



The Brilliant Feminine

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# THE KIJIJI



# INITIATIVE

1ST EDITION

HAPPENING ON  
DECEMBER 26TH 2024

MARALAL, SAMBURU COUNTY KENYA



The Brilliant Feminine

# AGENDA



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# INTRODUCTION



The Kijiji Initiative is a multi-faceted program designed to empower young women in Samburu County, Kenya. This annual initiative, held in conjunction with the Kijiji Cup, aims to address critical issues such as sexual and reproductive health, gender-based violence, and period poverty.

## Project Activities

- Sexual and Reproductive Health and Rights (SRHR)
- Gender-Based Violence (GBV) Prevention
- Period Poverty Action

## Project Goals

- To empower young women with knowledge and skills to make informed decisions about their health and well-being.
- To promote gender equality and challenge harmful social norms.
- To create a safe and supportive environment for young women to express themselves and seek support.
- To address period poverty and ensure that all girls have access to menstrual hygiene products and education.



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# OUTLINE



## **Sexual and Reproductive Health and Rights (SRHR)**

- Conduct comprehensive SRHR education sessions, covering topics such as menstruation, contraception, HIV/AIDS, and sexually transmitted infections.
- Conduct sessions where we will talk about the harmful effects some cultural practices Mainly Female Genital Mutilation(FGM)
- Provide access to menstrual hygiene products and promote healthy menstrual hygiene practices.
- Organize counseling sessions and support groups to address concerns and provide emotional support.

## **Gender-Based Violence (GBV) Prevention**

- Conduct self-defense training workshops to empower young women to protect themselves.
- Raise awareness about the dangers of GBV and encourage reporting of incidents.
- Provide support services to survivors of GBV, including counseling and legal aid.

## **Period Poverty Action**

- Distribute menstrual hygiene products, such as reusable pads and sanitary pads.
- Conduct menstrual hygiene education sessions to break down stigma and promote healthy practices.
- Advocate for policies that address period poverty and ensure access to menstrual hygiene products.



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# PROBLEM



The Kijiji Initiative addresses the pressing challenges faced by young women in Samburu County, including:

- **Harmful Traditional Practices:** Harmful practices such as Female Genital Mutilation (FGM) continue to persist, negatively impacting the health and well-being of young women.
- **Period Poverty:** Many girls are unable to attend school or participate in daily activities due to lack of access to menstrual hygiene products.
- **Limited Access to Sexual and Reproductive Health Information and Services:** Many young women lack accurate information about their bodies, menstrual health, and sexual health.
- **High Rates of Gender-Based Violence:** Young women in Samburu County are disproportionately affected by gender-based violence, including sexual assault, domestic violence, and early marriage.



Data Reference

- <https://www.fgmcni.org/country/kenya/>
- <https://amwik.org/five-year-reusable-pads-saves-money-environment-and-dignity/#:~:text=Research%20by%20Amref%20Health%20Africa,amenity%20for%20women%20and%20girls.>



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# SOLUTION



To address these challenges, The Brilliant Feminine Organization launched the Kijiji Initiative to:

- **Empower Young Women:** Provide them with the knowledge and skills to make informed decisions about their health and lives.
- **Promote Gender Equality:** Challenge harmful gender norms and advocate for women's rights.
- **Improve Access to Essential Services:** Facilitate access to healthcare, education, and economic opportunities.
- **Build Resilient Communities:** Create strong and supportive communities that are resilient to adversity.





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# TARGET PARTICIPANTS:

We aim to reach over 1000 young women and girls aged 13-25 from the Samburu community. Additionally, we will engage with:

- **Community Leaders:** Local leaders, elders, and parents to create awareness and support for the initiative.
- **Healthcare Providers:** Healthcare workers to provide medical advice and support, especially regarding sexual and reproductive health.
- **Youth Organizations:** Other youth organizations to collaborate on joint initiatives and share resources.
- **INDIGENOUS PEOPLE OF SAMBURU**
- **EDUCATORS**

1000+



The Number Of Young Women and girls aged 13-25 from the Samburu community that we aim to reach.

100+



Number Of People with Disability we aim to reach

2000+



The Number of dignity kits We would like to issue to our participants



# TIMELINE



## Day 1

**DECEMBER 26TH**

Registration and Opening Ceremony

## Day 3

**DECEMBER 28TH**

Self-Defense Training and GBV Awareness.

## Day 5

**DECEMBER 30TH**

Cultural Activities and Community Engagement

## Day 2

**DECEMBER 27TH**

SRHR Workshops and Counseling Sessions

## Day 4

**DECEMBER 29TH**

Period Poverty Awareness and Product Distribution

## Day 6

**DECEMBER 31ST**

Closing Ceremony and Evaluation





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# WHO WE ARE?

The Brilliant Feminine is a non-profit organization dedicated to empowering girls in Samburu, Kenya, to reach their full potential. We believe that every girl deserves to live a life free from violence, fear and environmental threats. Through education, skills development, and advocacy. We equip girls to make informed choices about their health, protect themselves from harm, and become agents of change in their communities.



2023

This Organization  
Was Founded

50+

Trees Planted

550+

Girls and Women  
Impacted

300+

Sanitary Pads  
Issued



# OUR MISSION

The Brilliant Feminine Organization is dedicated to empowering girls in Maralal, Kenya, to reach their full potential. We strive to create a safe, supportive, and inclusive environment where girls can thrive and become leaders in their communities.

# OUR VISION

We envision a world where every girl in Samburu and Kenya at large is confident, educated, and equipped with the tools to shape her own future. A world free from gender-based violence, harmful practices, and period poverty.



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# THE TEAM



Our dedicated team of passionate individuals is committed to empowering young women in Samburu County.



**Shazney Ramzan**  
FOUNDER &  
EXECUTIVE DIRECTOR



**Halima Abdikadir**  
CO-FOUNDER



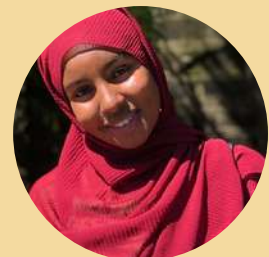
**Twalib Rashid**  
CO-FOUNDER &  
STRATEGY DIRECTOR



**Samantha Lenairoshi**  
PROGRAMS DIRECTOR



**Samria Ismail**  
COMMUNICATIONS  
DIRECTOR



**Uzna Abdi**  
FINANCE MANAGER



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10 | PAST ACTIVITIES

# MENSTURAL HYGIENE WORKSHOP



The workshop highlighted the importance of male involvement in addressing period poverty. These young men shared insightful solutions on how to support their female peers.



Knowledge is power! Our very own clinical officer, June Chepto, shared invaluable insights on menstrual hygiene health with our community. Empowering women and girls through education is at the heart of what we do.



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# FGM COMMUNITY AWARENESS WORKSHOP



A landmark event held to raise awareness about the consequences of FGM and to empower community advocacy.

The workshop featured powerful keynote speeches, interactive sessions, and practical demonstrations. To further support the attendees, the workshop concluded with the distribution of gifts including lesos, foodstuffs, sanitary pads, and monetary tokens for those who participated in the games and activities.





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# SENEIYA SPECIAL SCHOOL VISIT

During our visit, we registered the institution as members of The Brilliant Feminine, interacted with the girls and boys who taught the team basic sign language techniques and got to share their stories, we then donated essential sanitary pads and food supplies to support the well-being of the over 60 girls and boys at Seneiya Special School.



60+ 

Number Of Sanitary Pads That We Issued

Did you Know?

Seneiya is the only disability institution in Samburu





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# BUDGET



DEPARTMENT	QUANTITY	RATE	TOTAL
<b>MENSTRUAL HYGIENE PRODUCTS</b>	2000	\$0.7	\$1,400
<b>EDUCATIONAL MATERIALS</b>	2000	\$0.2	\$400
<b>REFRESHMENTS</b>	2500	\$0.7	\$1,750
TRANSPORT	-	\$750	\$750
<b>MARKETING AND COMMUNICATION</b>	-	\$250	\$250
<b>ACCOMODATION</b>	8	\$50	\$400
<b>PERSONNEL COSTS</b>	8	\$150	\$1,200
<b>CONTINGENCIES</b>	-	\$200	\$200
<b>ESTIMATED TOTAL</b>			\$6,350



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# YOUR SUPPORT

Can make a difference! Donate today to make The Kijiji Initiative a reality and equip our community with the knowledge and resources to make a better society. Every contribution, big or small, brings us closer to this future.

## OUR BANK ACCOUNTS DETAILS(USD ACCOUNT)

SWIFTCODE:EQBLKENA

BANK CODE:068

BRANCH CODE:188

BRANCH:KENYATTA MARKET

BANK:EQUITY BANK KENYA LIMITED

ACCOUNT NUMBER:1880185333476

ACCOUNT NAME:THE BRILLIANT FEMININE

## OUR BANK ACCOUNTS DETAILS(KES ACCOUNT)

SWIFTCODE:EQBLKENA

BANK CODE:068

BRANCH CODE:188

BRANCH:KENYATTA MARKET

BANK:EQUITY BANK KENYA LIMITED

ACCOUNT NUMBER:1880185333315

ACCOUNT NAME:THE BRILLIANT FEMININE


## FOR MPESA TO BANK TRANSACTION

PAYBILL NUMBER:247247

ACCOUNT NUMBER:1880185333315 / ACCOUNT NUMBER:1880185333476

We invite you to partner with The Brilliant Feminine Organization and become a sponsor of the Kijiji Initiative. Contact us today to discuss sponsorship opportunities and make a significant impact on the lives of girls in Samburu.

## The Brilliant Feminine

 +254113100259

 [info@thebrilliantfeminine.org](mailto:info@thebrilliantfeminine.org)

 [www.thebrilliantfeminine.org](http://www.thebrilliantfeminine.org)





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THANK  
YOU

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