



Macheo

Children's Centre

2014 Annual Report

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MACHEO NETHERLANDS

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Message from the Director



We need to repair broken families

The year 2014 has been again a remarkable year for Macheo's development as we have touched the lives of many children, who basically don't have anything. With not having anything, we not don't only mean that these children lack basic material needs, such as education, healthcare, food, housing and protection in their lives. We mean they are basically deprived of care. More and more we see it as the task of Macheo to contribute to a conducive environment for children to grow up in.

Let us look back to our own childhood and ask ourselves the question: "Which moments have created our most memorable childhood memories?" Most of us would mention a moment spend among people who were important in our lives, basically about times where we felt very connected to others, where we felt loved. That is exactly why it hurts so much to meet a neglected child! A child who is scared and unable to connect or interact. Unfortunately these are cases we meet here on a daily basis...

Over the years we of Macheo have realized, that these are the children for whom we can make a change that will have an enormous

impact. However it is extremely complex to help them. Basically we need to help the guardians become better parents or assist in rebuilding broken families. "Only" one intervention will very often fall short to result in a change or will not have a lasting impact. The right mix of interventions for each child, mum or family needs to be found, applied at the right moment and in the most effective way.

Our experiences, successes and failures of 2014 have strengthened our ambition to continuously aim for the best solution for each child.

In this light, we decided to set Macheo's main objective for 2015: to optimize the performance of our services.

Finally we would like to thank you for your guidance, support and assistance in the past year. We really appreciate your commitment to Macheo and hope to count on your support again in 2015, the year in which Macheo will celebrate her 10th anniversary!

Marnix Huis in t' Veld
*Director and Co-Founder
Macheo Children's Centre*



Our Vision:

“A society where the children live happily in a safe, caring, and stimulating environment that promotes the best of their potential.”

Our Mission:

“To empower and protect vulnerable children and their communities, so that they can lead a bright future.”

STRATEGIC PLAN

Goals for the Future:

1. Trusted Partner
2. Real Impact for the most needy
3. Optimization of existing programs

Greater impact on the horizon: targets set for 2014 and beyond

In the coming years, Macheo plans to further empower its current management structures to reach ever higher levels of impact, transparency and continuous improvement. Big gains in impact are to be expected from furthering our targeting of the most needy children around us and continuously optimizing our programmes to serving these most disadvantaged children at any moment in the best possible way. Their needs should lead in what we should (co-) provide.

Higher impact can also be achieved by strengthening strategic partnerships with stakeholders, partners, the Government of Kenya and other NGO's. We hope our partners experience *true partnership* for a worthy cause, meaning maximum focus on impact, efficiency, transparency and accountability.

We are moving towards the situation where all of Macheo's overhead costs can be provided by our own income generating activities, leading to a complete utilization of donors funding inside programs.

2005

Macheo started in a rented house in Thika, Kenya by Maureen Kromowirjo and Marnix Huis in 't Veld. The first children were Bayo and Teresia. Our first employees were Simon Wachieni and Jane Wangari. Bayo is now entering Secondary School and Teresia is sitting for her final exam in Secondary School. Simon is now our financial director and Jane our HR manager. We have come a long way.

2010

Stichting Benjamin provided long-term financial security for Macheo Children's Home, enabling us to diversify our fundraising efforts, leading to spectacular growth in all programs.

2015

The end of 2015 we strive to be an organization that is not dependant on individuals, but rather, strong structures, procedures and network, allowing us to navigate through any storm and always maintain Macheo's impact, credibility and positive future prospects.

2020

In 2020 we aim to be a continuously advancing organization with proven success in long-term impact and highly regarded by all partners and beneficiaries, known to always act with the best interest of the child in mind.



SECTION ONE

CHILDREN'S HOME



Macheo

RUGBY G.A.S

Children's home

Kenya has a very big number of orphans and vulnerable children that are mistreated, abused or / and abandoned. To give these children a fair start in life, we founded Macheo children's home in 2005 starting with 2 children. Almost 10 years later we provide care to 56 children who live as a residential in Macheo Children's Home until they can be re-integrated back to their family. The children are taken in by Macheo after an assessment of their family by the social workers and a process with the District Child Officer. Macheo strives for a society where children live happily in a safe, caring and stimulating environment that promotes the best of their abilities. On the Macheo compound every house is family oriented with a maximum of 8 children living with a housemother. Boys and girls are mixed and of different ages, siblings stay together. The housemother knows the child very well and works together with a social worker to create an Individual Development Plan for each child. Macheo does not make decisions based on a group but on their personal needs, development and learning capabilities. That is also why the children go to different schools.



Year in review

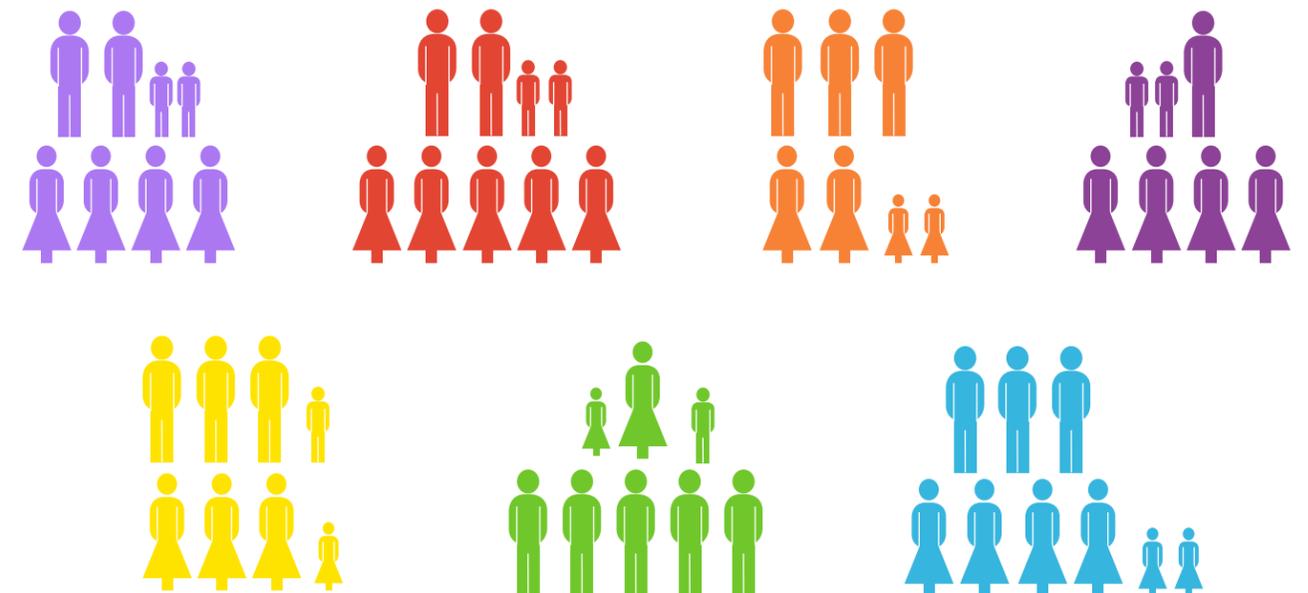
In the early years of the children's home, we considered it to be a permanent family. However, our mind-set has changed during the years. In Kenya family is of the utmost importance and there are certain cultural aspects that can only be taught by a family. This is why Macheo has started to focus on reintegration for certain children in 2014 and now our mission is to "repair broken families".

This means that Macheo takes vulnerable children in for only a few years, during that time our team of social workers, counsellor and housemothers work with the family to create a safe environment for the children to go back to. The process of reintegration is a process that is done with caution and care and it might take time. Macheo has 4 social workers who work on reintegration and parenting and 1 counsellor to help children and their guardians with individual psychological support, coping with difficult situations and preparing them for reintegration. Another important focus point of 2014 was training the housemothers in bonding and positive parenting. Teaching the child what is right and wrong, rewarding the good behaviour instead of punishing bad behaviour. Due to these trainings Macheo has seen a positive change in the relationship between the children and their housemothers and a progressive change in the attitudes of the housemothers.

At the end of 2014 Macheo Children's Home reintegrated 16 children, 7 of them went to secondary school, the rest are in primary school or pre-schoolers. 4 new children were

admitted to the children's home, 45 children went back to their family for home visits every holiday. In 2014 Macheo Children's Home had 103 beneficiaries in total. This includes all children in the home, the reintegrated children and sponsored siblings.

Looking forward to 2015, we aim to reintegrate about one third of the children in the home. Furthermore, Macheo wants to start a baby house, in one of the current houses. There is a big need in Kenyan society for temporary residential care for abandoned babies. We hope that the families of these babies will claim them within the legal period of 6 months that a baby can be claimed by its parents. If not the babies can qualify for adoption. Macheo works together with a reliable and official Kenya adoption agency, which works on adoption within Kenya only. This enables the child to grow up in his or her own culture. Furthermore, we are building a new day-care, on the compound for the pre-school children, which will be more child friendly and adapted to the stimulation need of the individual child.



Successful re-integration

In 2006 a four year old girl was rescued from her home situation by Macheo. Her home situation changed drastically after the death of her father, leaving her behind with her mother. The reintegration process for this girl took almost 9 years and is one of the most memorable reintegration's of Macheo. It was due to the passion, dedication and skills of her Macheo housemother that this girl was finally reintegrated with her family.

It all started in 2006 when the girl was brought in as one of the first children of Macheo Children's Home. The children lived in a big group divided over two sleeping dorms. The first years she only met her mother in a public place. In the beginning the girl was closed and did not like to share her stories with others. She opened up when the family houses were established and she developed a close relationship with her housemother. When she requested one time; "I want you to become my mom", her housemother and Macheo's social workers started to work on the relationship between her and her biological mother. The housemother was supervised and trained by the social workers who enabled her with the necessary tools to help the family.

Six years after her admission, Macheo's housemother took the girl for her first home visit. The visit lasted for 3 days and the housemother was there to supervise and support the girl the entire time. After 6 years the girl felt like a visitor and not like a family member. As the mother and girl had to start from scratch it proved to be quite hard to create a healthy relationship in such a short amount of time. However, during that stay there were positive changes. Towards the end the girl started interacting a bit more and wanted to stay with her housemother at her mom's house. The mom had become more stable and was in a healthy relationship with a man. The mother and the husband really wanted to become a responsible family however, they lacked funding. At that point Macheo decided to support them with a one-off financial support to buy the necessary items to start farming. This gave the family a chance to be self-supportive and to become more stable.

The home visits continued every 3 months and became longer, but were still supervised by the housemother. Every home visit the housemother worked with the family, trying to understand and listen to them, giving information when necessary and building up trust. A break through moment occurred when the girl started to call her biological mother "mom". The girl started to feel a part of the family, and her confidence was growing. Even at Macheo she started sharing her stories, interacting with the smaller children and looking forward to the home visits, which had not happened before. For her it was a very safe feeling that her Macheo housemother was present during the home visits to guide her and protect her, it enabled her to explore her place within her family without feeling unsafe.

The home that the biological mother lived in was permanent, she had a stable marriage and the farm was going well. This is important for Macheo, because a child needs a stable, safe and loving environment. Macheo also started working with the other family members. Initially, due to the complicated history of the family we were very hesitant about reintegration, but we kept working towards it.

In December 2013, after many home visits it was decided that it was time to leave the girl alone with her family for 2 days. The housemother had such a close relationship with the girl that Macheo's housemother was positive that the girl would tell the truth about her stay. On the second day an unannounced visit was made to the girl and her family, giving them no time to prepare. Everything was good and the girl even started teaching her mother the values that she learned from her housemother at Macheo. Telling her mother "my housemother does not like lying", improving her mother's habits.

The biological mother even came to visit her daughter at Macheo and spend the night, which was an important step for their relationship. In the beginning of 2014 the social workers, housemother and all the others involved in the development of the girl created a comprehensive Individual Development Plan for the girl. The history of this girl was very evident, which made it hard for Macheo to let go and trust this family with their own child. However, it was decided that the family was stable enough to focus on reintegration.

In December 2014 a social worker from Macheo went to tell the news to the mother about the reintegration. The mother was worried about the financial responsibilities for the child and the upbringing, as she wanted the best for the child but could not provide for it. Macheo committed to help funding her school fees and medical cost, but the mother had to find a decent and safe school. Macheo started preparing the girl for reintegration by taking the time to talk to the girl. She was not surprised since reintegration is common practice at Macheo. Nowadays the mother is taking responsibility and worrying about her daughter's safety, like a real mother should. She picked a good school and whenever the girl is in need, she helps her daughter and then calls Macheo for extra advise.

In the coming years Macheo will continue with unannounced home visits, to see if the girl is doing well at home and in school. The housemother will continue to work with the mother, empowering her with information about parenting, bonding and helping her to understand her own daughter. If Macheo had not stepped in, this family still would not have settled and the girl would not be reintegrated. We will keep on sponsoring the education of the girl, as long as the family cannot afford it and continue to support them with their parenting skills. We can see the girl grow every time, she is a confident teenager and doing very well. No matter how hard we try to make Macheo Children's Home as close to a family as possible, we realize that the best possible place for any child is with her own family and in her own culture.





SECTION TWO

PRIMARY SCHOOL PROGRAM

PRIMARY SCHOOL PROGRAM

In Kenya public primary schooling is free of charge. However, there are some additional costs for parents or guardians (exam fees, school uniforms etc.). For some parents or guardians these financial burdens are unfeasible. The financial burdens or/and the home situation are the most common reasons why children are absent and at risk of dropping out of school. Therefore, the goal of the Primary School Program is that every child attends and completes their primary school. Not every child in these schools is as disadvantaged as others. To spend our funds as effective as possible we aim to focus on the most unfortunate children of the schools, but there is no mass-solution to achieve this goal.

Therefore, Macheo uses different types of intervention:

Macheo provides porridge in the morning to all children in school. The most disadvantaged 10% receive lunch for free as well. The other parents or guardians have to pay a small amount to prevent dependency.

The most disadvantaged girls in the Primary School Program get sanitary pads from Macheo. Which resulted into girls not missing school during their menstruation. All children of the 20 primary schools receive deworming tablets once every few months. Fieldworkers and counsellors work on individual cases to track why children are not in school. Parents and teachers seminars are held. The Primary School Program supports over 13000 beneficiaries.



Year in review

2014 was all about partnership, teamwork and efficiency. Macheo does not want to operate single-handedly and we do not want to create dependency amongst the schools, children and parents. Therefore, it is important to maintain a close relationship with all stakeholders and provide them with information about partnership, teamwork and efficiency. The most important stakeholders are parents, the government, (head) teachers and other NGO's.

A highlight of 2014 was the partnership with the government, as they are responsible for the public primary schools. Macheo worked more closely with the Education Officers in the field, and teachers of the schools were more willing to cooperate; allowing the cooperation to become more effective.

Furthermore, as result of the successful pilot in 2013 Macheo has employed a total of 5 fieldworkers which lead to more rescues and home visits. Through our fieldworkers parents/guardians are able to access information they require to become more responsible. Some parents/guardians have been neglecting their children. Talking to and empowering the parents/guardians with the right information resulted into parents becoming more aware and concerned about the upbringing of their child.

In total 7 parents' seminars were held, a 133 drop-outs were brought back to school, 42 non-going school children were taken to school; and 1337 girls benefitted from the sanitary pads program. Macheo was able to build 6 toilets blocks, we worked on 9 classrooms and 6 water tanks to create a more child friendly environment. Furthermore, through summer camps of our partner Join for Joy 401 of the most disadvantaged children had the chance to go on a trip full of happiness and new experiences.



We also experienced some unfortunate challenges in 2014. Firstly due to a lack of funding we were not able to reach the goal of a 1000 desks, which was a planned goal for 2014. Furthermore, some children were stigmatized by their school and were not welcomed back into the school after dropping out. We partnered with the child officer and tried to change the attitude of responsible teachers.

The main goal for 2015 is to continue to give the most vulnerable children a change to attend and finish their primary school. Macheo works together with key stakeholders to share responsibilities to create a child friendly environment at school and at home, providing good nutrition value and quality education. These goals will be reached through our social workers and other primary school employees. Through interventions, the social workers will empower the parents, guardians and teachers with information about taking their responsibility. The main focus in all activities will continue to be the 10% most disadvantaged children.

The Journey of Silanga through the eyes of the Head Teacher

Silanga primary school is 1 of 20 public schools supported by Macheo through the Primary School Program. The school started in January 2012 with a population of 37 pupils and 2 teachers. At that time there was only 1 classroom that was constructed by the parents themselves and 2 semi-permanent latrines. The 27 pupils of class one (nursery) were sitting under an iron shed construction, that barely protected them from the sun and the rain. The remaining students were taught outside under a tree, which is not the ideal learning situation for a child. In the course of 2012 the pupils' parents made an effort to raise money to build another classroom themselves however, due to the poverty in the area the parents were unable to complete the classroom. In 2013 Macheo visited the school and recognized the poverty.

Macheo immediately took action by starting to hand out porridge to the children in the morning. Later on lunch was added to the feeding programme of the school in 2014, which consisted of Ugali and vegetables. For the children of Silanga, the parents are too poor to provide them with school lunch. This meant that the students would attend school with an empty stomach, which did not benefit their results. During a holiday break, a sponsor of Macheo took 12 of the most vulnerable children of Silanga to a bush camp. Silanga was a new and small school with a lot of vulnerable children who often lacked proper clothes or footwear. The bush camp was a good way for them to interact with other children, to have fun and to motivate them to continue their schooling.

The school population kept on growing. However, class 2 was still learning under a tree since their classroom was not finished. Therefore, in 2014 Macheo, in partnership with other sponsors, donated materials for a classroom and finished the uncompleted classroom. In addition a latrine with 3 toilets and an urinal was donated and constructed. Lastly, 2 big water tanks were build. These tanks provided the children with much needed clear drinking water and water for cooking food. By the end of 2014 the government constructed 2 more classrooms. The school is now able to provide a decent setting for students to learn. The school is still not big enough for the fast growing population of students but has come a long way. Without the initiative of the parents, the help of Macheo, sponsors and the government, Silanga would not have become what it is now.





LATF PROJECT
EMPLOYER: MUNICIPAL COUNCIL OF RURU
PROJECT: TWO CLASSROOMS FOR A
SECONDARY SCH AT RURU P.V.
SUPERVISOR: MUNICIPAL ENGINEER
CONTRACTOR: NDEGA CONSTRUCTION Co. LTD

SECTION THREE

SECONDARY SCHOOL PROGRAM

SECONDARY SCHOOL PROGRAM

In Kenya only 20% of the children is able to attend a secondary school. The main goal of the Secondary School Program is to offer disadvantaged children a chance to attend and complete secondary school. The parents or guardians of the children in the Secondary School Program often lack either the funds or the knowledge to send their children to secondary school. Usually they will receive funding for a public school close to their home, but when the child lives in an unsafe environment Macheo aims to send the child to a boarding school.

Year in review

The main focus of 2014 was to give more disadvantaged children an opportunity to attend secondary school. A total of 70 children are sponsored through Macheo's donors in 2014.

The children attending secondary school can face some challenges along the way, like peer pressure, boy-girl relationships, their home situation and so on. Macheo organized meetings with the parents or guardians of the children, since they are of great influence in the child's life. It is important that the Macheo social workers empower the children and the parents or guardians with information on parental responsibility. In addition, our social workers guide them as much as possible during their journey through secondary school.

In 2014 6 children completed their secondary education. Additionally, a large number of children (16) from one of the schools of the Primary School Program were taken to attend a secondary school. That number of children from one primary school has never happened before at Macheo.

Despite our careful selection process in 2014 there were a few children who dropped out of school due to various reasons: i.e. lack of motivation, pregnancy or guardians / parents who were not cooperating. This is an unfortunate situation, and our social workers have worked with the students and their parents or guardians to get the students back to school. It is our policy however to only continue the program when there is mutual trust and hope.

Looking forward to 2015 we want to ensure access to education, retain the children in school and make sure that they complete their secondary school. To prevent children from dropping out of the program we select children on other criteria than just vulnerability. Factoring in the home situation, motivation of the student and performance. Furthermore, monitoring the consistency of the academic performance of a child is also important, as well as ensuring that parents and guardians show parental responsibility at home and at school. Throughout their secondary school years, we

empower them with information, providing them with a better base to make their own decisions. We also give career guidance through seminars about career possibilities. In 2015, Macheo also wants to provide more individual career guidance and psychosocial support when needed. This can be done through school visits and follow up visits by our social workers.

Macheo values all the donors who make a difference in the life of these children by sponsoring them through their 4 years of secondary school.



This girl was empowered by Macheo through the secondary school program.

Her mother wanted to marry her off. Macheo enabled her to attend a secondary boarding school. In 2014 she completed her secondary school.



Seminar about self-awareness with all students from the Secondary School program.



SECTION FOUR

FAMILY EMPOWERMENT

Raising a child in the slums can be a very challenging task, many caretakers are young and received little or no education themselves. This results in a lack of information about the upbringing of a child and self-support. Which results into children not going to school, not receiving nutritious food, being exposed to irresponsible behaviour and being subjected to many forms of abuse.

The Family Empowerment Program works towards improving the situation of these vulnerable children in the slums, by improving their family situation. Macheo believes that the best possible place for any child is with her/his own family and culture. Therefore, we empower the disadvantaged but willing parents in becoming better caregivers. All families are identified through their children which are referred by the social worker, community members or one of other Macheo programs. The Family Empowerment Program also identifies the non-school going children, which are often seen as most vulnerable, especially when wandering around the slums all day. The social workers and the guardians set an individual intervention plan per family. During the intervention process, follow-up home visits are done, checking their progress. These families can be empowered economically, by assisting them in starting up a small business. They are given information about saving and linked to reliable places where they can save. This enables them to provide for their families now and in the future. Furthermore, seminars are given to vulnerable mothers about parenting, child rights and child development stages etcetera. Counselling is also a big part of the program. All these families have individual challenges and often deal with loss. By helping them handling their challenges they will grow into more stable caregivers for their children.

Year in review

A highlight of 2014 was the expansion of the program from Kiandutu slum to the rural area of Ilembe Village. In total a 184 families were assisted through the Family Empowerment interventions in 2014 and a total of 273 boys and 275 girls benefited either directly or indirectly from the Family Empowerment program. 51 businesses were started from which 27 businesses are still running after 6-12 months. A total of 43 seminars were held with a total attendance of 1152 guardians/parents, most of the guardians/parents attended more than one seminar. 25 children were reintroduced to school in 2014. In 2014 Macheo focused on implementing a monitoring tool for measuring the performance of the program. This gave us better statistics which lead to more efficiency and a better individual approach. Sadly inaccurate information and identification were given by some caregivers in 2014, making it difficult to help the family. To prevent this situation from occurring again, Macheo will give refresh sessions to the social workers on needs assessment

and communication skills, focusing on receiving the correct information. In 2015 Macheo aims to help more families, more efficient through individual interventions. This can be done through timely reporting and by continuing to enhance the quality of operations by measuring impact through the tool developed in late 2014.

Macheo helps a "cucu" (grandmother), who takes care of the twins of her daughter who has passed away.



The story of Charles

This is Charles and his wife. He used to be a farmer, before he and his fellow community members were evicted from their old neighbourhood, forcing him to give up his house and business. He moved to the rural area of lembeni Village and bought a small piece of land from the government which enabled him to continue to farm. In 2014 he was enrolled in the Family Empowerment Program, and received a water pump from Macheo. This enabled him to expand his farming. He can now provide enough food for his family and sell some food to earn money. Before he joined the Family Empowerment, he would not have been able to grow enough to feed his family and earn money.



Thanks to Macheo's Family Empowerment Program, this lady was able to establish her own barber shop. Her most important possession is her hair dryer, which she is very proud of.



SECTION FIVE

HEALTH PROGRAM

A Macheo employee giving a personal hygiene seminar.

Kiandutu slum is characterized by poor quality houses, no proper drainage system, inadequate toilets and no system of disposing waste materials. This creates health dangers to its inhabitants. This environment in combination with lack of health related information has resulted into many children and caregivers suffering illnesses. This can cause death or inability to work which in turn leads to an incapability to support the children and children not attending school.

In 2010, Macheo has started the Health Program. To improve the accessibility of health related services and information for all disadvantaged families in the Kiandutu slums. The program is subdivided into 4 subprograms that are mainly implemented in Kiandutu slum with some of its activities held at the Kiandutu Outreach Project (KOP) facility. These subprograms include: Mother To Child Program, aimed at improving maternal health. Malnourished Children Program, Macheo provides them with the nutrition they need, helping malnourished children attain normal nutrition status, while giving information on nutrition to their guardians. Individual treatment, aimed at helping vulnerable and sick children to recover and continue with the education and Home Based Care Program, that supports the bedridden guardians getting back on their feet and supporting their children. Due to the challenges of poor living conditions guardians and children face many psychological disturbances that hinder their potential in life. Therefore, Macheo provides psychosocial support.

Year in review

The main focus of 2014 was to enable caregivers to access health services at the local government health centres, with an aim to reduce health related death of mothers and children, by either referring them or facilitating treatment. We have been working together with the Kiandutu Health Centre and Thika Level 5 hospital. This resulted into 85.5% of the mothers of the Health Program giving birth in hospital in 2014, which is much higher than the average figure of 67% in Kenya's Central Province. Macheo has also provided many seminars about different topics like birth planning, self-awareness, nutrition in relation to HIV and taking care of a sick child. In the Mother To Child Program 56 seminars were held and in the Malnourished Children Program 20 seminars were held. In 2014 the Mother to Child Program extended to Umoja area, which is a small slum. 50 mothers in the prenatal and 56 in the post-natal benefited. We were able to double the amount of children supported through the Malnourished Children Program from 15 to 30.

Pneumonia has been a challenge for the Health Program in 2014, it can be a big threat for new-born babies in the slums, it can even lead to death. Therefore, Macheo will continue to give

information on Pneumonia to enable caregivers to prevent this situation. In case a baby dies of Pneumonia, Macheo refers the mother of the baby to a Macheo counsellor to help them cope with their loss. In 2014 we became more efficient and effective by working towards individual beneficiary goals. In 2015 the Health Program will continue to focus on individual beneficiary goals and develop a monitoring and evaluation tool.

A small malnourished child that gets fed so that he will slowly gain weight in the Malnourished Children Program



Story of a community health worker of the Mother to child program

This story is about an employee of Macheo who is sharing her personal story with us on how Macheo has helped her during the years and what she thinks about Macheo's work in Kiandutu slum.

I started working for Macheo in 2006 as a cook in the feeding project of Primary School Program. In 2009 I became a community health worker of Macheo in the Mother to Child program in Kiandutu slum, where I live myself. Macheo has helped me to become a community health worker and taught me the knowledge and the experience I did not have before. Nowadays I still learn from the seminars and trainings for the staff about parenting and other topics.

Before I worked for Macheo I sold fish, but at one point my first born reached secondary school age and I could not afford the right uniform. I went to the District Children's Officer to ask for help. They brought me in contact with Macheo. My first born's uniform was sponsored by Macheo and they gave me a job. Macheo has helped me a lot. At the moment I am a mother of 8 boys and my first boy is now in his third year of university. He got an scholarship because of good performance in school, which is really amazing. Some of my children are in primary school and others are in secondary school. Thanks to Macheo my family and I have a stable income and my husband and I can afford to send our children to school and provide enough food.

Ever since I have been employed by Macheo I have a monthly income but I am still living in the slum. The advantage of living in Kiandutu is that life is cheap. I can manage to save and continue to cater my children. There are more challenges in Kiandutu than living in another area of Thika. But if you train your family to deal with these situation's they will be safe.

I believe that the work I do is very important. Before Macheo started this program, mothers used to die giving birth, because of complications that could have been prevented in the hospital. Therefore, it is very important for mothers to do their regular check-ups and deliver in the hospital. This enables them with knowledge about their health and the health of their (unborn) child. As much as Macheo wishes to become excessive, I do not believe that that is possible in the near future for this program. At the moment the need is bigger than we can handle. Last year the Mother to Child Program expanded with a separate program for teenage mothers.

A Macheo employee having a one on one consultancy with a beneficiary of the health program.





SECTION SIX

INCOME GENERATING PROJECTS

Macheo has various reasons why it established its Income Generating Projects. One of the most important reasons is to show the children of the Children's Home that Macheo and its employees work very hard to give them a better life. We hope to educate them on the importance of hard work to make them responsible and hard working adults in later life.

Livestock

In 2014 there were no diseases, which lead to more milk production. In total Macheo owned fifteen cows and seven of them produced milk, which resulted in a total of 33,678.3 litres. A downfall of 2014 was a broken pump which made it impossible to grow our own animal feed, due to lack of watering. Therefore, we had to buy food from external parties. In 2014 there was a minor loss of 3.146 Kenyan Shilling. In 2015 Macheo will hire a professional to fix the pump so that we are able to grow our own animal feed again.

German Sheppard's

In 2014 a new doghouse was constructed nearby the houses of the dog trainers, this lead to more work efficiency and made it easier to recognize possible health related issues. In 2014 Macheo purchased two more dogs which makes a total of six mature dogs and one puppy that was donated, twelve puppies were sold in 2014 and the total income was 234.840 Kenyan Shilling. The goals of 2015 are to breed more puppies than 2014 and to minimize the amount of giving birth to once per dog per year. This will result into healthier and stronger females which can breed longer and get healthier and stronger puppies.

Farming

In 2014 the farm had its ups and downs, the first term was great for Macheo, we grew the same amount as last year but of a higher quality. The second and the third term were challenging due to a pesticide attack, that we managed to overcome, but resulted in higher costs due to the need to buy our vegetables externally instead of using our own crop. In 2014 the farm produced 101.410 kg of vegetables. We had a profit of 904.573 Kenyan Shilling. Most of the vegetables went to the Primary school programme, some went to external parties like the market or Naivas which is a Kenyan supermarket. The goal for 2015 is not the plant kale all year round, but adjust the vegetables to the seasons which will lead to more efficiency.



Macheo employees working on the farm

Safari's

Our safaris are mostly organized for Macheo visitors, donors and volunteers. However, it is also possible for outsiders to book a safari via us, this can also be combined with a visit to Macheo. We can cater to your wishes due to our close contacts with local travel agencies. They will arrange a safari for the lowest possible price. Furthermore, when booking a safari you will also support Macheo without any additional costs, since Macheo receives a part of the travel agency's commission. In 2014 ten safaris were booked via Macheo, the safaris remain a low risk project with a nice profit. In 2015 Macheo aims to update the data on the safari website to provide the interested party with accurate information. Combine your trip with a nice safari via Macheo and explore the beauty of Kenya. For more information about the safaris visit: <http://www.macheo.org/safari/>





FINANCIALS

Financial report

Program/ project	Budget		Actual		Deviation
	Revenue	Expenses	Revenue	Expenses	
Admin	1,152,456	1,131,454	1.429.196	1.408.351	20.845
MCH	20,418,982	20,700,128	20.950.299	20.655.670	294.629
Primary School Program	40,533,272	41,455,191	40.449.394	40.707.483	(258.089)
Secondary School Program	3,723,751	3,787,160	4.371.750	4.540.464	(168.714)
Family Empowerment	3,361,540	3,142,497	3.176.187	3.150.930	25.257
Health	6,548,159	6,583,912	5.873.037	5.217.837	655.200
Projects			8.571.409	6.961.197	1.610.212
Farm	3,769,869	2,343,823	3.070.360	2.165.787	904.573
Livestock	2,851,279	2,579,193	2.622.805	2.625.951	(3.146)
Other IGP's			184.981	0	184.981
Gain on disposal			369.814		369.814
Depreciation			1.359.961	(1.359.961)	
	82,359,308	81,723,358			

Amounts in Kenyan Shillings

Summary

- Macheo had a surplus of Kes 1M in 2014, the surpluses were mostly due to favorable exchange rate and profits in the IGP. The surpluses in the programs will be carried forward in 2015 and the profit gain in the IGP will help finance some of the child support programs and projects of Macheo in 2015. Some programs had financing gaps; we expect to get funding for the programs in 2015. Administration incomes were more than budgeted due to favorable exchange rate. However, the expenses were high due to high transport cost and car repairs in the year.
- Income generating projects (IGPs) i.e Farm, Livestock and Safaris, closed the year with a profit of Kes 1.1million, though we did not get to the target of Kes. 1.7million the profit realized is 41% more than the profit of Kes 769,768 that we made in year 2013.

- In the Children's Home incomes were more than budgeted by due to favorable exchange rate, the home expenses were within budget in the year, this lead to a surplus instead of the budgeted gap in the year, the surplus will be carried forward in 2015.
- Family Empowerment received less income than anticipated donations, the program expenses were within budget.
- In the Health Program, the incomes were less than budgeted by 18% and expenses were less by 21%, Macheo was not in a position to implement all the planned activities in one of the Health sub-program (Teenage mothers) the beneficiaries identification process took longer than expected in the program, this resulted to less spending and we requested for less funding in the program.
- In the Primary School Program, we received 99% of the budgeted incomes, the cost was lower by 2% due to efficiency in buying of cereals which is the biggest cost in the program, and this reduced the budgeted deficit by a big margin.
- There were more children taken in the Secondary School Program on donors request in the year 2014 this contributed to more income than budgeted by 16% and also more expenses by 20%, we expect the financing gap to be covered in 2015.
- There was no budget for projects due to the challenge of properly foreseeing, which is likely to happen in the year as the projects are undertaken. When a project comes up and when the funds are available, the gap in the program will be covered in 2015.

Balance Sheet

	Audited 2014	Audited 2013	Audited 2012
Current Assets	11.115.520	8.884.597	11.133.146
Current Liabilities	(705.954)	(498.964)	(230.290)
Net Current Assets	10.409.566	8.385.633	10.902.856
Long Term Liabilities	(7.816.994)	(7.945.956)	(10.474.360)
Net Assets	2.592.572	439.677	428.496



MACHEO NETHERLANDS

Foreword

As the Dutch Macheo board we have committed ourselves to financially and morally support the activities of Macheo Kenya. Throughout 2014 we continued to see - month after month - examples of the huge impact of the activities of Macheo Kenya on the lives of thousands of vulnerable children, giving them a chance on a brighter future. We are grateful to have contributed to these Kenyan results in various ways.

A broad circle of donors, ambassadors and other people who have Macheo at heart continuously support us in our activities. By joining hands we have succeeded in establishing various activities and improved communication to our Dutch sponsors, aiming for more transparency and awareness for the activities carried out by Macheo Kenya.

Furthermore, we continued in our frequent and direct communication with Macheo staff, which results in good mutual understanding as well as relevant updates to all who are interested in the activities and results achieved in Kenya.

Every year we learn on what is working well, what is missing or what can be improved. In mean time, we can be proud of the results that we jointly have brought about and would like to sincerely thank everybody who has contributed to this.

On behalf of the Dutch Macheo board,
Lizet Friesen-Leibbrandt
Chairwoman Stichting Macheo Nederland

Mission and Composition of the Board

The Dutch Macheo Foundation (Stichting Macheo Nederland) has as a mission to support directly or indirectly, financially or morally, the Macheo Children's' Centre NGO in Kenya, while creating social engagement and increased support for international development in general.

During 2014, there were no changes in the composition of the board:

- Lizet Friesen-Leibbrandt: Chairwoman
- Anne-May Leicher: Secretary and Child Sponsorship
- Freek Wessels: Treasurer
- Arjan Helmer: Website and Communication
- Flip de Jong: Fundraising
- Michiel Wolthuis: Fundraising and promotional activities
- Aukje Wolbert: Fundraising

During November and December Merel van Sommeren (Business Analyst), Bert Tragter (Financial manager), Annemieke Keizer (Business Analyst) and Dorien de Boer (Marketing and Communication manager) joined the board meetings in anticipation on the board changes as per January 2015, when Michiel and Anne-May stepped-down after many years of valuable contributions to Macheo.

The Dutch Board did meet monthly to align on activities, Kenya updates, financial status and to approve on cash transfer requests to Kenya. Usually Mamix attends the first hour of the meeting by Skype call (or in person the full meeting when visiting the Netherlands). Also, guests attended a couple of Board meetings: volunteers who worked on a specific assignment (La Luz), a member of the Macheo US organization and employees of Macheo Kenya visiting the Netherlands. Connecting with other volunteers is energizing as well as powerful for sharing experiences, gaining insights and capturing learnings. This is valid for the time spend in the meeting, but even more important for contacting each other at a later time. During 2014 Michiel, Aukje, Anne-May, Annemieke and Lizet visited Macheo in Kenya (at their own expenses) to link to staff and to visit the projects. The Dutch organisation has 0% overheads, which means that 100% of the donations received is spend in Kenya.

During the September meeting we focused on the long term, defining "Today", "Tomorrow" and "The day after tomorrow". As one of the inputs we used the report composed by a team of young professionals (volunteers) through the City Program of LaLuz, who provided us with an outside view on the Macheo NL organization. Their assignment was "Develop a communication- and sponsor-plan for Macheo, which prepares Macheo in the next 5 years to ensure the continuity of the organization on the long run."

After interviews with different stakeholders they presented their report to us with as main recommendations:

Professionalization:

- To invest in extra manpower for further professionalization and to increase fundraising.
- To intensify the ambassadors network and more particularly, to leverage the energy and knowledge of returned volunteers to assist and/or to take over tasks of the NL Board.

Both recommendations are driven by the observation that the Macheo NL Board is 100% voluntarily performing all activities in evening/weekend hours next to a full time job.

Marketing and External Communication:

- To make marketing and external communication a dedicated role within the NL Board and 'recruit' a professional for this role in the NL Board.
- To develop a Marketing & Communication plan for year-round consistent and targeted communication per sponsor group.
- As current focus of communication is mainly existing sponsors: to develop once per year a campaign specifically aiming at increasing the 'brand awareness' of Macheo in order to grow the network.
- As there are many foundations aiming at orphans and/or Kenya: to increase the attractiveness by developing and exploiting an 'unique selling point' which makes Macheo distinctive.

Fundraising:

- To continue to diversify the sponsor base preventing to become too dependent on few big donors and the LaLuz team provided us with examples/advises on targeting foundations, companies and private sponsors in different ways.
- To optimize internal structure on fundraising tasks, communication, connection with Macheo US and timely feedback reporting to sponsors.

All recommendations were discussed extensively; some were known challenges, others were eye-openers for us. Also the benchmarks with other NGO's proved to be valuable. Some recommendations are regarded to be more suitable for the 'The day after tomorrow' but others have been implemented in mean time. We sincerely thank Bert Naber, Bianca Palm, Eline Boot, Marleen de Bruijn and Steffi Rombouts for their time, efforts and the valuable objective outside view on our organization!

Left to right front row:
Aukje Wolbert, Arjan Helmer, Anne-May Leicher.

Left to right back:
Michiel Wolthuis, Lizet Friesen, Freek Wessels



Promotional activities

One of the key tasks of the Dutch Board is organizing promotional activities to raise awareness for Macheo and international development at large.

Therefore several networking activities took place in 2014, giving people the opportunity to get familiar with Macheo and/or to (re-)connect to either Marix Huis in 't Veld, the Dutch Board and/or former volunteers. Amongst the activities was a network event in July in Amsterdam, in which Marix presented on the recent developments and future plans of the Macheo Children's Centre, after which he answered any remaining questions. The event was closed with an informal drink. In September and November Marix visited the Netherlands to meet with individual sponsors to discuss our plans for 2015.

On the 30th of June, the documentary 'Unheard' had its premiere in theatre 'De Gouvernestraat' in Rotterdam. Unheard is a 30 minutes personal documentary about the lives of teenage mothers in the slums of Kiandutu and has been produced by Lisette Nijenhuis and Jaime de Meij. In summer 2013 they went to Thika to tape the interviews. A member of the Board attended the premiere and presented a short introduction on Macheo in general.

Finally, this year's Christmas campaign was designed around the theme: "With whom will you share your X-mas meal this year?" This was our first campaign with different messaging at different times to different stakeholders, developed by the new Marketing & communication professional, aiming mainly at creating awareness about the school meal program (and offering the opportunity to donate if people wanted to do so). We produced a short movie in which the children of the Home prepared chapati's (Kenyan pancakes) and sponsors could download a 'Kenyan Christmas meal recipe booklet'. A professional analysis of the effects and results was performed in order to learn for next campaign.

Communications

Next to specific sponsor reporting for the different Macheo programs, the Dutch Board periodically informs those who have Macheo at heart. In 2014 a total of six 'Macheo Updates' (in Dutch) were sent by email to the growing distribution list. During 2014, our newsletter subscriptions have grown from around 900 at the end of 2013 to 1140 subscriptions at the end of 2014.

Besides, the Kenyan Macheo organization has been posting every week photos and news about Macheo on our [Facebook page](#). This way of working is a great step forward in efficiency as news is spread without delay (translation) and directly from 'the source'. Our Facebook page has seen a great growth this year, from 511 followers on the 1st of January 2013 to 1.371 followers at the end of this year!

The new [website](#) was launched at the end of 2013. In 2014 we have added the possibility to donate through iDeal and Paypal through our website. In this first year around 5.000 euro's were donated online by using the online donation form, either to the crowdfunding for Grace, or this year's Christmas campaign.

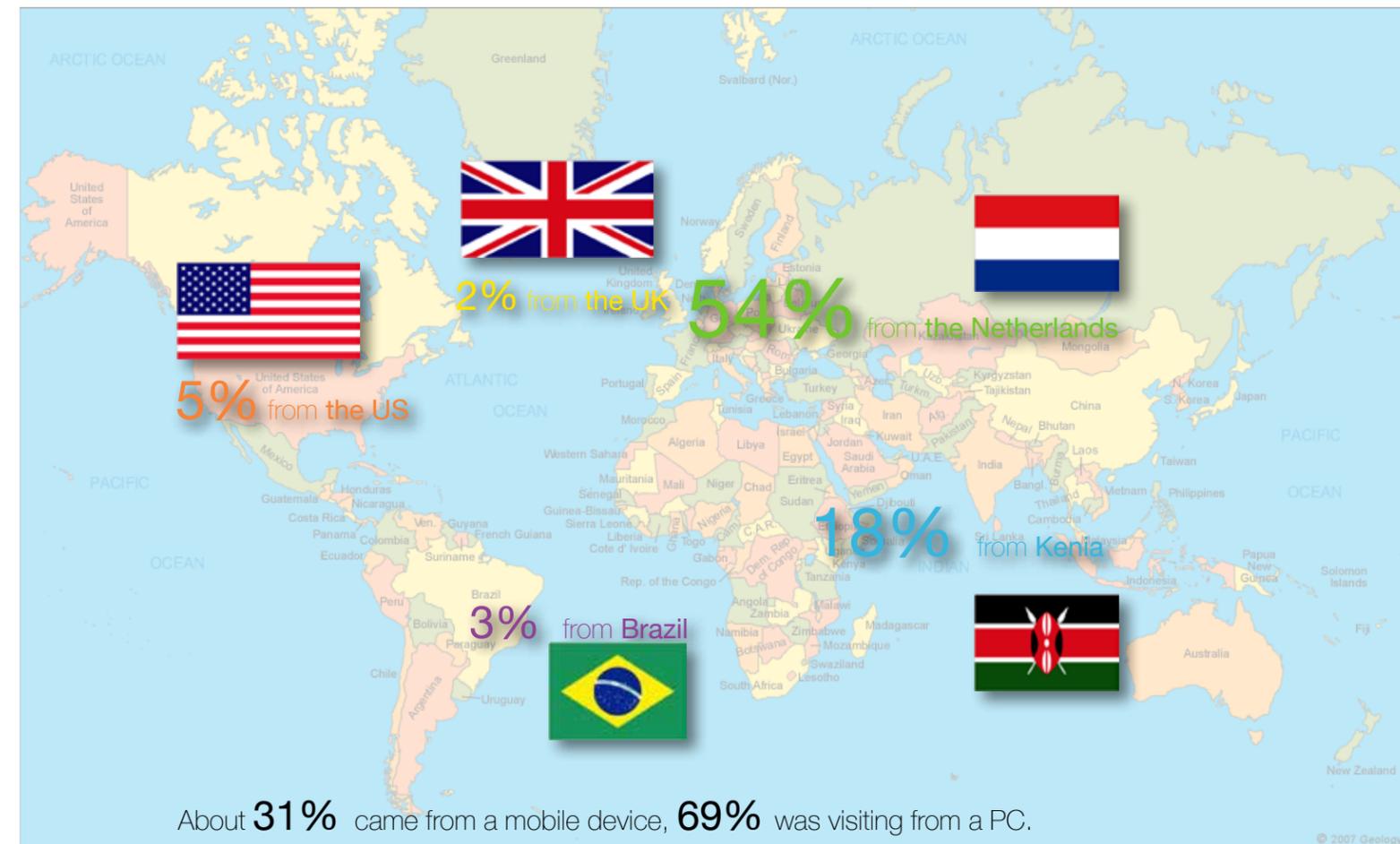
This year we have received a Google grant through which we could advertise without any costs on Google. Through these ads we were able to attract more than 450 extra people visiting over 1049 pages on the Macheo website. We created advertisements on volunteering, our safaris and sponsoring our projects.

The [safari website](#) on [macheo.org/safaris](#) was redesigned this year. The information was updated and extra experiences of previous clients were added to the website.

Statistics 2014



Top 5 countries of visitors



Fundraising

On September 21st 2014, the 30th edition of the **Dam-to-Dam run** took place. This 10 English Miles (16.5 km) running event derives its name from the route leading from Amsterdam to Zaandam. The Dam-to-Dam run is the largest running event in the Netherlands and in 2014 over 55.000 people took part in the competition.

Among the 55,000 runners were over 100 participants who have raised money for Macheo with a sporty and challenging performance. Through Macheo they subscribed to a start ticket for the 10-miles run and raise funds to support the Education (Secondary School) Program. Each runner was asked to raise a minimum of €100 with family and friends. We offered to every runner to make use of the personal 'fundraiser campaign webpage' on the Macheo website, which has an online donation tool, contributing to this years' success. With a t-shirt featuring the Macheo logo, all runners managed to reach the finish accompanied by thousands of spectators and countless cheerful, encouraging bands.



Also, Mark Tuitert (Dutch speed skater who won gold at the 1500 m at the 2010 Winter Olympics and ambassador of Macheo) gave a sport clinic to the Dam-to-Dam-participants with highest sponsoring. All these efforts have led to a great result: in total the runners collected together a record high sponsor amount of € 21.000. This means a significant contribution to a program that daily benefits to thousands of underprivileged school children.



The children like to help Uncle Francis

For the funding of the Home, the (mainly Dutch) sponsor parents are an important - and solid - base of income. During 2014 we found for 7 new children (either living in the Home or being re-integrated) a sponsor parent. This brings the total number of sponsored children to 160 (including the Secondary School Program. Besides, throughout 2014, 16 sponsor parents committed themselves legally to a fixed donation for a period of at least 5 years, which brings them a tax benefit as Macheo NL is a listed NGO (ANBI-status). Kenyan staff, volunteers at Macheo Kenya and the Dutch Board worked hard throughout the year to answer all questions of sponsor parents and to enable contact upon request (by direct mail or skype). Also, they realized all sponsor parents to receive three personalized sponsor reports, containing photos, school grades and a personal letter or drawing of the sponsor child.

During 2014 we investigated the option of establishing an endowment fund, in order to secure the long term funding from the Netherlands. Based on multiple interviews with experts, we learned that this concept does not have much potential in the Netherlands, in contrary to for example the US. The Dutch seem to prefer to donate to a direct project, with concrete result on relative short term.

At same time, we were successful in activating the Rabobank trainee network, which adopted Macheo as 'good cause' for multiple in-house fundraising activities (i.e. selling ice-creams in the office on a hot day). They also joined the Dam-to-Dam loop with a team.

Finally, throughout the year the members of the Dutch Board submitted, in close co-operation with Macheo Kenya, sponsor requests to foundations and gave presentations on Macheo as requested by interested parties. For example in November 2013 a presentation to Rotary Alphen aan den Rijn was given, resulting in a donation for 2014 the Primary School Program of € 8.000, for building toilet blocks for girls, aligned with the Rotary worldwide focus area of water and sanitation.

Senior management

Marnix Huis in 't Veld

Director and Children's Home Manager

Simon Kiiru Wachieni

Financial Manager

Faith Wanjiku

Primary and Secondary School Programs Manager

Joan Wambui

Family Empowerment Program and Health Program Manager

Contact

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RSIN/ fiscal number: 8135.77.834 (ANBI-status)

e-mail: info@macheo.nl

Bankaccounts, both on name of Stichting Macheo Nederland:

General donations: (IBAN) NL80 ABNA 0413 2325 06

Child sponsoring: (IBAN) NL09 ABNA 0407 3133 89

(0% overheads in NL, 100% of the donations is spend in Kenya)

