



Welcome to the Ken Ogele Foundation (KOF)

The Ken Ogele Foundation (KOF) is a registered nonprofit organization in Kenya, dedicated to enhancing the health, dignity, and overall well-being of the elderly in Homa Bay County, specifically within the Kasipul Kabondo constituency.

As the elderly population grows and traditional social structures shift, older adults face increasingly complex challenges—chronic illnesses, mental health struggles, reduced mobility, and limited access to healthcare services. Many live in poverty, suffer from social isolation, and go without the medical care they urgently need.

At KOF, our mission is to ease the burden of care and restore hope, health, and dignity to the most vulnerable members of our community. Through compassionate and community-driven support, we strive to create a future where no senior is left behind.

'When we care for our elders,
we care for our future.'

Ken Ogele



| | |
|---|----|
| 1. EXECUTIVE SUMMARY | 3 |
| 2. BACKGROUND & OBJECTIVED | 4 |
| 3. VISION, MISSION, VALUES | 4 |
| 4. PROBLEM STATEMENT | 5 |
| 5. WHY THIS CONTINUES | 6 |
| 6. HIV PREVELENCE IN HOMA BAY | 7 |
| 7. IN SUMMARY | 8 |
| 8. ELDERLY ABUSE Key Statistics & Findings | 9 |
| 9. The MALAIKA CENTRE | 10 |
| 10. THE MALAIKA WELLNESS CENTRE | 11 |
| 11. THE VISION FOR THE FUTURE | 12 |
| 12. HEARTFELT THANKS | 13 |
| 13. NEXT STEPS | 14 |
| 14. PERSONEL: Building a professional team | 15 |
| 15. PROGRAM DESCRIPTION | 16 |
| 16. LOBBYING AND ADVOCACY | 17 |
| 17. EXPECTED OUTCOMES | 18 |
| 18. GOVERNANCE AND ACCOUNTABILITY | 19 |
| 19. THE BOARD | 20 |
| 20. MONITORING, EVALUATION & COMMUNITY ENGAGEMENT | 21 |
| 21. ECONOMIC EMPOWERMENT | 23 |
| 22. MANAGEMENT STRUCTURE | 24 |
| 23. BUDGET AND AUDIT | 26 |
| 24. CLOSING REMARKS | 28 |
| 25. CONTACTS | 29 |

EXECUTIVE SUMMARY

Empowering Seniors to Age with Dignity and Care

The Ken Ogelo Foundation for the Elderly is a nonprofit organization committed to improving the health and well-being of older adults in Homa Bay County (Kasipul Kabondo constituency), Kenya. As the elderly population continues to grow, so do the complex challenges they face—ranging from chronic illnesses and mental health concerns to mobility issues and lack of access to quality healthcare.

Many seniors in our community live in poverty, endure social isolation, and suffer without proper medical care. These conditions make them especially vulnerable and urgently in need of attention and support.

Since its inception, the Foundation has made a meaningful impact by providing critical services such as medical check-ups, nutritional support, and social welfare programs. These efforts have not only improved lives but also highlighted the ongoing and urgent need for expanded care. As the demand rises, our capacity remains limited—calling for increased resources and broader collaboration.

This funding proposal seeks support to expand and implement a comprehensive health and wellness initiative that includes:

- Promoting healthy aging through the Malaika Wellness Program and preventive care strategies.
- Expanding access to healthcare via mobile clinics and partnerships with local medical providers.
- Delivering essential support services including nutritional aid, mobility equipment, and mental health counseling.
- Raising community awareness to reduce stigma and strengthen family and societal support for the elderly.

Your investment in this initiative will help ensure that elderly individuals in Homa Bay County age with dignity, better health, and stronger social connections. Together, we can build an enduring support system that honors the contributions of our elders and safeguards their well-being.

Join us in this vital mission—because every elder deserves to age with dignity, care, and respect.

‘Together, we can make a positive impact in the lives of the elderly.’

Ken Ogelo



BACKGROUND & OBJECTIVES

Inspired by Legacy, Driven by Compassion

Ken Ogele, (BSC in Economics, Mathematics and Computer Science, Microsoft System Engineer) a visionary Kenyan entrepreneur, founded KOF in honor of his mother, Kerina—an extraordinary woman whose boundless generosity touched countless lives. She fed every passerby in the morning, paid school fees for orphans, and tirelessly supported struggling children in their community. Her spirit of giving lives on through Ken's unwavering commitment to uplifting the elderly—an often-overlooked group whose lifelong contributions deserve dignity and care.

KOF champions the rights and well-being of older persons in alignment with Kenya's Vision 2030, the Millennium Development Goals (MDGs), and Article 57 of the Kenyan Constitution, which upholds their dignity and protection.

Originally self-funded, KOF has witnessed a surge in need—particularly around health and nutrition for the elderly. This growing demand calls for strong partnerships with individuals, families, businesses, corporate entities, and faith-based organizations.

VISION

A just and compassionate society where vulnerable individuals live with dignity, free from poverty and social exclusion.

MISSION

To alleviate poverty and uplift the quality of life for the elderly, widows, widowers, orphans, and the underprivileged in Homabay County through inclusive, sustainable community-based programs.

VALUES

Compassion | Equity | Community Empowerment | Integrity | Respect for Human Dignity

'For 5 years, I was a prisoner in my own body, this wheelchair has given me wings.'

Mzee Opana Odindo, 92

PROBLEM STATEMENT

A Silent Emergency Unfolding

Across Kenya, an unspoken humanitarian crisis is tightening its grip. The elderly – once the honored pillars of family and community – are being left to fade away in pain, hunger, and fear. Urban migration, economic collapse, and the erosion of cultural values have collided to create a perfect storm, leaving thousands of seniors abandoned and alone.

What We Witness Every Day

- Hunger That Steals Hope

Most elderly we meet survive on just one small meal a day – if at all. Their hands are too weak to hold spoons, so food sits untouched, rotting beside them. Many choose to give their only meal to orphaned grandchildren, silently starving so a child can eat.

- Pain Without Relief

Arthritis pains become daily torture without basic painkillers. Diabetics slowly lose their sight because they can't access insulin. Bedsores deepen to the bone from being left for days in wet sheets.

- Cruelty Beyond Imagination

95-year-old women raped in their own homes.
Sons murdering mothers over small plots of land.
Neighbors branding grandparents as witches to steal their chickens.

- Children Forced to Become Adults Too Soon

Ten-year-olds washing rotting wounds on their grandparents' legs.
Teenage girls missing school to care for dementia patients.
Entire households where everyone is sick – grandparents with AIDS, orphaned grandchildren without medicine.



WHY THIS CONTINUES

Communities avert their eyes because these truths are too painful to bear.

Clinics turn them away, dismissing their suffering as “just old age.”

WHAT KEN OGELO FOUNDATION DOES – WITH ALMOST NOTHING

Despite limited resources, our small team of staff and volunteers rises each day to:

- Rush food to starving grandparents.
- Carry the bedridden to clinics on makeshift stretchers.
- Clean infected wounds with whatever clean water we can find.
- Stand as protectors between vulnerable elders and angry mobs accusing them of witchcraft.



‘We cannot look away.

Their suffering is real, their dignity matters, and their lives are worth saving.’

HIV PREVALENCE IN HOMA BAY

Where HIV Hits Hardest: Homa Bay's Elders at the Epicenter of Kenya's HIV Crisis

Overall Adult Prevalence:

Homa Bay, located in Western/Nyanza Kenya, consistently ranks as the country's highest-HIV region—with adult HIV prevalence between 19.6% and 25.7%, compared to the national average of about 4–6%.

Gender Breakdown:

Women are particularly affected—around 27.4% of adult women are HIV-positive, compared to 23.7% of men.

Treatment Coverage:

Approximately 66% of adults living with HIV in Homa Bay are receiving antiretroviral therapy (ART)

IMPACT OF ELDERLY HIV ON FAMILY SURVIVAL

Their Illness Steals More Than Health – It Breaks Generations

1. Financial Drain

- **Treatment Costs:** Even if antiretroviral therapy (ART) is free, elders require frequent transport to clinics, special diets to tolerate medication, and care for opportunistic infections.

Result: Families spend scarce income on healthcare, leaving little for food, school fees, or farming inputs.

- **Loss of Productive Time:** Adults caring for sick parents lose work days, reducing household income further.

2. Emotional and Psychological Toll

- Seeing a grandparent suffer from chronic illness, pain, and stigma traumatizes children and caregiver.

- Depression is common among HIV+ elders, creating an environment of sadness and hopelessness at home.

3. Erosion of Safety Nets

- Traditionally, grandparents care for orphans when parents die.
- When elders are sick with HIV or AIDS, they cannot fulfil this caregiving role, leaving grandchildren neglected, unsupervised, or forced into child labour to survive.

4. Intergenerational Poverty Cycle

- Medical costs drain family savings.
- Children drop out of school to care for elders or earn money for food.
- This limits their education and future income, trapping families in deepening poverty.



5. Community Breakdown

- Families overwhelmed by elder illness isolate themselves due to stigma or shame, losing support from neighbor's and churches.
- Communities grow weaker as elders—often repositories of wisdom, culture, and guidance—become silent and sidelined.

IN SUMMARY

When an elderly person lives with untreated or unsupported HIV, it doesn't just endanger their life – it destabilizes entire households.

Children drop out of school. Caregivers lose income. Emotional trauma grows. Generations remain trapped in poverty.

WHY YOUR SUPPORT MATTERS

This isn't just their tragedy

Every day in Homa Bay, grandparents – once the backbone of their families – are suffering silently with HIV, untreated pain, and deep hunger. It's a crisis that ripples out, destroying entire families' ability to survive.

HOW THIS CRISIS DESTROYS FAMILIES

- **Financial Collapse**

When an elderly person falls sick with HIV or AIDS, families are forced to spend what little they have on transport to clinics, special foods, and other care costs. Caregivers miss work to take them to appointments, reducing household income further. There is simply not enough left for food, school fees, or farming inputs.

- **Children Forced Out of School**

Grandparents are often the last safety net for orphans. But when they are bedridden, teenage girls stay home to feed and bathe them, missing classes and losing their future. Boys leave school to find odd jobs to buy medicine or food. Education stops. Poverty deepens.

- **Emotional Trauma and Stigma**

Watching a grandparent waste away in pain and hunger breaks a child's spirit. The stigma around HIV silences families into isolation, leaving them without community support. Depression and hopelessness spread through the household like poison.

- **Collapse of Generational Wisdom**

Elders are libraries of knowledge, tradition, and dignity. When they are lost to preventable suffering, communities lose their roots, their guidance, and the strength that holds them together.





YOUR SUPPORT CAN CHANGE EVERYTHING

With your help, Ken Ogelo Foundation can:

1. Rush emergency food and wound care to suffering grandparents
2. Provide safe transport to clinics for treatment and ART refills
3. Train community health volunteers to care for the elderly with dignity
4. Run medical camps to treat HIV complications, infections, and chronic pain
5. Provide legal support to protect their land and rights
6. Restore hope, dignity, and peace to entire families

ELDERLY ABUSE Key Statistics & Findings

Together, we can ensure no grandparent spends their final years in pain, hunger, or fear ever again.

- **Homa Bay leads the nation in rape incidents:**

According to the National Crime Research Centre (NCRC) 2020 report, Homa Bay County's rape prevalence stands at a staggering 38.6%, compared to a national average of 12.9% [unicef.org+10kelinkenyay.org+10nation.africa+10](https://www.unicef.org/10kelinkenyay.org/10nation.africa/10).

- **Elderly women increasingly targeted:**

Staff at Jaramogi Oginga Odinga Teaching and Referral Hospital in Kisumu—which serves the greater Nyanza region including Homa Bay—report that 50% of rape survivors are elderly women, many presenting too late for evidence to be collected. At least 10 defilement or rape cases are reported weekly, and “the number of rape survivors aged above 60 is on the rise.” [nation. Africa](https://www.nation.africa)

SOS - WHAT THIS MEANS

- The frequency of rape cases in Homa Bay is alarmingly high, more than three times the national rate.
- The vulnerability of elderly women is critically underlined, with half of recent survivors being senior citizens.
- Delays in reporting and treatment—often due to stigma, fear, or physical incapacity—mean that many cases go unproven and perpetrators unpunished.

Your support doesn't just keep an elder alive...
It keeps families together, children in school, and communities strong.

WHY THIS MATTERS FOR KEN OGELO FOUNDATION

- These figures highlight the urgent need for targeted protection and support services for vulnerable elders.
- Combining quantitative data with real stories can deepen donor empathy, showing not just numbers but the human cost.
- Strengthening community outreach, legal aid, and rapid-response medical support must be central to your funding strategy.

THE MALAIKA CENTRE

A Sanctuary of Healing and Hope for Forgotten Elders

To serve as the heart of these programs, KOF owns a 1-acre parcel of land along Oyugis–Homa Bay Road, directly opposite Nyangiela Primary School. This property will host:

- KOF's Central Office: Operational headquarters for coordinating programs and community outreach.
- A Resource & Training Centre: To support medical, educational, and empowerment initiatives.
- The Malaika Organic Kitchen Garden: Demonstrating sustainable farming practices.

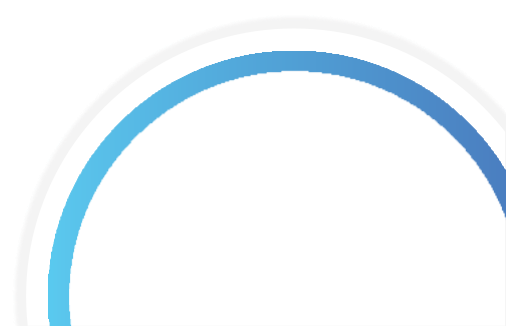
Additional adjacent land is available to expand our agricultural and training initiatives, further strengthening food security and education.

This multi-phase model not only addresses the immediate needs of the elderly but builds a long-term ecosystem of care, sustainability, and community empowerment.

Join us in building a future where every elder is valued, supported, and able to live with dignity.

"This wasn't just helping - it was hope when we had none."

Mama Caren



THE MALAIKA WELLNESS CENTRE

From Despair to Dignity: The Heartbeat of Elder Care

At the heart of our mission lies the **Malaika Wellness Centre**, a transformative hub designed to anchor all of KOF’s programs and services. Situated on 1 acre of land along the Oyugis–Homa Bay Road, directly opposite Nyangiela Primary School, the Centre will serve as a vibrant space for healing, learning, and empowerment.

Nestled on a serene 1-acre parcel along the Oyugis–Homa Bay Road and directly opposite Nyangiela Primary School, the **Malaika Wellness Centre for the Elderly** is more than a facility—it’s a restorative haven designed to uplift seniors through compassion, health, and community.

THE VISION & MISSION

1. Caring Spaces & Essential Services

Central Office & Outreach Hub

Serves as the nerve center for coordinating mobile clinics, food distribution, and protection efforts—all from a dignified, professional setting.

Medical & Training Rooms

Equipped for periodic outpatient services, health screenings (including HIV care and chronic disease management), counselling sessions, and caregiver training workshops.

Safe-Comfort Rooms

Private, tranquil spaces where elderly survivors of abuse or severe neglect can rest, recover, and access psychosocial support confidentially.

2. Sustainable Nutrition & Wellness

Organic Kitchen Demonstration Garden

Cultivates nutritious produce—vegetables, herbs, and traditional greens—to both feed elders and serve as a living classroom for sustainable gardening practices.

Nutrition Education Hub

Elders and caregivers learn to grow, prepare, and store healthy meals that support the management of chronic illnesses like HIV and diabetes.

3. Community Connection & Empowerment

Caregiver and Family Training

Regular workshops train local volunteers and families in hygiene care, wound management, mental health first aid, and elder rights advocacy.

Support Group Meeting Space

A safe, welcoming environment for elderly women’s empowerment circles, intergenerational dialogue sessions, and community healing gatherings.

4. Advocacy & Legal Support

Legal Aid Corner

On-site volunteer legal clinics assist elders with pension claims, land title disputes, and reports of abuse, helping to reclaim security and justice.



5. Policy Advocacy & Media Hub

Hosts events, stakeholder dialogues, and media campaigns to spotlight elder rights, trigger local policy change, and influence public attitudes.

6. On-the-Ground Impact

Mobile Clinic Launch Point

The center equips and dispatches motorbikes and vehicles for door-to-door health services, especially to elders who are homebound or living in remote cabins.

Emergency Shelter Network

Coordinates overnight stays for elders fleeing danger or homelessness, offering temporary safe lodging until long-term solutions are arranged.

WHY THE CENTRE MATTERS

Where Dignity is Restored and Elders Find Life Again

Dignified Experience: Creates an environment of respect and belonging—no elderly person should ever feel neglected or invisible again.

Holistic Healing: Integrates physical, mental, legal, and social care in one accessible and community-rooted space.

Sustainable Impact: The kitchen garden and training programs build a foundation for self-reliance and inter-generational empowerment.

Model of Care: Functioning as both a demonstration site and a coordination hub, the centre inspires replication across Kenya.

VISION FOR THE FUTURE

In time, we envision the Centre growing into a fully-fledged **Malaika Village**—a larger campus hosting permanent elder residences, an expanded agricultural hub, and vocational training for community youth serving elders. Together, we can build a future where our grandparents live with dignity, wellness, and purpose—every single day.

This integrated, multi-phase model goes beyond addressing the urgent needs of the elderly—it builds a resilient ecosystem of care, rooted in community, sustainability, and dignity.

We invite you to join us in creating a future where every elder is seen, supported, and empowered to thrive.



HEARTFELT THANKS TO KOF...

Mama Caren's

"I don't know where my grandchildren and I would be without Ken Ogelo Foundation. When the food came, my little ones cried with joy - they hadn't eaten properly in days. The medicine helped my aching bones so I could hold them again.

This wasn't just helping - it was hope when we had none.

God bless you for remembering us."

Mama Caren Nyangweso, grandmother raising 4 orphans

Mama Margret's Journey:

"After my husband died, I thought life was over. Some days I choose between medicine or food. Then your foundation came - with both!

For the first time in years, I woke up without pain and with food to cook.

You've given this old woman her dignity back."

Mama Margret Obunga, 72-year-old widow

Alex's Miracle:

"The night the rain took our home, I thought my family was finished. We were scattered like chickens, sleeping in different places. When Ken Ogelo built us a new house, it wasn't just walls - it brought my children back to me.

Now when it rains, we sit together and laugh instead of crying."

Alex Isaboke, father of three, landslide survivor



Mzee Opana's New Freedom:

"For 5 years, I was a prisoner in my own body. My wife had to drag me like a sack of maize when I needed to move.

Today I rolled to church myself for the first time since 2019.

This wheelchair? It's given me wings!

My wife is crying happy tears because her back doesn't ache from carrying me anymore."*

Mzee Opana Odindo, 92, with his wife Truphena by his side

NEXT STEPS

Strengthening Capacity to Expand Impact

As the demand for elderly care in Homa Bay County continues to rise, the Ken Ogelo Foundation (KOF) must scale its infrastructure and team to meet the growing needs. Our operations have been sustained with minimal resources—driven by passion, volunteerism, and strong community spirit. However, to deliver consistent, effective, and scalable care, we must take immediate steps to strengthen our organizational capacity.

We invite donors and partners to support the following critical areas:

1. Office Infrastructure: Establishing a Functional Base

To date, KOF has operated without a permanent office—limiting our administrative capacity and professional outreach. Renting an interim office space will allow us to establish good practices, improve coordination, and increase efficiency as we raise funds to construct our permanent headquarters at the Malaika Centre for Wellness.

Immediate needs include:

- Office rental and utilities
- Basic infrastructure (furniture, internet, electricity)
- Equipment (computers, printer/copier, phones)
- Office supplies and administrative tools

Impact: A formal office will serve as a hub for planning, coordination, community engagement, and donor communications—enhancing transparency, professionalism, and operational impact.

2. Transportation: Reaching the Most Vulnerable, Faster

Currently, our team relies on public transport, hired taxis, boda bodas (motorbikes), or walks long distances to deliver care packages, food items, and building materials to remote areas.

- Your support will help us acquire a vehicle, which will:
- Improve safety, efficiency, and reliability
- Increase the number of home visits and beneficiaries reached
- Reduce logistical costs and staff fatigue
- Enable timely response to urgent cases

Impact: A dedicated vehicle will allow us to multiply our reach, save time and energy, and provide critical services more consistently and effectively.



3. Personnel: Building a Committed, Professional Team

KOF has been largely driven by the founder, Ken Ogelo, who holds an MBA in Strategic Management. Alongside four dedicated volunteers, Ken has managed field operations, fundraising, and program development. The growing scale of need now requires a professional team to support operations and deliver excellence and sustainability.

Key staffing needs:

- Project Coordinator (1) – Oversees implementation, monitoring, and reporting
- Office Administrator (1) – Manages logistics, communication, and documentation
- Driver/Messenger (1) – Supports field visits, logistics, and delivery
- Field Officers (6) – Conduct needs assessments, monitor elderly care, and manage community engagement

Financial management will be overseen by the Advisory Board to ensure transparency and accountability.

Impact: Recruiting and training skilled professionals will allow KOF to scale programs, improve service delivery, and respond more effectively to the urgent needs of the elderly community.

Your partnership at this critical moment will help us transition from a grassroots initiative to a structured, sustainable organization—ready to deliver dignified care, protection, and empowerment to the elderly.

PROGRAM DESCRIPTION: MALAIKA CARE FOR THE ELDERLY

The **Ken Ogelo Foundation (KOF)**, through its flagship initiative—the **Malaika Care Program**—aims to establish a sustainable, community-based model for elderly care in Homa Bay County. This program integrates health, psychosocial, and socio-economic support for vulnerable older persons while strengthening community responsibility and national advocacy.

1. Sensitization & Community Awareness

Building a culture that values and protects the elderly begins with education and engagement. We aim to shift perceptions and create a movement of collective care.

Key Activities:

- Recruit and train staff and volunteers in program delivery and elderly care
- Host public meetings, awareness talks, and educational presentations
- Implement strategic media campaigns across social and mass media platforms
- Organize community fun days, sports, and intergenerational activities
- Establish and support community-based elderly care support groups
- Mark international days for the elderly with events and advocacy campaigns

2. Community Strengthening & Direct Support

This component focuses on improving the immediate living conditions of older persons through holistic, hands-on care and community-driven initiatives.

Key Activities:

- Provide essential basic care support: hygiene assistance, food, mobility aids
- Conduct regular home visits and needs assessments
- Organize quarterly medical camps in partnership with local and international healthcare providers
- Construct or repair safe and dignified shelters for elderly beneficiaries
- Launch the “Adopt-a-Granny” campaign—matching supporters with vulnerable elders
- Facilitate family reunification and intergenerational healing
- Design structured community monitoring and feedback systems
- Conduct local fundraising events to build local ownership and sustainability



3. Lobbying & Advocacy

KOF recognizes that long-term change must be rooted in policy reform and inclusive governance.

Key Activities:

- Engage national and county government through stakeholder consultations
- Collaborate with like-minded partners and institutions to amplify impact
- Lobby for the development and enforcement of elderly-centered laws and policies
- Participate in public forums and decision-making processes to advocate for elderly rights

4. Monitoring & Evaluation (M&E) Framework

To ensure accountability, learning, and continuous improvement, KOF has designed a robust M&E system to track implementation, measure impact, and inform strategic decisions.

M&E System Components:

- Dedicated Project Coordinators to lead daily tracking and reporting
- Quarterly & Annual Reviews based on collected data and field insights
- Internal and External Evaluations to assess program effectiveness and alignment with goals

Data Collection & Tracking Tools:

- Elderly Persons Databank – Comprehensive beneficiary profiles for targeted support
- Field Visits – Real-time observation of program implementation
- Community Feedback – Focus group discussions, interviews, and testimonials
- Monitoring Tools – Beneficiary registers, store inventories, financial and narrative reports
- Visual Documentation – Photos and videos capturing impact and progress
- Performance Metrics – Indicator-based tracking matrices aligned with program goals

By integrating care, community empowerment, and policy advocacy, the Malaika Care Program offers a replicable, scalable model for addressing the rights and well-being of elderly persons in rural Kenya.

We invite partners, donors, and collaborators to join us in building a future where aging is honored, protected, and empowered.



EXPECTED OUTCOMES

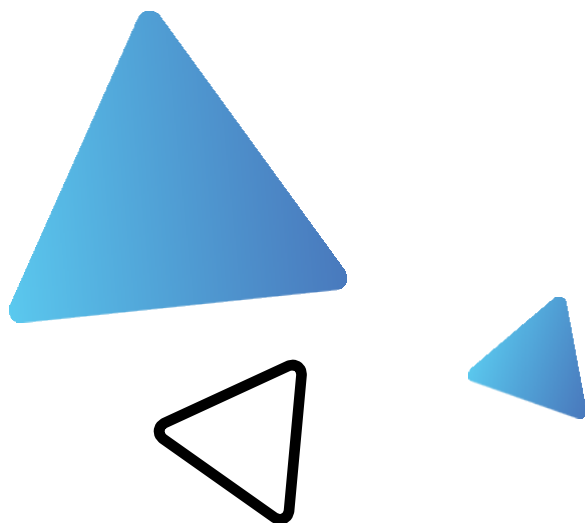
- Improved Care and Living Conditions
- Increased community participation in elderly care.
- Expansion of home-based support, including cleaning, water collection, cooking, and general care.
- Access to basic medical services and regular health checks.
- Construction or renovation of safe and dignified housing for the elderly.
- Implementing the “Adopt-a-Granny” model: care, food, clothing, shelter, and healthcare.
- Increased family involvement in supporting their aging relatives.
- Strengthened planning, monitoring, and resource mobilization capacity.

Policy Advocacy and Structural Change

- Advocacy and lobbying for the mainstreaming of elderly rights into county and national governance.
- Engagement with relevant ministries and government bodies to prioritize elderly welfare.
- Networking with like-minded partners to build a unified voice championing elderly care.

With your support, we can transform the lives of hundreds of seniors—creating a community where elders are not only seen and heard, but also protected, valued, and empowered to live their later years in dignity.

Together, we can be the difference.



GOVERNANCE & ACCOUNTABILITY

THE BOARD

Ken Ogelo

Ken Ogelo, (BSC in Economics, Mathematics and Computer Science, Microsoft System Engineer) is a passionate humanitarian, social innovator, and tireless advocate for the dignity and well-being of the elderly in Kenya. With over two decades of experience working at the intersection of community development, youth empowerment, and elder care, Ken founded the Ken Ogelo Foundation for the Elderly to address a growing yet often overlooked crisis, neglect, poverty, and isolation among aging populations.

Born and raised in Homa Bay County, Ken witnessed firsthand the cultural richness of elder wisdom—and the pain of its erosion in modern society. Inspired by his late grandmother, whose grace and resilience deeply shaped his values, Ken set out to build a movement that reconnects communities with their elders through compassion, care, and sustainable support.

Ken's background spans grassroots organizing, civic leadership, and nonprofit development, having worked with both local and international organizations in program design, advocacy, and policy engagement. His unique ability to bring together diverse stakeholders—government, faith institutions, youth, and professionals have fueled the Foundation's inclusive, community-driven approach.

Under his leadership, the Foundation has launched the Malaika Care Program, which blends practical elder care services with moral revival and local empowerment. Ken's vision is not just to care for the elderly—but to restore their place of honor in Kenyan society.

A humble servant leader and father, Ken continues to champion the cause across counties, reminding us all that how we treat our elders defines the soul of our nation.

Apollo Mboya

Apollo Mboya is a distinguished Advocate of the High Court of Kenya with extensive expertise in international treaties and agreements. He brings to the Board a wealth of experience in legal, diplomatic, and human rights matters, underpinned by a robust academic background that includes a Bachelor of Arts in Political Science and History, LLB, a Master's in International Studies (Diplomacy & International Relations), a Diploma in Law from the Kenya School of Law, and a Postgraduate Diploma in Human Rights from the Institute of Social Studies in The Hague. He also trained in Security Studies at the National Defense College, Nairobi. Mr. Mboya has held several high-level positions, including Legal Specialist at the United Nations Development Programme (UNDP), State Counsel in the Department of Treaties and Agreements, and Joint Secretary for the Task Force on Judicial Reforms in Kenya. His professional affiliations span the Law Society of Kenya, the Institute of Certified Public Secretaries, the International Commission of Jurists, the East African Law Society, the Commonwealth Lawyers Association, and the International Bar Association, where he serves as an Outreach Official for the Africa Region. He is currently a Commissioner at the Law Reform Commission.

Apollo's depth of legal acumen, strategic insight, and dedication to justice and reform make him a vital asset to the Ken Ogelo Foundation's mission to uplift and protect the rights and dignity of the elderly.

Shella Sheikh

Shella Sheikh is a seasoned legal professional and advocate of the High Court of Kenya, bringing over fifteen years of dynamic legal practice and leadership to the Ken Ogelo Foundation for the Elderly. With a strong academic foundation—holding a Bachelor of Arts in Economics from the University of Nairobi and an LLB from the University of London—Shella combines sharp legal insight with strategic economic understanding.

After beginning her legal career at K.H. Osmond Advocates, Shella went on to establish her own successful firm, SSAA, in 2002. Her firm has grown into a trusted and bankable practice, known for delivering personalized, precise legal solutions across a wide spectrum of sectors.

Shella's expertise spans family law, company and commercial law, conveyancing and property development, joint ventures, investments, land law, and international trade. Her hands-on approach and commitment to client-focused service make her an invaluable contributor to the Foundation's mission.

A passionate advocate for justice and dignity, Shella brings a wealth of legal knowledge and a compassionate perspective to the Board, helping to shape policies and initiatives that protect and empower the elderly in our communities.

Michelle Richmond

Michelle Richmond is a transformational coach and integrative wellness strategist with over 20 years of experience in clinical practice, trauma-informed care, and leadership development. Her global work spans Kenya, Australia, and beyond, where she empowers individuals and communities through healing-centered coaching and resilience-building programs.

As a board member of the Ken Ogelo Foundation, Michelle contributes strategic insight and a holistic approach to elderly empowerment, mental wellness, and community transformation. Her leadership strengthens the Foundation's mission to create inclusive, sustainable impact for underserved populations.

ADVISORY BOARD

Dr William Okello - Medical

Dr Sam Omolo - Medical Research Scientist

CPA Rebecca Onyango - Certified Public Accountant (CPA) – Auditor& Tax consultant



MONITORING, EVALUATION & COMMUNITY ENGAGEMENT FRAMEWORK

Management Oversight

The Management Board reviews all program reports, offering strategic direction and ensuring alignment with KOF's mission and goals.

Quarterly Review Meetings

These meetings track progress, facilitate stakeholder engagement, and integrate community feedback into future planning.

Community-Led Monitoring

KOF is committed to amplifying local voices through:

1. **Community Monitoring Groups:** Comprised of elders, local leaders, and county officials to oversee program implementation.
2. **Participatory Committees:** Involving schools, religious institutions, and community influencers to promote transparency and accountability.

Evaluation & Learning Milestones

1. **Baseline Assessment (Year 1, Q1):** Sets initial benchmarks for the needs and conditions of the elderly.
 2. **Midterm Review (Year 1):** An internal evaluation conducted by KOF staff and board members to refine strategies.
- Final Evaluation (Year 2):** An independent assessment led by an external consultant to measure overall impact and document best practices for replication and growth.

SUSTAINABILITY STRATEGY

KOF is dedicated to driving long-term, systemic change for elderly communities in Kenya. Our sustainability plan is built on four pillars:

1. Community Ownership and Engagement

We believe the most sustainable solutions are locally driven. KOF will foster ownership and continuity through:

- **Building Social Capital:** Establishing neighborhood support groups that include volunteers, community elders, and religious leaders.
- **Engaging Local Businesses:** Partnering with enterprises to provide financial support and create employ-

ment pathways for the elderly.

- **Reviving Cultural Values:** Collaborating with schools and faith institutions to instill traditional respect and care for elders among the youth.

- **Awareness Campaigns:** Promoting elderly rights to eliminate stigma and neglect. Outcome: A self-sustaining, community-based care network that upholds KOF's mission beyond direct intervention.



2. Economic Empowerment of the Elderly

To reduce dependency and restore dignity, KOF will support income-generating activities through:

- **Small-Scale Farming:** Training in kitchen gardening, poultry rearing, and fishing to secure food and income.
- **Micro-Grants & Start-Up Kits:** Supplying seeds, livestock, and basic tools to kickstart small enterprises.
- **Elder Savings Groups:** Encouraging collective saving for security and resilience.

Outcome: Financially empowered seniors with the means to sustain themselves and contribute to their communities.

3. Strategic Partnerships & Resource Mobilization

Long-term impact requires a strong support ecosystem. KOF will build this through:

- **Collaborations with NGOs and Foundations:** Sharing knowledge, funding, and programming.
- **Alliances with Corporates and Faith Groups:** Driving campaigns like “Adopt-a-Granny” and mobilizing donations and volunteers.
- **Professional Volunteering:** Engaging health, legal, and agricultural experts for periodic pro bono support.

Outcome: A resilient and diversified resource base that ensures continuous care delivery.

4. Policy Advocacy and Institutional Change

True sustainability demands structural reform. KOF will champion:

- **Policy Reforms:** Advocating for improved pensions, healthcare access, and protection from age-based discrimination.
- **Government Partnerships:** Working with county and national authorities to integrate elderly care in development agendas.
- **Elderly Representation:** Ensuring seniors are actively included in policy dialogue and decision-making.

Outcome: Institutionalized protection and care systems for the elderly across Kenya.

Together, we are building a future where every elder is valued, supported, and empowered.



MANAGEMENT STRUCTURE

KOF employs a lean, strategic management structure to maximize impact while minimizing overhead. This ensures efficient use of resources while maintaining accountability, innovation, and responsiveness to community needs.

1. Executive Board

Role: Primary decision-making body

- Provides strategic direction, governance, and oversight
- Approves annual plans, budgets, and policy frameworks
- Meets quarterly to evaluate progress and performance

Members Include:

- Chairperson
- Treasurer
- Secretary
- Legal Advisor
- Senior Experts in Social Work, Public Health, and Finance

2. Advisory Board

Role: Provides expert guidance and networks

- Composed of thought leaders, sector specialists, and key partners
- Offers technical advice, global best practices, and strategic partnerships
- Meets bi-annually or as needed

3. Executive Director

Role: Chief executive and day-to-day operations leader

- Implements Board decisions
- Leads staff, oversees programs, fundraising, partnerships, and reporting
- Acts as liaison between the Executive Board and operational team



4. Core Operational Team (Lean & Skilled)

Each department is staffed with multi-skilled professionals and interns to optimize impact:

Program Manager (Elderly Care & Community Outreach)

- Coordinates community programs and support groups
- Supervises field staff and ensures service delivery

Monitoring & Evaluation (M&E) Officer

- Tracks outcomes and performance
- Leads data collection, reporting, and learning processes

Finance & Administration Officer

- Manages budgeting, accounting, procurement, and HR

Communications & Partnerships Officer

- Oversees public relations, campaigns, stakeholder engagement, and fundraising

Field Officers / Community Mobilizers

- Embedded in communities to support implementation and local engagement

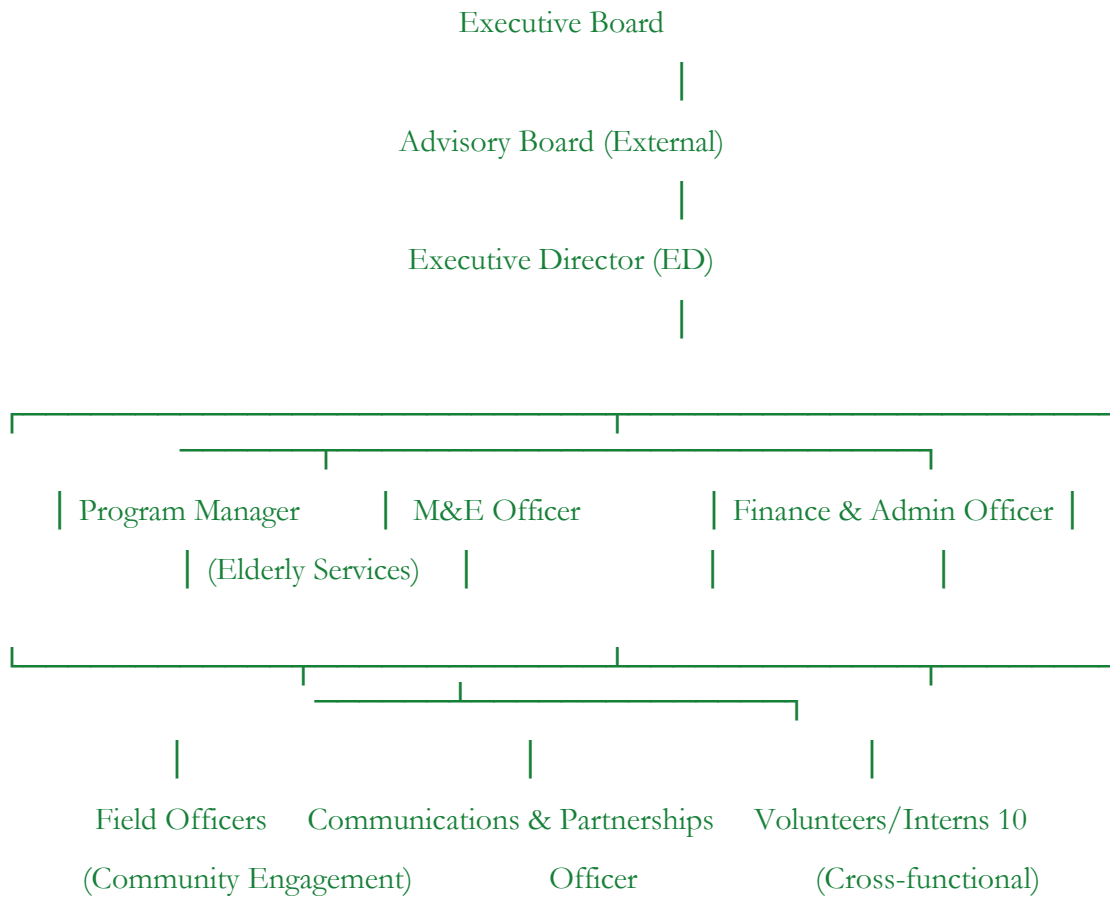
5. Volunteer & Intern Program

- Rotating cohort of skilled volunteers and interns in social work, law, medicine, agronomy, and communication
- Supports scalability and injects innovation while reducing costs





Summary Visual (Optional for Report or Presentation Use):

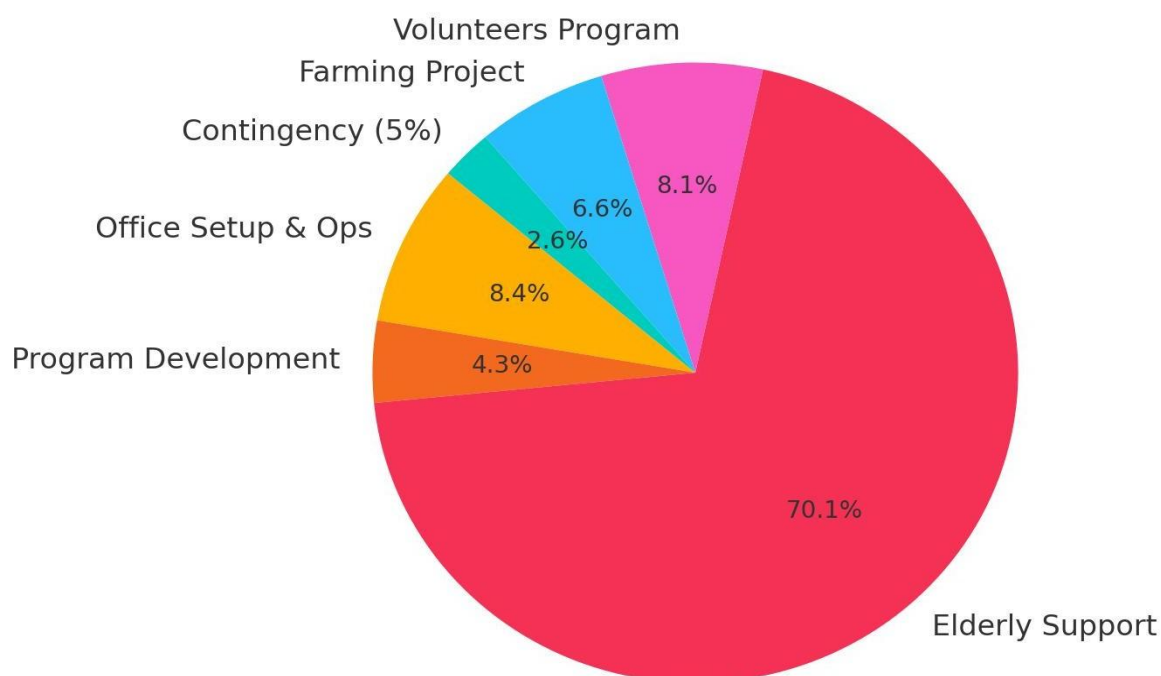


This structure ensures **agility, transparency, and community-centric leadership**, aligning resources directly with impact.



Budget and Audit

Budget Distribution by Category (USD)



SUMMARY in USD (Approx.)

At an average exchange rate of **KES 131/USD**, this total equal approximately **USD 152,748**

Outcome:

- A fully functional office in Homa Bay
- Designed and launched *Malaiika Care Program*
- 50 elderly individuals supported monthly with nutrition and healthcare
- A trained and active volunteer network
- A fenced, producing 1-acre organic farm to support food security and learning

FUNDING REQUEST

We seek Approx. **USD 152,748** to implement the following phased plan:

Phase 1: Foundation & Operations Setup

Objective: Establish a functional base for implementation and coordination.

- Office rental, furnishing, and equipment – KES 750,000
- Recruitment and onboarding of staff

Budget: KES 750,000

Phase 2: SHA Medical Insurance

Objective: Ensure the first 50 vulnerable families have SHA Medical Insurance, and have access to public medical care.

SHA Insurance | KES 500 per family per month | KES 6000 per year

Budget: KES 300,000

Phase 3: Malaika Health & Wellness Assurance

Objective: Provide immediate health and social care for 50 elderly beneficiaries.

- Nutritional and hygiene support
- Monthly healthcare check-ups
- Basic medical insurance support for vulnerable elders

Budget: KES 3,250,000

Phase 4: Community Volunteer Program

Objective: Mobilize, train, and equip community volunteers to deliver grassroots support.

- Volunteer stipends, training, and uniforms

Budget: KES 720,000

Phase 5: Agricultural Sustainability Project

Objective: Secure food production and training through organic farming.

- Fencing and securing 1-acre of land
- Land preparation, seeds, tools, irrigation, and farm caretaker

Budget: KES 585,000

Phase 6: Program Design & Monitoring

Objective: Finalize program design, M&E systems, and reporting tools.

- Program development (Malaika Care)
- Monitoring & Evaluation tools

Budget: KES 380,000

Phase 7: Contingency Allocation

Objective: Address unforeseen needs or inflation adjustments.

Budget: KES 233,750

Total Budget: KES20,010,001 (USD 152,748)

Each phase is designed to build capacity and momentum toward a scalable, sustainable elder care model. We welcome phased or full funding support.

Your support will build a replicable system of elderly care in Homa Bay County.

Sustainability

This program is designed to evolve into a community-led and income-generating model, with partnerships from local businesses, faith institutions, and youth organizations. The farming component will contribute to ongoing food supply and training for elders and caregivers. We will also mobilize additional local and international partners during the pilot year to scale impact and reduce donor dependency.

Conclusion

We believe this project aligns with your mission to support health, dignity, and resilience among vulnerable populations. With your partnership, we can make a lasting difference for Homa Bay's elderly and build a model of care that honors our elders while restoring community values.

We welcome the opportunity to further discuss this proposal and explore how we can collaborate to bring it to life.

Thank you for your time, trust, and consideration.



The Ken Ogelo Foundation

The Ken Ogelo Foundation (KOF) is a registered Non-Governmental Organization (NGO) in the Republic of Kenya (Registration No. SOCF-BQS5MW5), with its pilot operations in Homa Bay County (Kasipul kabondo constituency).

Malaika Health Initiative

Contact: Ken Ogelo

Address: PO Box 54 Oyugis

Email: info@kenogelofoundation.org

Phone: + 254 727 308 754

Web: www.kenogelofoundation.org

Bank Details

DTB Bank

Empesa Pay bill No. 516600

Branch Code: DTKEKENA

Ksh Account: 0417 5630 03

USD Account: 0417 5630 04

SWIFT Code: DTKEKENA



Every senior deserves to age with dignity, not despair.

Your support can be the turning point—providing health, nourishment, and human connection to those who once carried our communities.

Together, we can restore hope, honor, and care to our elders.

Join us in creating a future where no senior is forgotten.