

ATHOW QUARTERLY NEWSLETTER

THEME: ROOTED IN PURPOSE, GROWING IMPACT

Key Progress Updates

1. Donor Engagement and Learning

In early October, ATHOW hosted Claire and Sophie Constable from Constable Foundation for a four-day learning visit.

The visit included program briefings, site engagements, and interactions with beneficiaries and staff. This engagement strengthened mutual understanding, enabled reflection on program effectiveness, and reinforced shared commitment to sustainable pathways for women transitioning out of sex work.



2. Entrepreneurship Training and Business Development

On 1st October, 15 women participated in a full-day entrepreneurship training covering business planning, pricing, record keeping, and basic financial management. Badilisha provided light snacks and lunch to ensure full-day participation and engagement.

Following the training, Badilisha staff conducted individual reviews of business proposals to assess feasibility, readiness, and alignment with market demand.

During the week of 24th October, start-up kit funds were released, and staff accompanied participants to source business inputs directly from markets. This approach strengthened accountability and ensured appropriate use of funds.

Women sourced goods from:

- Kigomba Open Market for thrift clothing.
- Kamukunji Market for affordable and stylish women's and children's footwear.
- Kariobangi Market for fresh farm produce and cereals.

To date, 14 businesses are fully established. Site visits are scheduled for December to assess performance, provide mentorship support, and document early outcomes. Early indications show reduced reliance on humanitarian assistance and increased income stability among participating women.



3. Business Sustainability and Dependency Reduction

The establishment of 14 active businesses this quarter represents a critical milestone in reducing program dependency. Women are increasingly meeting household needs through earned income, demonstrating the effectiveness of combining training, proposal review, accompanied sourcing, and ongoing mentorship.

Partnerships

This quarter also marked the formalization of a partnership with Aguko Foundation through a signed Memorandum of Understanding (MOU). The partnership is grounded in shared community impact goals and positions ATHOW for geographic and programmatic expansion in 2026. By pooling networks and complementary expertise, the collaboration increases social value per unit of investment.

In addition, ATHOW participated in a Ford Foundation funding application, submitting a short film highlighting the Badilisha Project's work and impact. This process strengthened ATHOW's storytelling capacity and visibility within global funding spaces.

Through strategic partnerships, ATHOW continues to leverage external resources, credibility, and knowledge to amplify program outcomes and long-term sustainability.



Key Learnings

- Hands-on donor engagement strengthens trust, learning, and long-term partnership alignment.
- Accompanied market sourcing significantly improves the appropriate use of start-up capital.
- Structured proposal reviews increase business readiness and sustainability.
- Entrepreneurship-focused interventions are effective in reducing program dependency when combined with mentorship and follow-up.

Q4 Priorities

- Conduct December site visits to assess business performance and provide targeted mentorship.
- Strengthen post-start-up support, including bookkeeping follow-up and market linkages.
- Operationalize the Aguko Foundation partnership through joint community activities.
- Leverage visibility from the Ford Foundation application to pursue additional funding opportunities.



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