



HOW OUR PARTNERSHIPS IN SUSTAINABILITY ARE IMPACTING COMMUNITIES.



***To Fight Poverty We Need
Quality Education.***





WHAT IS HOPE FOR LITERACY CAMPAIGN

Every child deserves to grow up in a safe and healthy environment, to go to school and to become who they want to be. The reality, however, is that not all children get the same opportunity in life. Children from poor families and marginalized communities constantly lack adequate writing materials like pencils and books which are a necessity for quality education.

Despair, sadness and worry are emotions that constantly haunt parents who cannot afford to adequately provide for their children.

Unfortunately, due to the current economic situation in the country; most people have been subjected to such scenarios. Parents have had to grapple with lack which unfortunately directly impacts on the quality of education their children receive.

This challenge advances systemic inequality between children from poor backgrounds against their counterparts from well-to-do families. It limits their ability in the future to competitively access equal opportunities for decent work and economic growth.

The good news, however, is that something can be done to change the story of these children. Help is always available within the society itself. Individuals and organizations have over time come together to support the underprivileged in society by pooling resources together for a greater cause.

The Hope for Literacy campaign seeks to promote literacy by donating 1,000,000 pencils through funding to marginalized school going children in 5000 schools across the nation.

By supporting literacy amongst the marginalized and disenfranchised segment of the society, we help to equal the future competitive work opportunities.

As an organization that literacy of its beneficiaries forms an integral part of its mission, MOMO PENCILS seeks to bridge the literacy gap. We facilitate the manufacturing and mobilization of donations of pencils funded by strategic partners to help these children learn effectively for a better future.

CAMPAIGN OVERVIEW



In today's business environment, a sustainability is taking over across the globe. Forward thinking leaders are strategically shifting their company's business models from single to a Triple Bottom Line agenda (Profit, People and Planet) . A cry is being rallied for every company to consider its sustainability footprint in the course of doing business. Sustainability is now becoming a mandatory requirement to be inculcated as an integral part of a company's reason for being.

Compelling evidence is showcasing that organizations renowned for serving as a force for social good are the ones maximizing on profits as compared to their industrial counterparts.

The business case for sustainability is growing louder by the minute. Humanity is also facing a systemic challenge called climate change. This in turn is impacting businesses across the globe.

Sustainability is not a competing agenda to a modern business but it is going beyond the Corporate Social Responsibility (CSR). It must be completely integrated into a company's core business strategy and overall mission.

Sustainability and social good is not just where business spend their money but how they will earn it in the future.

Although Kenya is a middle-income country with a robust economy, millions of children still live in poverty.

In 2017 UNICEF Kenya, together with Kenya Bureau of Statistics, conducted a study 'Child Poverty in Kenya', which found that 45% of children under 18 (9.5 million children), experience poverty.

Action by an individual company is necessary but not sufficient to drive systemic change. Collaboration is essential. In this regard, **MOMO PENCILS** is proud of the strategic partnership with **PURPLE DOT INTERNATIONAL**, **NDOVU CEMENT** and **ELITE OFFSET PRINTERS** as official campaign partners in the "Hope for Literacy" campaign this year.



CAMPAIGN ACHIEVEMENTS



Tree planting started in early 2020 during the pandemic and lockdown. We were able to plant 252 seedlings in March 2020 at Graylands warehouses together with the tenants.

The rest of the campaign took place in May to July 2021. It was carried in Nairobi County, Machakos County, Kiambu County and Kajiado County.

Indigenous Tree Species planted are: Cypress, Tipuana, Mukinduri, Pistacia, Japonica, Thevetia, Croton, Tigonja, Thika Flame and Peppertree.

Fruit Trees are, Mango, Avocado, Purple Fruit, Luguards and Guava Fruit.



NUMBER OF SCHOOLS VISITED 43



NUMBER OF TREES PLANTED 7,500



NUMBER OF PENCILS DONATED 145,000

CAMPAIGN PARTNERS



As the marketing consultant for Purple Dot International Ltd and my responsibility is to help them deliver some of their strategic objectives as a board as well as the management team. And as much as we are giving returns to our investors, we also look at our contribution in terms of our social impact.

As a company in the real estate sector and as a board as a team we felt strongly at some point that we needed to give back to the community and in very specific areas. We had identified certain areas that we felt we can have impact.

One of the areas in our strategic goals was education and here we were trying to see how we can nurture young minds around their impact as well as building schools. The other area was health care where we can do something for the community whether it's contributing financially or with a structure. We wanted to do something with a lasting impact but also have it as a part of our social responsibility initiative.

The project partnership we have with MOMO pencils is quite strategic in that context because they had the same vision the same idea of genuinely giving back. Not just in the tree planting and environment activity but also nurturing the minds of the next generation. We saw that it had long term impact and we said that it is something that we want to be part of as it aligns with what we were already trying to do.

The partnership is built around what MOMO Pencils does which is 2 pronged. One is pencils made from 100% recycled newspapers and the other part is engaging this tool the eco-friendly pencils to be given to children in schools and at the same nurturing and cultivating the concept of sustainability. The outcome of this campaign will help the child as he is growing up by looking at his impact, his contribution towards the environment.

As simple as it sounds this pencil being given to a child somewhere in some school, it has a long term impact in terms of how this child's thinking is shaped around his impact in return when he is growing up, his impact and responsibility and actually even as a child feeling empowered that he can do so much for the planet.

So I think it came together very well looking at what they were already doing as Momo Pencils and we just pretty much supported them in doing what they were doing.

“So I think it came together very well”



RENU HUNJAN
Marketing Consultant
Purple Dot International

CAMPAIGN PARTNERS



We partnered with Momo Pencils after looking at several proposals because they came and said that they can turn used newspapers into pencils. So, we brought them on board and requested Elite offset to help us with their waste paper. And this tool fitted in very well with supporting education. As for the environment it is our responsibility that we leave behind a better planet for future generations.

“One child from there could be an architect and be able to create a future Kenya.”

In terms of CSI Purple dot is focusing on 3 areas which is education, health and environment. As real estate developer we are constantly taking resources from the earth when doing our projects. So we felt that it is important to do something on the environment.

One of the other things we also noticed in the industry is there is a lot of waste, so we looking for an idea on how we can turn this into a tangible product. In education we have partnered with Momo Pencils who manufacture pencils from 100% recycled newspapers and also taken several schools to support under our initiative.

We are planning on planting a billion trees within a certain time frame. So we have also partnered with BILLION TREES AFRICA in ensuring that we put back into the land that which we have taken out. We are also looking at how to support the health sector as well.



JITEN KERAJ
General Manager
Purple Dot International

HOW IT ALL STARTED



When we started manufacturing pencils from recycled newspapers we needed to find a way that our product can add value to school children. Since we were using newspapers that came from trees we decided that it would be good to replenish the trees cut to make newspapers. So we added a tree seedling with our pencils. Our goal is to have every child who buys our pencil to plant a tree. To test the model we visited a few schools and donated pencils as well as plant trees.

We got overwhelming response and in one of the schools the head suggested that we should scale the activities to include the communities as well. That is how HOPE FOR LITERACY CAMPAIGN started. It is a program that gives back to the poor children in our communities who need quality education as well as a reason to teach children the importance of tree in our environment.

Hope for Literacy is a campaign that supports children from poor backgrounds. Statistics show that 3.6 million school children come from poor backgrounds and because of that, most of them cannot even afford basic writing tools like pencils.

So by contributing something as small as a pencil, we feel that we were able to support their journey for education. This helps them to be at the same level, like their peers from well off families.

Our mission is, one solving the problem of waste and two by planting trees we are passing a message to stop cutting trees to make pencils. There is another way to make pencils and we make them through recycled newspapers.

We thank our partners **PURPLE DOT INTERNATIONAL, ELITE OFFSET and NDOVU CEMENT** for their massive support towards this cause.

We expect that the campaign will first of all be able to highlight the issue of climate challenges. It will also be an experience for children to plant trees. Children learn by experiencing. If they experience planting a tree, they will remember that all their life and it means that they will be active even after finishing school in issues to do with the environment.

“One child through a pencil will be an architect or engineer and be able to create the future Kenya.”



MAHAMUD OMARI
Chief Executive Officer
MOMO Pencils



Our pencils are eco-friendly and made from 100% recycled newspaper and we believe through this pencil we can make a difference in the environment by showing the world how you can turn waste to a useful product as well as what impact your product can have in the society.

“Through this pencil, we can change the world”

In some schools that we visited It was a very touching experience. In some areas you could see the kind of conditions of their lives and how poverty has affected them. When you give a child a pencil the kind of excitement in their faces is unimaginable.

This is because their parents cannot afford such a basic writing tool at that particular moment. It feels good to see a child appreciating, and also the kind of appreciation from the teacher as well for your role in giving them hope in acquiring quality education.

This kind of thing is good and that's why calling on more people to join this campaign so that we can have a wider impact among the children from poor families.

The children understood what we were doing and were transformed by the campaign. And we realised this from the questions and engagement in different schools we visited.

We believe our partnership with **PUPLE DOT INTERNATIONAL, ELITE OFFSET and NDOVU CEMENT** is important as it benefits our recipients, the children.

In 5 years we hope to have impacted a very big part of school going children as well as see the results of the trees we have planted.



RASHID OMAR
Chief Operations Officer
MOMO Pencils



I looked at this girl and felt so emotional not because of what she has said but what she had thought about before coming to tell me thank you. I imagine she probably did not have a pencil. Maybe she was probably borrowing from classmates. And for her to step forward to say thank you it just touched me.

“I remember after donating the pencils, one of the girls who was about 10 years came up to give her heartfelt gratitude ”

Trees are very important for a sustainable environment. It is important to teach children from a very tender age because as they grow up they get to know what trees can do for them. I write story books on the environment for children and I have realised that when you break down complex things in simple story form, children have a way of understanding. And through the HOPE FOR LITERACY campaign they are beginning to understand the impact of cutting trees. Some children have experienced land-slides, wind storms and drought but now they understand the importance of trees in our environment.

My experience in the schools that we visited has been very exciting. We have interacted with thousands of children who were just excited at the mere thought of receiving a pencil. We realised that many children struggle with lack of these things but there is nothing they can. So every time we put a pencil in a Childs hands we could see the looks of gratitude on their faces, hope in their eyes .

because they realise that there is hope in life and somebody is thinking about helping them get education. And so I was happy that we were able to impact a child’s life this way.

In the schools, we take time to talk to the children about what we are doing. We tell them why we are donating the pencils to them. We tell them the importance of education. We talk about things like vision, we talk to them about the environment and we give them an opportunity to ask questions. And we realize that they understand that they understand the purpose of the campaign.

One key moment that I will always remember was in Mukuru Primary school which was deep in the slums of Nairobi. You could see the children in this school are really struggling. Some did not even have uniform..



NOEL OMUKUBI
Communications Manager
MOMO Pencils



But then how about the shared spaces, the roads we partake in, the public places that we all enjoy, that our children enjoy, whoever is benefitting from the use of the land, from breathing our clean air, is ultimately our responsibility; that's everyone.

“It is everyone’s responsibility to maintain and protect our environment, to teach our children about that importance by setting a precedence”

The United Nations SDG 4 addresses the challenges of Quality education. 103 MILLION youth worldwide **LACK BASIC LITERACY SKILLS and more than 60% are WOMEN.** The gap between the literacy scores of school children in poverty and their middle and upper class peers continues to grow. Research conducted has shown that the intellectual scores of school children in poverty are more than 60% lower than their peers in higher socioeconomic groups.

Improving the literacy skills of low-income children is central to closing this gap. The children from poor backgrounds need to improve their literacy skills in order to be able to compete with their counterparts from well off families. One of the disadvantages facing children in poverty is that many families in poverty do not have the ability to provide them with necessary writing materials to further their skills i.e. pencils and books.

Providing quality pencils is one of the best ways to increase a child’s literacy skills. The ability to “read to learn” is the key to unlocking potential skills in children. Unfortunately, education is also an expensive endeavor that majority of families cannot afford. This challenge advances systemic inequality between children from poor backgrounds against their counterparts from well-to-do families. It limits their ability in the future to competitively access equal opportunities for decent work and economic growth.

By supporting literacy amongst the marginalized, disenfranchised and poor segment of the Kenyan child we help to equal the future competitive landscape.

Recently I was also asked, who is responsible for our environment and my first thought was, 'of-course it's whoever has bought the land, that person is ultimately responsible for that environment.



DANIEL ALANDO
Business Relationship Manager
MOMO Pencils



I think the simplicity in just giving the child a pencil to improve on their quality education is a very powerful thing. Its impact is felt, its measurable. I think that hope for literacy is something that can make a difference.

Kids are very simple so their take out would be; take care of your environment for your future and your future futures. And these pencils will be taken home and the parents will be explained to. And thank you for the branding so they will always know who sponsored the pencils.

Wathoni Kiru
Administrator
Muthiga Primary School
Kiambu County



I thank God that he has taken care of us in this pandemic. We are thanking so many friends who have helped us. They have given us food, masks and we are appreciating you today that you have visited us and given us Momo Pencils.

We are very grateful for that. You have also talked to our children and explained to them the importance of taking care of the environment. You have also planted trees with us.

We want to promise you that we are going to take care of them and we will always remind the children the need of taking care of the environment all the time. Thank you so much and welcome.

Regina Nzomo
Head teacher
Mukuru Primary School
Nairobi County



We have just received visitors from Momo Pencils and we are very grateful because they have brought enough pencils for our learners. We are very excited; we are going to use pencils that are eco-friendly. We are also happy that we were given tree seedlings to plant, fruit trees and the learners are excited to plant them.

Our compound will be beautiful and smart. All thanks and appreciation goes to the team that has come today. We have actually been backed up by our Ward Administrator from Athi River Town and this occasion was a good one.

We want to wish them all the best as they endeavor to conserve the environment and we work together to make our environment good. God bless you all.

Teacher Juliet
KMC Primary School
Athi River
Machakos County



For me, that's what I took out because we need more people in this life to be problem solvers. Not to continue making the situation worse. We want progress and solutions.

And today we have got a proper tangible solution. You can see a pencil that has been made from newspapers.

Wangoi Waiyaki
Administrator
Muthiga Primary School
Kiambu County



Today we received visitors from Momo Pencils. We have also planted some trees for our school. We have planted many trees you can see them here.

We are very much excited, the pupils are excited everyone is happy. Now we can see a future of trees in our school, yes our field covered with trees, that will be brilliant and is amazing. We like that, it is amazing.

Harun Chege
Teacher
Mukuru Community Centre Primary School
Nairobi County



Today is a very important day in our calendar, this is because, when we are teaching English, especially standard six, there is a topic on environment and today we have our friends, that is MO & MO Company, they have surprised us.

They talked about coming yesterday and today they are here and we are so glad. They have also come with a gift of 100 trees that we have planted and also donated wonderful pencils to the children.

They are very happy and grateful for the gifts.

Pris Gitari
Headteacher
Noonkopir Primary School
Kitengela, Kajiado County

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