

Project Name: Wilsen Initiative

Slogan: the Champion in you...

Project base: Nairobi, Kenya.

Background Information

Youth from the disadvantaged backgrounds from the informal settlements in Nairobi, Kenya experience a lot of challenges for example peer pressure, drug abuse, lack of capital, early pregnancy, school drop-outs, lack of recreational places and facilities, idleness, being jobless - just to mention a few. There are a lot of youth related organizations in Nairobi, Kenya who are geared towards sports, community services, music etc; that seeks to engage the youth in making sure they get opportunities to make themselves useful. I believe there is still much that needs to be done by connecting the youth with 'themselves', whereby challenging them to be critical thinkers and positive change makers in their communities despite all the challenges that surrounds them. Youth need to be challenged more and urged to be proactive in determining their future and that is what Wilsen Initiative is going to address.

I have lived in the slums of Mathare slums in Kenya for many years and despite these challenges that surrounded me, I have been able to determine my destination (career path), I am a positive role model to many youths through my work in ICT, family life and sports. I have achieved a lot of awards through sports and co-founded two community clubs i.e. Mathare North Rangers Football Club which I'm the current coach and Metro Sports Football Club. I have also gotten many opportunities to tour some countries in Africa, Europe and Asia which has given me the diverse thinking (Think Global and Act Local), I hold no university degree which would have been great to have but this has not hindered me to be what I want to be in future. My degree has been acquired through tough life experiences and other forms of learning and that is why the slogan "the champion in you..." Currently I am at D&F academy receiving training that will add to many life experiences that will take the initiative to the next level.

Project Objectives

About Wilsen Initiative

The idea of Wilsen Initiative is to spot talents and nurture it to the right direction by providing the much needed platforms for a young person to grow and express themselves starting with Mathare slums in Nairobi and all over Kenya whereby connecting with the realities and possibilities in life. Some of the important life-skills worth learning for a young person to take lead in their life and become a responsible citizen are for example; developing a positive attitude, self discipline, patience's, hard-work, tolerance, goal setting abilities, personal branding and being a positive change maker (positive role model). We shall achieve all the above by developing activities around sports for develop concept using the following three core programs;

a) Sports tourism - The main objective of sports tourism is to have a football club which is professionally managed that will give the youths opportunities to learn new cultures, skills and meet new friends. The value sports has in a young person life is immense for example through sport you learn important virtues like teamwork, respect, tolerance etc. The program will encompass a series of friendly matches and tournament participation in Nairobi and around Kenya.

b) Discussion forums (motivational talks) - The main objective of this program is to connect the youths with mentors who will provide advice on careers, market trends and social entrepreneurship ventures among other issues. We shall narrow the gap between the youths in the informal settlements and mentors (role models) in the business class and professional sports personalities through bi-monthly discussion forums at a convenient locations. The idea is to give hope to the hopeless and create linkages amongst diverse groups in our society. People have succeed in life through many means, our key highlights and focus will be people who have succeed using sports, academics, business and not forgetting using their talents. If you have the opportunity our emphasis is in education supported by your skills and talents. I envisage a community where the youths take on responsibility to learn from and with others and follow their interests and talents.

C) Mambo digital program: Mambo means what's up or hi... in a slang language widely spoken in the informal settlement in Nairobi. In a conversation it goes Mambo? (What's up or hi) Answered with Poa! (I'm cool). Mambo digital would open the avenue for youth interact with people around and beyond while equipping them with relevant skills of sourcing credible information, publishing positive content, security issues and threats, creativity and innovation etc.

Target group

Wilsen Initiative will work with youth from the informal settlements of Mathare slums in Nairobi, Kenya who are vulnerable to social, economical and political challenges. The program will also be open to youths from other slums but our offices will be established in Mathare North community for a start.

We shall work with both boys and girls from ages 18yrs – 30yrs whereby empowering them with education from ICT skills, creative skills, life skills, reproductive health, sports facilitation, simple book keeping etc. and also organize youth exchange programs with like-minded youth organizations.

Our Vision

Our vision is to empower the young people to be critical thinkers and positive change makers in our society through networking, sports, education and skills transfer from one generation to the other.

Mission Statement

Wilsen Initiative envisages helping youths realize their full potential in achieving their desired goals and dreams in life through simple steps. We foster youth empowerment through peer to peer learning, networking with other youth groups and connecting with experts in various fields for example technicians, sport personalities, comedians, managers etc. in helping uplift the living standards of youths through skills transfer.

Our Philosophy

Everybody is a winner; we have something unique that we can do. We believe in sharing, creating, educating, and inspiring champions in our society.

Registration: Wilsen Initiative is registered under the Societies Act of Republic of Kenya with the following sets of objectives & goals.

Our Programs and Objectives

A) Sports tourism program

Objectives goal for sports tourism

- a. Creating channels of opportunities for youth from disadvantaged backgrounds through matching skills and talents with the markets need.
- b. Networking with other youth-led groups to foster peace and other social activities.
- c. Use sport as an agent for change whereby facilitating the teams in local and regional tournaments.
- d. Spot talents in the community.
- e. Support our local community football team.
- f. To create a channel for youth to explore other cultures around the country by visiting different place.

B) Mambo digital program

Objectives for Mambo Digital (web design & development, designing and other digital tools)

- a. Educating youth in simple book keeping, Information Communication Technology and entrepreneurship.
- b. Facilitate skills transfer from one generation to the next.
- c. Profiling best stories, skills and talents in the community whereby connecting them with other opportunity locally and abroad.
- d. Form a network of youth who are working in different sectors for example film, computers, journalism etc. The main objective is volunteering time and sharing experiences with aspiring youth in the same field.
- e. Computer training sessions which involves short courses for the youth for example; digital photography, Photocopy services, design related services, T-shirt design etc.)

C) Discussion forums program

Objectives for discussion forums (motivational speakers)

- a. Creating channels of opportunities for youth from disadvantaged backgrounds through matching skills and talents with the markets need.
- b. Networking with other youth-led groups to foster peace and other social activities.
- c. Educating youth in life skills, reproductive health, finances, ICT and entrepreneurship.
- d. Sharing life experiences and career guidance through workshops.
- e. Motivating and inspiring youth in the society by being good role models
- f. Empowering the youth to be critical thinkers and change makers in our society through networking, sports and education.
- g. We foster self esteem and awareness on how you can tap your potentials.
- h. Giving motivational talks in schools, colleges and the community at large during events and seminars.
- i. To create a platform where the youths can meet positive role models in their immediate community and beyond.

Our values;

- Professionalism.
- Team work.
- Skills transfer and education to all.
- Equal opportunity to all applicants who qualify.
- Pro-Sports for development.