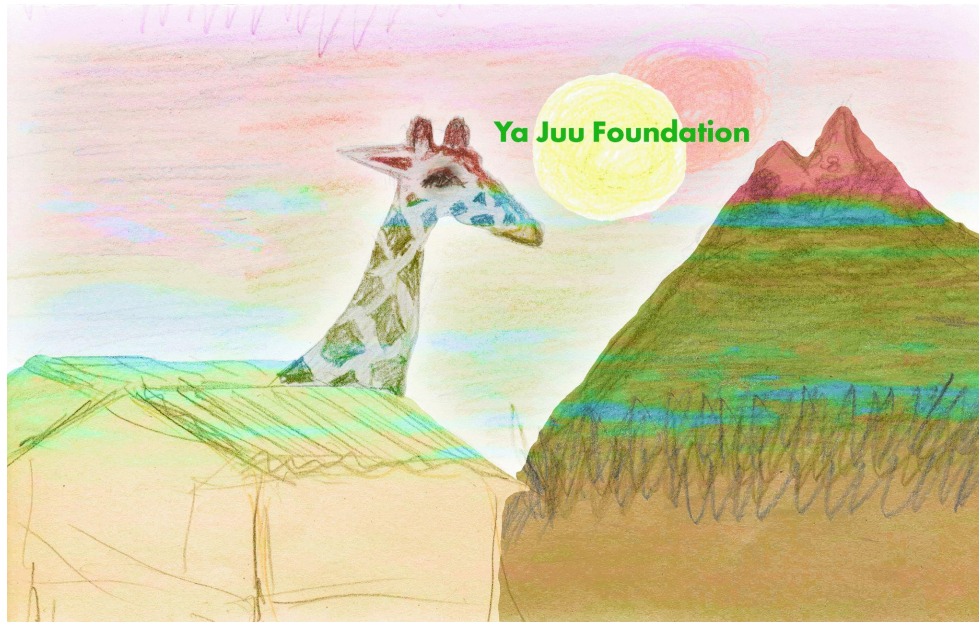


Stichting Ya Juu Foundation



POLICY PLAN 2024 - 2025

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Introduction

Stichting Ya Juu Foundation was founded in the Netherlands in 2022 by Dr. Anja van 't Hoog. Dr. van 't Hoog has lived and worked in Kenya for more than 15 years; in the nineties she started working as a doctor for Memisa in a small rural hospital in Kakamega and later on joined research programmes with CDC in Kisumu as an epidemiologist, specialised in TB. Ya Juu is founded in her spirit with the idea that education can make a difference for adolescents and young adults in Kenya for their future: both by increasing opportunities for them to educate, develop themselves and to earn a decent living as well as for them to be able to play a contributing role in their society. Ya Juu wants to provide (financial) support to underprivileged adolescents and young adults in Kenya who would otherwise not be able to attend secondary and/or higher education. Also, Ya Juu may offer support for vocational training, small business development or skills development through internships, job application support and networking with the aim to improve their employability for work. We will start with this in 2023; in the first year(s) we intend to identify adolescents and young adults for support through the personal network of Dr. van 't Hoog, mainly in Western Kenya; after that we may need to advertise/ publicise these opportunities more actively to reach more adolescents and young adults in Kenya. In principle, the support to eligible individuals will be channelled via their parents or caregivers, directly via schools and institutes or via local non-profit organisations that have similar objectives as Ya Juu Foundation, namely the support to underprivileged adolescents and young adults to become self-reliant.

In this Policy Plan we will explain in detail on how we plan to implement our objectives for the next three years, 2023 - 2025.

1. Mission & vision

The mission of Ya Juu Foundation is to contribute to increasing numbers of educated adolescents and self-reliant young adults in (Western) Kenya by providing access to secondary and higher education and/or supporting them in other ways to increase their employability for work or business skills so they will be able to earn an income for themselves. Our vision is that all adolescents and young adults have the right to education and to develop themselves to their full potential so they can look after themselves and play a contributing role in their society. This is in the continuation in spirit of the founder of the organisation, dr. Anja van 't Hoog, who supported several adolescents and young adults in Kenya with this purpose.

1.2 Objectives

With the mission and vision in mind, the objectives of Ya Juu Foundation are:

1. increased access to secondary and higher education for underprivileged adolescents and young adults in Kenya;
2. increased self-reliance of underprivileged adolescents and young adults in Kenya;
3. operating in the memory of Dr. A.H. van 't Hoog; and
4. performing any other acts that are related to the foregoing in the broadest sense related or likely to be conducive thereto.

1.3 Strategy

The foundation aims to achieve its goal by, among other things:

- a) providing financial support to underprivileged adolescents and young adults to enable them to attend secondary and higher education by paying school fees, school supplies, accommodation, transportation and/or other means;
- b) Providing resources for support with training and means to start up a small business after school or when education is not an option, and/ or support development of skills for internships, job hunting and networking to improve their employability;
- c) doing this directly via underprivileged adolescents and young adults or their parent(s)/guardian(s) in Kenya, or through an organisation that increases access to secondary and higher education or income generating support for underprivileged adolescents and young adults in Kenya;
- d) soliciting sponsors and non-profit donations.

Ya Juu Foundation has the intention to support at least 3 adolescents and young adults in 2023 and gradually increase the number in the period 2024- 2025, subject to the funds available.

1.4. Target group & criteria

The target group is defined by the following criteria:

- a) adolescents and young adults seeking education support:
 1. who live in (western) Kenya;
 2. who are between 14-25 years;
 3. whose parents, caregivers or themselves have insufficient financial means to attend and complete secondary school or higher education; and
 4. who do not qualify (fully) for bursaries and sponsorships from the Kenyan government;
- b) young adults seeking employability support:
 1. who live in (western) Kenya;
 2. who are between 18-30 years;
 3. whose parents, caregivers or themselves have insufficient financial means; and
 4. who have limited opportunities or skills for internships, job searching and networking and starting a small business.

Specific attention will be given to adolescents and young adults who face additional marginalisation in society due to some part of their identities, such as disability, their gender or ethnicity. Specific attention will be given as well to applications coming from within the network of the founder.

1.4.1. Detailed criteria for Secondary Education support

When the applicant meets the criteria of the target group under 1.4., we look at the following factors:

- The applicant has the Kenyan Certificate of Primary Education (KCPE) with at least 100 marks out of 500.
- If the application is already attending secondary school: the last school report needs to be submitted.
- The secondary school of preference is officially registered as a government school: this needs to be supported by documentation.
- A letter from the parents/caregivers of the applicant is provided including at least the following information:
 - Background of the family situation (how many children; rough family income; other relevant information etc)

- Commitment/ contribution to ensure the applicant will attend school. This can include monetary contributions, but also in-kind support to the applicant
- How the parents/caregivers will support the home-school relationship to support education (e.g. being part of Parent-Teacher Associations, supporting with homework etc)
- A motivation letter of the applicant is provided where he/she explains why they should be supported.
- An own contribution is required of a minimum of 20% of total costs for education. This can be monetary or in-kind in the form of the provision of textbooks, geometrical sets, calculators, school uniforms and/or pocket money and need to be documented. This will be discussed on a case-by-case basis.
- Where applicable, a support letter from an intermediary in the personal network of the Founder with details on the background of the main applicant and a motivation for support, is provided.
- At least one other letter of support to the applicant's application (from a teacher at the primary or secondary school or from a community leader) is provided.

In relation to Secondary Education support, the Ya Juu Foundation will not:

- a. Pay for those costs that are provided for by Free Secondary Education by the Government of Kenya.
- b. Support adolescents or young adults who receive a full scholarship for Secondary Education.
- c. Pay for attending private schools.
- d. Fund applications received from a school directly.

1.4.2. Detailed Criteria for Higher Education (includes colleges, university and polytechnics) support

- The applicant has the Kenyan Certificate of Secondary Education (KCSE), passing the national exam with at least a C-.
- If already attending higher education: the last report needs to be submitted
- The institute chosen should be recognized by the commissioner for higher education: this needs to be supported by documentation.
- A letter by the applicant is provided including at least the following information:
 - Background of the family situation (how many siblings; rough family income; other relevant information etc)
 - Motivation where he/she explains why they want to attend higher education; what does he/she want to achieve?
- An own contribution is required of a minimum of 20% of total costs for education. This can be monetary or in-kind in the form of the provision of textbooks, accommodation, transport costs and/or pocket money and need to be documented. This will be discussed on a case-by-case basis.
- Where applicable, a reference letter from an intermediary in the personal network of the Founder with details on the background of the main applicant, is provided.
- Any other letter of support to the applicant's application (e.g. from a teacher at secondary school; a community leader, etc) is provided.

In relation to Higher Education support, the Ya Juu Foundation will not:

- e. Support adolescents or young adults who receive a full bursary from the government.
- f. Pay for attending private colleges or universities.

g. Fund applications received from an institute directly.

1.4.3. Detailed Criteria for Income Generating Support

- A written plan to generate income either through starting/boosting their own business or increasing their employability from the applicant is submitted, including basic understanding on setting up and running a business for profit.
- A letter by the applicant is provided including at least the following information:
 - Background of the applicant (family situation, level of education, rough income; other relevant information etc)
 - Motivation with explanation why they need the support; what does he/she want to achieve? What can they do with this support that they otherwise cannot do?
 - Details of training needs, and / or needs for development of skills for internships, job hunting and networking and how this will improve their employability for work.
- An own contribution of a minimum of 20% of total costs for support is required. This can be monetary or in-kind in the form of the provision of labour, materials and/or other means and need to be documented. This will be discussed on a case-by-case basis.
- Where applicable, a reference letter from an intermediary in the personal network of the Founder with details on the background of the main applicant, is provided.
- Any other letter of support to the applicant's application (e.g. from a teacher, a community leader etc) is provided.

In relation to Income Generating Support, the Ya Juu Foundation will not:

h) Support young adults with direct income

i) Provide nor find jobs for young adults.

2. The educational system in Kenya

The national educational system in Kenya consists of three levels: eight years of compulsory primary education (beginning at age six), four years at the secondary level, and four years of higher education (8:4:4). The government of Kenya provides free primary and secondary education. Secondary school education usually starts at 14 years of age and runs for four years. Upon completion of secondary school, students can choose to go to college or pursue other vocational fields.

The Government of Kenya has allocated a significant budget to education annually, to implement reforms such as the Competency Based Curriculum and 100 per cent transition from primary to secondary school. However, issues such as poor-quality teaching and large class sizes still affect the quality of adolescents's learning. The pupil-to-teacher ratio remains very high in some counties in Kenya, such as 77 to 1 in Turkana.

Before the COVID-19 pandemic, nationwide enrollment in primary education stood at 93 per cent, but was at **secondary level only 53 per cent**. Kenya has made gains in reaching remote areas and disadvantaged communities at primary and pre-primary level. In pastoral communities, high dropout rates reflect a perceived lack of value of schooling, long distances to schools and high rates of child marriage. In 2020, school closures interrupted learning for over 17 million adolescents, who missed more than six months of formal

education. These children and young adults also faced increased risks of violence, child labour and effects on their mental well-being (<https://www.unicef.org/kenya/education>).

The main objectives for secondary education in Kenya is that it should provide the learner with opportunities to:

- acquire necessary knowledge, skills and attitudes for the development of the self and the nation.
- promote love for and loyalty to the nation.
- promote harmonious coexistence among the peoples of Kenya.
- develop mentally, socially, morally, physically and spiritually (https://www.schoolnet.org.za/conference/sessions/jogwel/objectives_of_secondary_education.html)

Despite substantial Government support, financing for education is also drawn from fees. These are funds paid by students as determined by schools guided by the Ministry of Education. As it stands currently, primary education is entirely free. Secondary education is free only for day students in day schools and select boarding schools. However, next to payment of tuition fees, fees are charged to the parents for books, uniforms, games, development, construction, bus trips, lunch and remedial teaching among others.

Bursaries and scholarships have also played a key role in financing education in Kenya. Bursaries reflect the monetary educational assistance offered mainly by the government to needy deserving students. Bursary schemes existing include CDF and COUNTY. These schemes have however, sadly been associated with nepotism, favouritism and inadequacy of the bursary funds to meet serious education fees. Scholarships on the other hand are academic financial awards given to bright but needy deserving students by different persons and organisations, such as The Wings to Fly program, KCB Foundation, Jomo Kenyatta Foundation and others. Matters of concern in scholarship schemes include the transparency levels accorded by such schemes in their recruitment, increasing fears of bias and favouritism. Some scholarships also include tuition fees only and thus fail to meet additional boarding costs necessary for one to receive quality education.

Donor funding is mainly geared towards development of primary education and recruitment of teachers of the same. Countries involved in funding of education in Kenya include the US, UK, Norway, Germany and Japan. Biases and unprecedented cuts are some of the problems in donor funding. Biases affect appropriate planning and development of education programs as they might not necessarily reflect the needs area requiring funding. More importantly, donor funding has to play a role in bridging the equity gap in provision of education to disadvantaged groups like girls and special needs education.

University education comes with a cost especially to those in parallel programs. The challenges that exist herein include exorbitant fees charged by schools irrespective of the fee guidelines approved and set by the Ministry. Cases of arbitrary increase in fees have also been recorded.

From the foregoing it follows that the prevalent means of funding education are inadequate and hence need to be supplemented especially at the senior level of education. Alternative funding of education should also reflect the mismatch in skills and competencies and access & equity considerations. Ya Juu Foundation aims to play a role, by providing opportunities for underprivileged adolescents and young adults to claim their right to education and to develop themselves to their full potential so they can look after themselves and play a contributing role in their society.

3. Planning for 2024-2025

3.1. YearPlan: Concrete activities for 2024

Ya Juu Foundation has the intention to support 5 adolescents and young adults in 2024. In the first year(s) we intend to identify adolescents and young adults for support through the network of Dr. van 't Hoog. We will ask potential beneficiaries to submit the application form to be downloaded from the website: www.yajuufoundation.org.

3.2. Timeframe 2024- 2025

By the end of 2025 we will evaluate the activities and decide if adjustments are needed in this Policy Plan. Ya Juu Foundation has the intention to support at least 10 adolescents and young adults in the period 2024 - 2025. We will decide whether we may need to advertise/ publicise these opportunities more actively to reach more adolescents and young adults in Kenya, or not.

4. Organisation

Ya Juu Foundation is a not- for -profit organisation, registered with the Kamer van Koophandel under number 87638762. It has applied for the ANBI status. The organisation has a website: www.yajuufoundation.org. The bank account number is: NL56 TRIO 0320599841 with Triodos Bank in the Netherlands.

4.1 Board

The Board of the Foundation consists of four voluntary members, who are not paid for their services. Declaration of costs is possible if they are necessary for the tasks performed by the board members. In the reglement/ regulations is stipulated what the roles are for the board members and how things are organised within the Foundation.

Chair:	Mrs Mieke van 't Hoog
Vice-chair:	Mr. Frederik Eijkman
Treasurer:	Mrs Ellen van Puffelen
Secretary:	Mrs Kim Hartog

5. Finances

Budget 2024: € 6,000

The assets of the foundation are formed by the legacy of the founder of the Foundation. The assets serve to support young adults and adolescents as effectively as possible in the coming years. The starting point is that we want to give young adults and adolescents access to secondary and higher education, but our aim is also that they are able to complete their education. The assets can be supplemented with donations, although the foundation will not actively raise additional financial resources immediately (subsidies, auctions, etc.). We do not rule out doing so in the future.