

VOLUME 1, 2025

ATHOW QUARTERLY NEWSLETTER

THEME: A QUIET REVOLUTION IN KOROGOCHO



Message from the CEO

WINFRED ATEMBA

Dear Friends and Partners,

As we reflect on the first quarter of 2025, I am humbled by the progress we've made together. From the expansion of the Badilisha program to forging new partnerships, each milestone represents lives being changed and futures rewritten. The strength and resilience of the women we serve continue to inspire us. We are not just offering support—we are walking hand in hand with women and girls on their journey toward dignity, independence, and leadership. Thank you for being part of this mission.

With gratitude,
Founder & CEO



Celebrating Phase 2 – Badilisha Project

WRITTEN BY

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COORDINATOR

During Q1, we concluded Phase 2 of the Badilisha Project, **empowering 23 young women** in Korogocho. We are proud to report a 70% transformation rate, helping participants transition away from the sex trade into safer, more sustainable livelihoods.

Key Highlights:

- Ajira Digital Partnership: Introduced digital literacy training, equipping participants with essential online skills.
- Mentorship & Counseling: Continued support through weekly sessions.
- Community Outreach: Stories of transformation shared at the EAC Virtual Symposium, showcasing ATHOW's model.



Digital literacy class



Mentorship and counseling



Community outreach

Launch of Phase 3 – Expansion And New Initiatives

Badilisha Phase 3 is Here!

Following the success of Phase 2, we launched Phase 3 with an **expanded cohort of 35 women**, marking another leap forward in our impact.

New Features in Phase 3:

- Twice-weekly Counseling Sessions: Offering emotional and psychological support.
- Entrepreneurship Training: Partnering with SOMO Africa to help participants develop and sustain businesses.
- Kids' Club: Continued support for participants' children during training sessions.



Counseling sessions



Partnership meeting



Kid's club



Community Voices

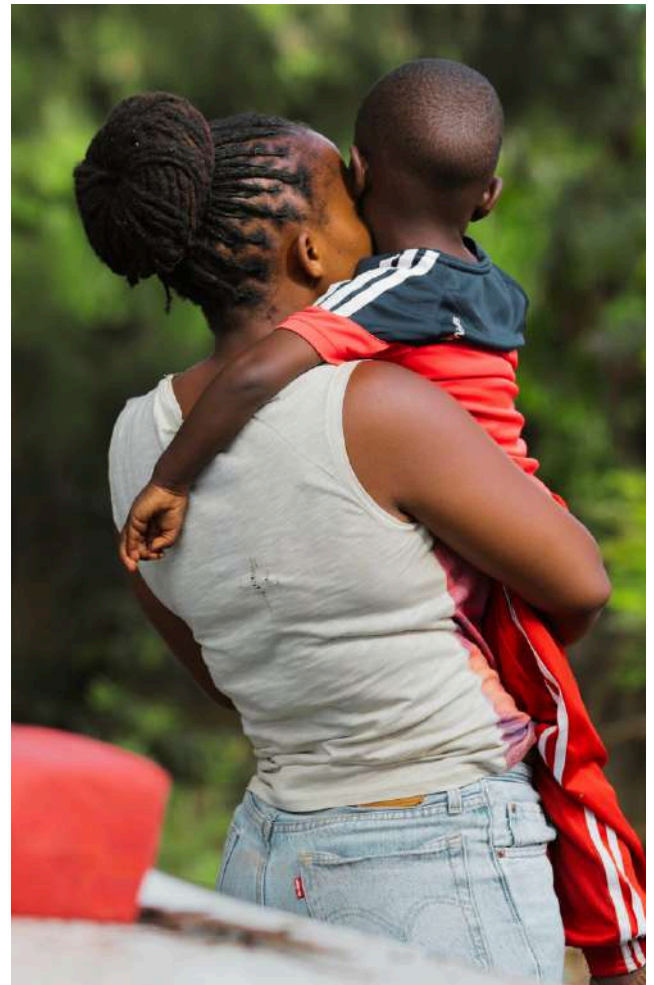
Hear from our participants

“Before ATHOW, I had no idea how to use a computer. Now I can apply for online jobs and even help my daughter with her schoolwork.”

– Mary, 24

“Joining Badilisha has helped me believe in myself again. I’m learning to run my own salon business!”

– Anita, 22



Looking Ahead

What’s Next for ATHOW

We aim to:

- Expand vocational programs (hairdressing, tailoring, culinary arts).
- Deepen partnerships for broader reach.
- Launch more community-centered outreach initiatives.

How You Can Help:

- Sponsor a girl’s training.
- Donate food baskets.
- Partner with us for advocacy and skills training.

Contact Us:

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Thank you for walking this journey with us.

