



BUSINESS FOR LIFE

train.launch.mentor.grow

December | 2015

Contents:

- ⇒ Empowering a Community
- ⇒ Images from Recent Courses
- ⇒ Follow up Mentoring
- ⇒ How You Can Be Involved



Empowering a Community!

In November, Business For Life ventured into new territory by training members of the Masai tribe. The training, sponsored by Sentinel Mara Camp, took place in the village of Mararianda which borders the famous Masai Mara Reserve.

The Masai known for wearing colourful beads and dressing in red blankets are sometimes referred to as “People of the Cow” due to the importance of cattle in their culture. During droughts they often lose over half of their wealth as outsiders from more fertile parts of Kenya come and buy their emaciated cows at a fraction of their worth, take them to their homes to fatten them up and then sell them at huge profits.

Most of the businesses in this village of 1,000 families are owned and run by outsiders. This coupled with the decline of the pastoralists’ nomadic lifestyle and reduced grazing areas has led to increased financial pressure and even degradation of their major asset: the land. Diversification and a change of focus is vital to their future.

Many of the participants on the course had unsuccessfully attempted business, so they came with an eagerness to learn. This was reflected by a high attendance rate...100%! A challenge faced in class was the number of illiterate learners; however, the course facilitators were able to overcome this obstacle with their innovative training methods. It was evident to them that the learners clearly grasped what was taught and acquired the needed skills.

The Business For Life training seemed to set Mararianda abuzz with excitement. Many others in the village as well as Masai from further afield are asking for the training, eager to start their own businesses as they witnessed these 50 have. Business for Life has once again demonstrated the power of this effective tool for transformation, not just for individuals but also for whole communities.

(By Peter Twycross, Business For Life, Chairman)

Images from Recent Courses

UGANDA: In September, Business For Life held two trainings in a rural village in Eastern Uganda in partnership with ROWAN. Phelistus Waithera from Kenya and David Wafula from Uganda facilitated the trainings. Each course had 25 participants. One course was facilitated in English and the other in the local language of Luganda. The facilitators provided a lot of support to each learner. They also incorporated the new facilitation skills they had learned earlier this year. The class sessions were so lively and stimulating that the participants didn't want to leave class at the end of the day!



Photos:

Top Left: Phelistus checking the participants' homework assignment

Bottom Left: David facilitating a lesson on recordkeeping

Top Right: a learner selling shirts during the lunch break

Bottom right: a group exercise in progress



MARARIANDA:



Follow up Mentoring

Wycliffe Otanga Inwani had no business background and experience when he attended the Business for Life Training from November to December last year. He had just completed his high school and was waiting for his final examination results. During the Training, he exhibited the zeal and motivation to run his own business especially during the money making activity. He started selling dry maize using 500 shillings as his starting capital. By the end of the Training, he had made a very small profit of only 5 shillings. This did not make him lose hope as he continued doing his research in order to spot a better opportunity.

One month after the training, during the first follow up visit, he had ventured into selling sugar which brought him a total monthly income of 6000 shillings! He could now buy himself some household essentials like soap and clothes instead of solely depending on his relatives. He continued running this business and at the same time looking for more business opportunities. By the end of the fourth follow up, nine months after the Training, his business had grown steadily with a monthly profit of over 7000 shillings!

He had added more value to his business by starting to make and sell mandazi and also selling tea leaves alongside sugar. He now wants to start selling milk as well, as he has found a market for it. This is very inspiring, especially to young people, that one can excel in business by following through and practicing good business principles. Wycliffe Otange is pictured above with some of the products he is selling.



(by Evans Nanga, Business For Life Facilitator)

Antoney Murithi was one of my students in Meru in January 2015. He showed a lot of interest in the Business for Life Training and was very dedicated. He took the aspect of money making, the practical part of the training, very seriously and when he started his business one could see the fruit of this training in his work.

He runs a general shop at a place called Kaithe. During the third follow-up he has a monthly turnover of 12,000 Kenya shillings. Recently he joined the University of Kabianga and has left his business with a relative.

He will be monitoring the progress while away and when not in session he will be running the business. With this dedication Anthony will be a great entrepreneur.



(by Patricia Kagiri, Business For Life Facilitator)

How You Can Be Involved

Funding

Because the poor cannot afford to pay for this kind of training, we rely heavily on donor funding and community-based partnerships in order to operate this program.

Each Business For Life Training in Kenya requires approximately \$8000. This amount covers the costs for the training and follow-up of 20-25 learners. Courses outside of Kenya incur additional costs.

Courses thus far have been funded by a variety of organizations including US AID, Greater Cincinnati Foundation, The Mission Society, Compassion International Kenya, The 410 Bridge International, Samaritan's Purse, Sustainable Communities Worldwide, Hope Alive, Freely in Hope, SIM, Empower Africa, World Vision Rwanda, Comza, Servant Partners, Rehema House, and Sentinel Mara Camp, as well as a number of individuals.

We are looking to expand our network of donors as the demand for the course grows. Donations in US dollars can be sent to Empowering Lives International, P.O. Box 67, Upland, CA 91785-0067 and demarcated for the Business For Life Training. To make a tax-deductible contribution on line using your credit card, visit www.empoweringlives.org, click on DONATE, select Training and Development and find "Business For Life" in the drop down menu.

Since your gifts are tax-deductible all funds contributed to ELI are inherently under the control of the board of directors to improve and empower the lives of people living in poverty.

Community Development organizations working in Africa interested in exploring a partnership with us, may call us at +254 735 479152, or +254 721 179061 or email us at businessforlife@empoweringlives.org.



empowering lives | INTERNATIONAL