2015
ANNUAL REPORT

I'M WORKING!

IT'S WORKING!

Friends of NGONG ROAD

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Dear Friends

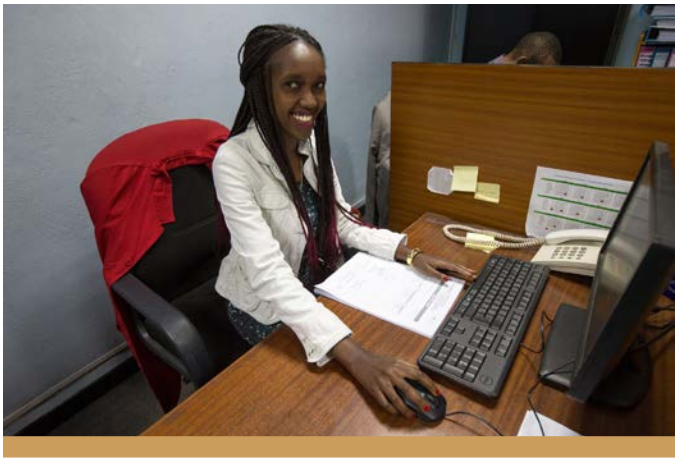
a letter from the President

Our theme for this year's annual report is **"I'm Working! It's Working!"** To understand that headline, I'd like to remind you of our mission statement that says *"we provide education and support to impoverished Nairobi children so they can transform their lives."* We have defined lives transformed as those where graduates are able to gain employment in the formal Kenyan economy. The reason it's working is that success stories abound!

As our students have matured and transformed, so too has our organization. We recognized that to help more children, we needed to consider a new approach that would assure financially sustainable growth. And so in 2015 we started a business we call Karibu Loo. "Karibu" means welcome in Swahili and "loo" is a common name for toilet in this former British colony.

As a business created and operated by Friends of Ngong Road, Karibu Loo serves the organization in a number of ways. It is a business that addresses an underserved market need for rentable portable sanitary facilities in Nairobi. Its positioning and tagline—Helping Educate Children—has been effective in generating customers. The quality of the units and level of our customer service resulted in a successful pilot that broke even. We have now begun to grow the business in order to generate income that will help fund the growth of the NRCA.

Importantly, Karibu Loo provides jobs to NRCA graduates who gain valuable training and practical work experience. These are transferable skills – our first Karibu Loo receptionist was 2012 graduate Jackline Nyarwai whose service orientation landed her a job as a Customer Care Representative at Bimeda Limited, a veterinary supply company. By working first at Karibu Loo, she learned effective work habits: how to show up on time, have a good attitude, go above and beyond expectations. Now she is launched in a career and salary that puts her in Kenya's middle class.



We are all pleased to celebrate our graduates proclaiming, "I'm working! It's working!" By the way, our younger students can see it too. We bring employed graduates back to speak at the Saturday Program. Looking up to those who have finished before them, younger students are motivated by knowing their hard work can pay off with brighter and more hopeful futures. And for all of that, on behalf of the organization, I am sincerely grateful to you for your support. Thank you.

Sincerely,

Paula

Paula Meyer
Founder & President

Financials

Audited financial statements for Friends of Ngong Road are available at www.ngongroad.org

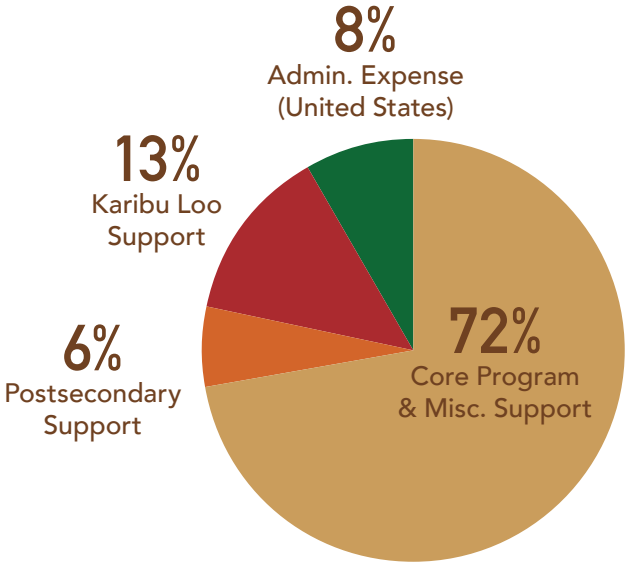
Expenses remained focused on providing programs that directly impact our children and their families. In 2015, U.S. administrative expenses were only 8% of our total expenses thanks to our strong network of volunteers.

In addition to supporting our core programs in Kenya, we made significant contributions in 2015 to Karibu Loo in order to assure financially sustainable growth.

2015 Income (1)

Income		
Sponsorships	257,452	44%
Grants	158,957	27%
Sustaining Funds (2)	163,647	28%
Total Contributions	$580,056	100%

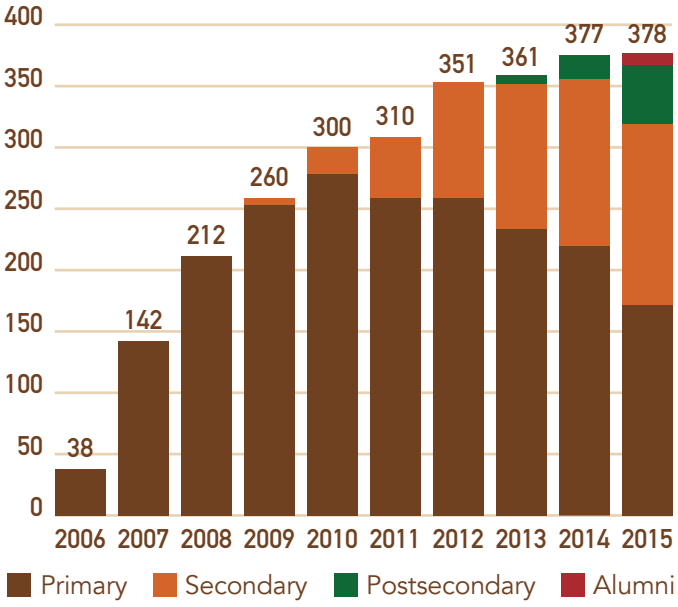
Expenses		
Core Program & Misc. Support	504,440	72%
Postsecondary Support	42,246	6%
Karibu Loo Support	93,237	13%
Total Support for Kenya Programs	$639,923	92%
U.S. Admin. Expense	56,795	8%
Total Expenses	$696,718	100%
Net (3)	($116,662)	
Endowment	$764,108	



2015 Expenses (1)

(1) Excludes donated (in-kind) goods & services, net investment revenue from endowment and uncollected sponsorships.
(2) Sustaining funds includes annual appeal donations, net revenue from handicraft sales and other donations.
(3) Net amount was funded by a withdrawl from the Endowment. The withdrawl was primarily used to invest in growing Karibu Loo.

Number of Students in Program (at year end)



Looking Ahead

In 2015, we completed a full-year strategic review. This resulted in the development of a 5-Year plan and the goal to impact the lives of 1,000 students by 2020. This year, 94 of our students have graduated from high school. Four students are currently enrolled in university and 92% of our 2013 and 2014 classes are either enrolled in postsecondary education or actively employed.

Each month, as students finish postsecondary programs, we have more employment successes. Our generous donors and sponsors continue to inspire students to reach their full potential.

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 donate their time and talents to our mission.

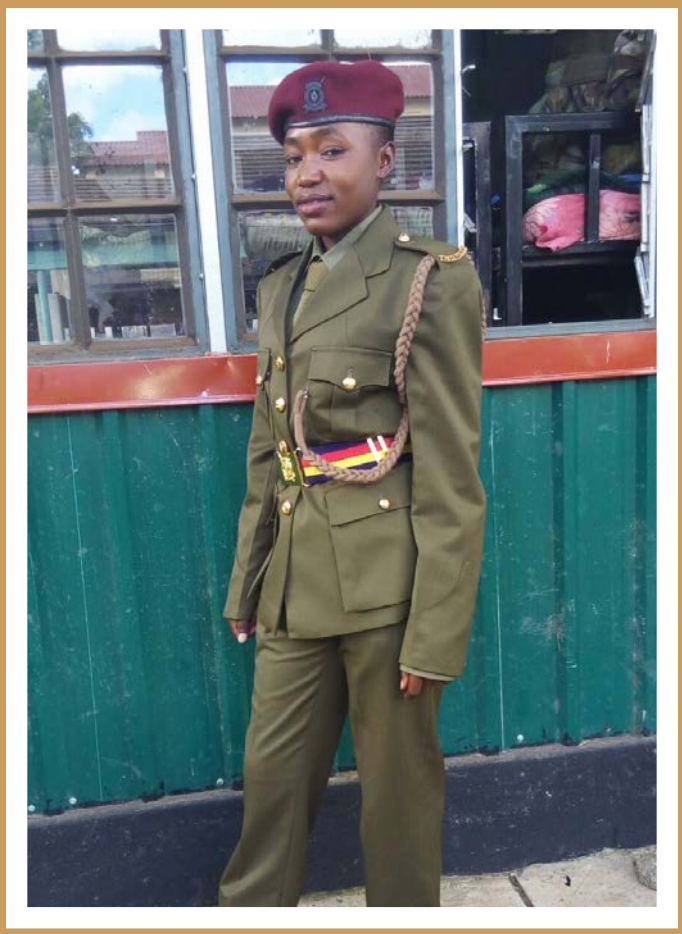
Friends of NGONG ROAD

ngongroad.org

A Life Transformed: Shelia Muhonja

Sheila Muhonja graduated from high school in 2013, one of six children being raised by a single mother who is HIV+ in a one-roomed house in the slums with no electricity or running water. Sponsored by Marti Morfitt since 2006, Sheila was a diligent student and was studying to be an accountant. She decided upon graduation that she wanted to become a police officer instead and went to a location near her home where 250 candidates gathered to compete for a chance to be admitted to a police training program. Ten women and 15 men were selected and Sheila was among them. She says the reason she was chosen is that she ran the fastest.

Sheila recently completed her police training and has been assigned to work at the airport in Mombasa. In September she will begin a one-year Security Management program at Mt. Kenya University while also working. Sheila believes this training will enable her to qualify for a job in security at the United Nations compound in Nairobi. She said, "I am so grateful to be able to support myself and help my family. Without my sponsor, this would not have been possible."



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Acknowledgements
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