From its beginning, Flone Initiative has sought to develop models that promote the community as the basic building block for equality. In order to address the root causes of gender-based violence, Flone continues to play the role of catalyst in mobilizing and empowering communities to build respect for women and girls.

We want our Public Safety Certificate Program to reach the 160,000 Public Service Vehicle operators that work in the Kenyan transport industry. As part of that goal, we plan to train 800 transport workers in 2015. The Certification aims to reduce incidences of sexual and gender-based violence within the transportation system.

Our Mentorship and Bodily Integrity classes focus on bodily integrity and comprehensive sexuality education. With your help, we will expand our classes to 20 schools with the worst academic performance in Kiambu.
Dear Friends:

Warm greetings from all of us at Flone!

2014 represented a hallmark year for the organization. In November 2014, we worked alongside allies to organize the #MyDressMyChoice campaign which saw thousands of women take to the streets to protest against the violence inflicted on women in our public transport system.

As we approach mid-year 2015 we take stock of our successes, challenges and impact. It’s been a busy period for the Flone Team. We officially became partners with One Billion Rising, a global campaign that uses dance to create awareness about social issues. We are relentlessly working to launch the next phase of our Public Safety Certificate program which will work with public transport groups (PSV SACCOs) to train and reward transport operators on gender equality, customer service and personal and professional development. In partnership with Equality Now, we are also working on local court cases. I am delighted to share with you that plans for the Public Safety Program are well underway.

Stay tuned for more information on how you can join us in making the Public Transport industry safer for you and your loved ones!

Wishing you great success in whatever you do.

Regards,

Naomi Mwaura
Managing Director/Founder
We strongly believe that making sustainable change requires initiative and involvement of every element in the community. We strive to enable both community and stakeholder participation within the areas where we work. Every year, we set ambitious goals for ourselves because we know the long hours spent working, and the money we raise, translates into creating safe and sustainable societies for women and girls.

In 2014...

Students mentored 279
Public Transport Operators trained 211
People attended our plays 1509

Over 350 People participated in One Billion Rising campaign
KES 1,265,539 Was raised from donations and events
Nairobi’s public transport system is not safe for women and girls, who have suffered sexual abuse and harassment on matatus, while waiting for buses and even while walking through transport terminals. Flone’s Public Safety Certification Program works with Public Service Vehicle (PSV) operators in Nairobi to eliminate the sexual abuse and harassment of female passengers. We hold training sessions on gender equality and sensitivity.

- We have trained 211 Public Transport Operators on gender equality and the prevention of sexual violence.
- We have covered 4 out of the 16 bus terminals that have had recurring incidences of sexual violence against women and girls.
- We organized the 2014 #MyDressMyChoice campaign where thousands of women stood up against the violence on women and girls in the public transport industry.
- We are scaling our impact and reach by working with public transport groups (PSV SACCOs) to train and reward Public Transport Operators on customer service, gender equality and personal and professional development.

“We [Flone should] involve more of our fellow colleagues. They need to hear this message.”

Matatu driver,
Githurai 45
One Billion Rising (OBR) is a global campaign to raise awareness of violence against women and girls. Established in 189 countries, OBR uses creative avenues such as dance and poetry readings to highlight violence against women. The campaign is held during February and March every year.

- Flone Initiative is the official OBR implementing organization in Kenya.
- We sponsored and sold out the 52nd Poetry Slam Edition at PAWA254. For the first time, a woman was crowned the Poetry Slam Queen.
- We hosted a One Billion Rising Campaign event at V-DAY Eve Ensler’s Tasaru Ntomonok Female Genital Mutilation (FGM) Safehouse in Narok. We danced away our troubles with girls from Narok Primary School, Eve Ensler’s Safe House and Elenkeselu Primary School.
- The One Billion Rising events in Nairobi were attended by over 350 people.

The Youth Mentorship Program involves group sessions that cover topics such as academics, life after high school, career opportunities, bodily integrity and sexual and reproductive health.

- 279 students participated in the mentoring sessions.
- We have held mentoring sessions in 3 schools divided into 11 classes in Nairobi and its environs: 1 primary and 2 high schools.
- We are expanding our group mentoring to include boys and working with the worst performing schools in our areas.

“... we are happy to see young ladies came back to talk to our girls. The debate topic shines a light on the lives that our girls live. We would like to host such debates but this time let’s include the boys.”

Mrs. Mugira, Deputy Principal, ACK Kiambu Township Secondary School, during the International Day of the Girl Child
Our director, Naomi Mwaura, has received the 2015 Mandela Washington Fellowship Award, part of President Obama’s Young African Leaders Initiative (YALI). She will be a Civil Leadership Fellow at Tulane University in New Orleans, Louisiana from June to August. Attending Fellows represent extraordinary entrepreneurs, activists and public leaders who demonstrate commitment to their communities. Through this six week intensive study program, young African leaders receive executive leadership training and build skills that are needed to strengthen their businesses and projects. Naomi’s participation represents an excellent opportunity for Flone to expand and improve our programming and advocacy.

On 10 November 2014, a group of bus conductors surrounded a woman at a busy bus station in Nairobi and violently stripped her for allegedly being “indecently dressed.” The incident was filmed and posted online. A few days later, several more women were violently attacked and publicly stripped in Nairobi and Mombasa. In each of the incidents, bystanders watched as the violations occurred. The taped attacks have ignited debate globally and in Kenya.

- Thousands of women participated in the #MyDressMyChoice peaceful protest in Nairobi, a Flone-organized social outcry against ongoing and rising violence against women and girls in Kenya.
- In December, the Security Laws (Amendment) Act of 2014 became law, making stripping a felony punishable by up to 10 years in prison.
- In January 2015, the Office of the Director of Public Prosecution (DPP) brought criminal charges against 6 perpetrators responsible for stripping a woman in Nairobi.
- Flone continues to monitor these court cases, the first of their kind to be presented in the Kenyan justice system.

Other Successes...

Our director, Naomi Mwaura, has received the 2015 Mandela Washington Fellowship Award, part of President Obama’s Young African Leaders Initiative (YALI). She will be a Civil Leadership Fellow at Tulane University in New Orleans, Louisiana from June to August. Attending Fellows represent extraordinary entrepreneurs, activists and public leaders who demonstrate commitment to their communities. Through this six week intensive study program, young African leaders receive executive leadership training and build skills that are needed to strengthen their businesses and projects. Naomi’s participation represents an excellent opportunity for Flone to expand and improve our programming and advocacy.
To supplement funding from grants and donations, we organize theatrical performances that address various social issues, including body self esteem, sexual violence and engaging men to help stop violence against women and girls.

- 1509 people attended our plays
- We have sold out 7 out of 9 shows
- We have hosted 3 plays: Eve Ensler’s ‘The Good Body’, Eve Ensler’s ‘Vagina Monologues’ and Derek Durubjain’s ‘MENding Monologues’

We are immensely grateful to our in-kind supporters. Their support has helped us bring about awareness and reach out to the community. The following generously provide us with space to host our plays:

Alliance Francaise

Karen Country Club

Safaricom Michael Joseph Centre
We began the year with our strongest financial position to date. As a result, we were able to increase our impact and reach, as well as inspire new funding for innovative solutions like the Public Safety Certificate Program. We continue to build on that strength throughout 2015.

Here is where the money went:

KES 199,875 - Public Safety Certificate Program
KES 28,497 - One Billion Rising campaign
KES 24,576 - Youth Mentorship Program
KES 134,377 - Operational costs

TOTAL: KES 387,325

Money we raised:

KES 322,739 - Donations
KES 367,800 - Sustainability programs
KES 40,000 - Individuals
KES 535,000 - In-kind donations

TOTAL: KES 1,265,539
Our supporters donate online and mail in checks, volunteer at events, contribute to our operating costs, and even give up their personal comforts to help us do what we do. Flone Initiative wouldn’t exist without them.

As we grow, our donor base continues to grow, too. We receive donations from people all around the world generously supporting our cause and making our work possible. Here’s some information about our donors:

**Donors**
- Naomi Mwaura
- One Billion Rising
- Pollination Project
- Property Link Development

**In-kind Contributors**
- Alliance Francaise
- Karen Country Club
- The MenEngage Kenya Network (MenKen)
- Michael Joseph Centre
- Society for International Development (SID) Kenya

Special thanks to our team which consists of incredibly talented and passionate volunteers who are proud to make a difference in the world by doing work that they love every day. Wambui Ngige and Carol Oyunga work on the Mentorship program, Tracy Bray is our communications personnel, Sonnia Gitome is in charge of our sustainability program and Mary Mwangi helps run the Public Safety Certificate Program. Our volunteers are our most dedicated supporters.
Ways to give...

It is through your support that we have made it this far! At Flone, our goal is to make every donation accomplish as much good as possible. With your support, we will continue projects and strengthen our work.

For Bank/ Wire Transfers:
Flone Initiative Trust
Account Number: 0100003602324
Branch: International Life House
Branch code: 31008
Swift code: SBICKENX

Donate using PayPal:
http://floneinitiative.org/donate.php

In Kenya, you can make a donation through MPESA using our Paybill Account:
1. Go to the Safaricom Menu on your phone and select Mpesa
2. Select either Payment Services and then Paybill or just Paybill
3. Select Business Number, type 961700 and press Enter
4. Select Account Number, type 00520 and press Enter
5. Enter the amount you wish to send
6. Enter your PIN and confirm the payment to send
7. You will receive an SMS confirming Flone Initiative has received your donation.

There are many more ways to support Flone Initiative in an individual way. Whatever your idea or your plan might be, please get in touch with us. For any inquiries, clarifications or questions, kindly contact our finance or donations departments via finance@floneinitiative.org or donations@floneinitiative.org.

Thank you!

We appreciate your support, the faith you put in our staff and partners around the world, and the passion you have for helping us achieve our vision. We are honored that you choose to support Flone. Your confidence and support inspires us to continue producing sustainable change in Kenya. Here's to another great year!
Flone Initiative is a charitable organization.

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