money - we empower them to invest their money to improve their financial situation. We teach them how to save to buy one chick, and that when that chick grows, it can be sold for more than what it was purchased for or can produce eggs to sell. Now the light recipient has “old” money and “new” money. The current president of Kenya was once a small chicken farmer and grew his farm to be very profitable, so our program recipients see this as a real example of what is possible.

Rukiya (right) attended our training. She is a Rotarian in the Rotary Club of Nairobi-Magharibi, and she has a creative BIG DREAM. She wants to raise bees. She said selling honey is the first step, but ultimately she wants to buy the equipment needed to make the honey into bee venom. Bee venom has anti-inflammatory, antibacterial, antiviral, and anti-fungal properties with antioxidant potential. You can do it, Rukiya!



ONE PROGRAM, IMMEDIATE IMPACT

On an evening walk, our U.S. team visited a small nomadic tribe of approximately 10 families. They move about every two years, so they do not have any permanent structures. It was getting dark, and they did not even have a flashlight. We only had one of our solar lights with us, which we gave to them. The next day, a few of the female leaders met with us and received our financial literacy training. We hope to return and deliver the Watts of Love program to their entire village.



LIFE CHANGING EMPOWERMENT



Monica, a mother of three living in a small dark home, now has big dreams and a plan to save money for her family. When we asked to see her home, she ran ahead to tidy up before we got there. Her home consisted of two rooms, one for sleeping and one for cooking. She showed us her rent-to-own light that was not working because she failed to make a payment. She already had it for two years and still needed to pay for another two years before she owned it.

With her new Watts of Love solar light, she now has light while cooking and for her children to study. Monica plans to save 240 shillings a week (\$1.84 US), and her first goal is to get a chicken (kudu) and a goat (mbuzi). She does not own the land she lives on, but her big dream is to buy a farm (kununua shamba).



THANK YOU

Thank you for your continued support of Watts of Love and our mission to end generational poverty! Through your generosity, we have made a huge difference in Northern Kenya.

We have seen real change and true gratitude from our program recipients. They appreciate that we take the time to equip, train and empower each recipient and keep returning until everyone who needs it has the opportunity to achieve financial freedom.

Partners like Rotary and NRT as well as other donors are pivotal in helping us end poverty in Northern Kenya and around the world.

ONE PROGRAM - IMMEDIATE IMPACT!

