

2024



BORN TO BE AWESOME INITIATIVE

Empowering Women. Redefining Periods. Creating Awesomeness

PROFILE

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BACKGROUND

Founded in 2020, Born to be Awesome is a grassroots community-based organization (CBO) dedicated to empowering women and girls, especially in underprivileged communities in Kenya.

The organization's mission is to create a supportive and inclusive environment where women and girls have access to the knowledge, resources, and opportunities necessary to achieve their full potential. Born to be Awesome focuses on addressing critical issues such as menstrual health, gender equality, women's economic empowerment, and gender-based violence.

With its headquarters in Nairobi, Born to be Awesome has grown from a local initiative into a recognized force for social change. The organization is led by Ms. Jemimah Nyarondia, its founder, who, alongside a passionate team, works tirelessly to address the challenges faced by women and girls.

OUR MISSION

Our mission is to promote women and girls' empowerment and menstrual health and hygiene and creating a supportive and inclusive environment where women and girls have access to education, resources, and opportunities to reach their full potential in underprivileged communities.

OUR VISION

We envision a society in which women and girls are empowered, free from discrimination, gender-based violence, period stigma, and have the knowledge and resources to manage their menstrual health with dignity and confidence.

CORE PROGRAMS AND INITIATIVES

Menstrual Health and Hygiene Education

Born to be Awesome provides menstrual health education to girls and young women, ensuring they have the knowledge to manage their periods with dignity. The program also raises awareness to break period stigma in communities.

Sanitary Pad Mobilization and Distribution

The organization mobilizes resources to distribute sanitary pads to underprivileged girls, reducing school absenteeism and improving academic outcomes by addressing a major barrier to education.

Advocacy Against Gender-Based Violence and Teenage Pregnancy

Born to be Awesome engages in community outreach and awareness campaigns to combat gender-based violence (GBV) and reduce teenage pregnancies. We provide support and resources to young girls affected by these issues.

Women's Economic Empowerment

Through skills training, mentorship, and small business support, the organization empowers women to become financially independent and contribute meaningfully to their communities. The program aims to create sustainable income-generating opportunities for women.

Advocacy and Awareness Campaigns

We engage in continuous advocacy to challenge societal norms that perpetuate gender inequality. The organization works with policymakers, stakeholders, and communities to promote policies that protect and empower women and girls.

KEY ACHIEVEMENTS

- Selected by Kenya Breweries Ltd for support in future sustainability projects.
- Distributed thousands of sanitary pads to schools and communities.
- Conducted numerous workshops on menstrual health and hygiene for young women.
- Led campaigns on gender-based violence and teenage pregnancy prevention in various communities.

IMPACT

Born to be Awesome has positively impacted the lives of hundreds of women and girls in Kenya. Our programs have helped keep girls in school, empowered women economically, and raised awareness of critical gender issues. By fostering an environment of equality and empowerment, we are creating lasting change in the communities we serve.

Partnerships and Collaborations

We believe in the power of partnerships and have worked with various stakeholders, including government bodies, corporate partners, and other NGOs, to extend our reach and deepen our impact. Our recent engagement with UN Women and other key organizations underscores our commitment to advancing women's rights and empowerment.

Get Involved

At Born to be Awesome, we believe that change happens when individuals and organizations come together for a common cause. Whether you want to volunteer, donate, or partner with us, your support will make a tangible difference in the lives of women and girls in Kenya.

ORGANIZATION OFFICIALS



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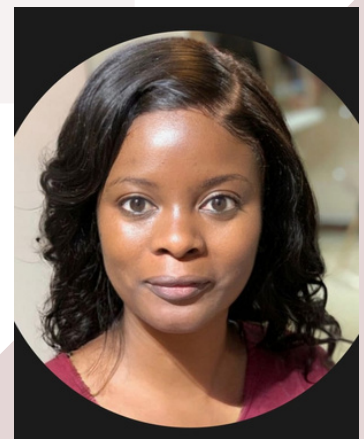
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