

amini  
believe

Friends of  
**NGONG ROAD**

2014 Annual Report

## Board Members

Paula Meyer, President

Karen Bohn, Secretary & Development

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Susan Plimpton, Education & Strategic Partnerships

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Keith Kale, Marketing & Planning

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# dear friends

a letter from the president

Amini is a Kiswahili word meaning "believe." It's the title of this 2014 Annual Report and the subject of our communications for the coming year.

This year our attention is drawn to the valuable work of Ngong Road Children Association (NRCA), our sister organization in Kenya. It includes Peter Ndungu and his staff, case workers and board members as well as teachers, community members, parents, guardians and students. A community of more than a thousand people that lifts lives everyday by believing in each student. And, with their everyday support, our students are learning to believe in themselves. Amini.

The power to believe in oneself is uniquely human. Researchers call it "self-efficacy." The theory is that people's belief in their capabilities shapes how much they will persevere in their efforts in the face of obstacles and challenges. People are not born with the power to believe in themselves. Instead, self-efficacy develops in infancy and continues during childhood and the rest of their lives through experiences they encounter.

When I and other sponsors visit NRCA we witness the nurturing environment that surrounds our students. As part of our base program we provide food, medical care and educational resources. But we also provide support that helps students learn to believe in themselves. More specifically, our program delivers support consistent with how self-efficacy is developed:

1. Camp and the Saturday Program provide play, socialization and interactions with adults where children experience the ability to affect their environment. They develop relationships with grown-ups who faced challenges similar to their own but found a way to succeed.



2. Mentoring, field trips and career talks provide what researchers call "imaginal" experiences. Most of our students cannot imagine possibilities beyond their life in the slums. Students who entered the program imagining a life of menial labor now see themselves as potential professionals.

3. A community of support provides verbal encouragement that surrounds students as they cope with the challenges of growing up. Communications with sponsors are also a powerful form of verbal persuasion.

4. Along with the extended team in Kenya we take a broad view of student health. Because when students are physically healthy and mentally supported they have a greater ability to believe in themselves.

Amini. Believe. We provide many forms of support but what we really give our students is the ability to believe. The hardships and challenges for those living in Kenya will not go away. But students who believe in themselves have the most important ingredient in the recipe for success. For those who have it can climb mountains, move people and transform their lives.

Amini. This is a wonderful thing our global Circle of Friends has created.

Sincerely,

A handwritten signature in black ink that reads "Paula".

Paula Meyer, President  
Friends of Ngong Road

All references to research and quoted statements: Self-Efficacy: The Power of Believing You Can. James E. Maddux, George Mason University, September 30, 2000

# financials

- **Donations in 2014 were nearly flat** to prior year despite completion in 2013 of a significant multi-year commitment on the part of a major donor.
- **Education expense increased to 61% of total expense** as the number of high school boarding students increased to 145 plus 21 primary level boarding students. About half of students in the core primary and secondary level program are now in boarding school.
- The endowment fund balance grew to \$917,000. We remain committed to allowing that fund to grow larger than **\$1 million** before taking distributions.

## Income

|                                 |                  |             |
|---------------------------------|------------------|-------------|
| Sponsorships                    | 280,663          | 39%         |
| Grants                          | 245,084          | 34%         |
| Sustaining Funds <sup>(1)</sup> | 193,337          | 27%         |
| <b>Total Income</b>             | <b>\$719,084</b> | <b>100%</b> |

## Expense

|                             |                  |             |
|-----------------------------|------------------|-------------|
| Education                   | 346,717          | 61%         |
| Safety & Well-Being         | 72,706           | 13%         |
| Supportive Community        | 68,596           | 12%         |
| Admin. Expense (Kenya)      | 41,408           | 7%          |
| U.S. Expense <sup>(2)</sup> | 41,657           | 7%          |
| <b>Total Expense</b>        | <b>\$571,084</b> | <b>100%</b> |

**Balance<sup>(3)</sup>** \$148,000

**Endowment** \$917,088

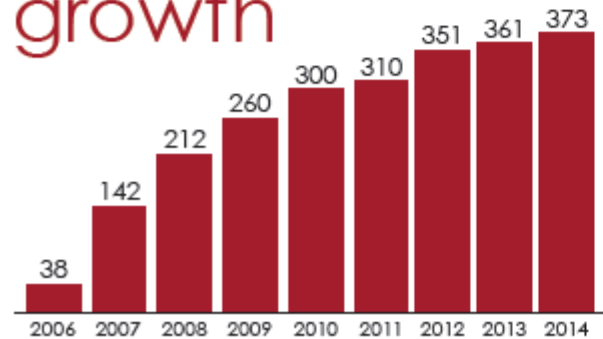
(1) Sustaining Fund includes: annual appeal donations; net revenue from handicraft sales; other donations

(2) U.S. Expense includes: audit; tax preparation; bank fees; accounting services; insurance; fundraising expenses

(3) Excludes donated (in-kind) goods & services, net investment revenue from endowment and uncollected sponsorships

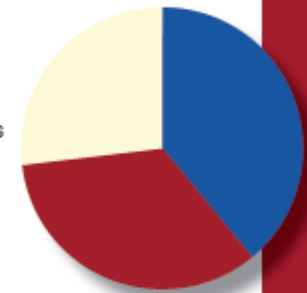
Total number of students in program at year end\*

## growth



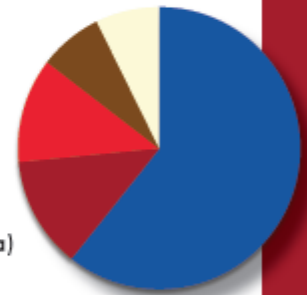
## 2014 Income

- Sponsorships
- Grants
- Sustaining funds



## 2014 Expenses

- Education
- Safety & Well-Being
- Supportive Community
- Administrative Expense (Kenya)
- U.S. Expense



## ...looking ahead

- In 2015 we are engaged in a full-year strategic review focused on developing a five-year plan that will move us toward **financial sustainability by 2020**.
- We now have **55 students who have finished high school**. Four students are now alumni, three of whom are employed. We have two students in university and most of the rest are enrolled in post-secondary colleges working on two-year degrees that will enhance their employability.
- Our donors and sponsors continue to inspire students to become all they can. **Thank you for your support.**



**Our Mission** is to provide education and support for Nairobi children living in poverty whose families are affected by HIV/AIDS so they can transform their lives.

**Friends of Ngong Road** is a volunteer-run non-profit 501(c)(3) organization. The important work we do is made possible by dozens of dedicated individuals willing to devote their time and talents to our mission.



Dear Friends of Ngong Road,

Thank you for all your support of Ngong Road Children Association. I am happy we are focusing on the work being done in Kenya in this year's annual report. Our entire staff is devoted to helping our program's children believe in themselves and build a brighter future. "Amini" in Kiswahili means believe, but it also means hope in English. When most of the children join the program they are shy and seem not to believe in themselves. It is amazing to see how the children change as they begin to have confidence that through our program they will have food, support and education.

In the slums children only know what they experience and most of them experience days without food. Their parents and guardians often cannot pay school fees. And when it rains the houses leak because in many cases the roof is not all that good. When children get in NRCA they get breakfast and lunch every day and they form a new group of friends who all come from the same place. I remember when I first got a sponsor, how much hope I felt. It is a good thing to go to school but it is much better when you go to school and know that someone will pay for your schooling and you don't have to worry about school fees. That gives the children hope that they will make it and the only thing needed is for them to work hard and achieve their dreams and goals.



We have created groups of older children and we help them learn to share their feelings with one another. Although not the same as individual counseling, they learn they are all facing similar struggles. The older students learn about careers which makes them have a feeling that there is hope in life and that they can be able to come out of the slums one day. There are no programs in the slums to help children gain self-esteem or find a purpose in life. When they join the program they see and hear from older students who have studied hard and are doing well and they come to believe they will make it in life. Amini.

The communication the children get within the NRCA family about careers and leadership is so meaningful to their lives. Communication to the children by sponsors also means a lot to these children. The fact that someone in the U.S. or someplace else in the world takes the time to write a letter and encourage them is so meaningful and it makes them see that someone cares for them.

Thank you, friends, for helping us create this great community and helping these children believe in their lives and futures.

Peter Ndungu, Executive Director  
Ngong Road Children Association