

KUJUWA INITIATIVE

Charity Number 1199244

Annual Report and Accounts 2024-25

KUJUWA INITIATIVE

Reference and Administrative Information

Kujuwa Initiative is a charitable incorporated foundation governed by its articles of association.

Registered name of the Company: Kujuwa Initiative
Charity Number (England and Wales) 1199244
Registered Office and operational address Barrow Mead, Rush Hill, Bath, BA2 2QP

Board of Trustees:	Date of appointment	Term
Louise McCabe	26 July 2022	3 years
Lea Simpson	26 July 2022	3 years
Hannah Miller	26 July 2022	3 years
Chichi Carolyne Nafula	26 July 2022	3 years
Illen Rowe	17 January 2025	3 years

Advisors:

Bankers Charities Aid Foundation (CAF) Bank
Solicitors Latham & Watkins 99 Bishopsgate
London EC2M 3XF | United Kingdom

KUJUWA INITIATIVE REPORT OF THE BOARD OF TRUSTEES FOR THE YEAR ENDED 31 March 2025

The Board of Trustees ('The Board') submit their Annual report and the financial statements of the Kujuwa Initiative for the year ended 31 March 2025.

Company Information

The organisation is a Charitable Incorporated Organisation (CIO -Foundation) registered in England and Wales

Purposes and Aims

The Kujuwa Initiative tackles misconceptions, builds knowledge, self-esteem, understanding and support around sexual reproductive health, rights and menstrual hygiene management in Kenya.

How our work delivers our aims

The Kujuwa Initiative's approach is to raise funds to support programmes run by carefully selected third party charities aligned with its mission.

How our work delivers public benefit

The Kujuwa Initiative donates washable sanitary pads, and educates girls and boys, teachers and families in Kenya about sexual reproductive health, rights and menstrual hygiene management.

The Kujuwa Initiative commits to working with trusted registered charitable organisations to support socially or economically disadvantaged young people in Kenya.

Our Achievements

During the period 2024-25 the charity made its first grant donations totalling £17,325. This included a donation of £11,015 to the SOKO Community Trust, Kenya (SCT) to deliver our 2024 Kujuwa Initiative programme and a further donation of £6,310 in March 2025 to support Phase 1 of our 2025-2026 programme.

2024 Kujuwa Initiative Programme

The 2024 Kujuwa Initiative Programme addressed topics including menstrual health management and sexual reproductive health through Peer Workshop Training, Peer-to-peer Sessions and Teen Forums.

(1) Peer Workshop Training and Peer-to-Peer Sessions (August 2024)

Target achieved - reaching 40 peer educators and 400 students

- **Participants:** 40 girls from 8 schools in Mtepeni Ward, Kilifi South, selected for their leadership potential.
- **Content Covered:** Menstrual health management, puberty education, bodily changes, and sexually transmitted infections (symptoms and treatment).
- **Outreach:** With the support of SCT staff, we trained peer educators and conducted sessions in their communities, reaching an additional 400 girls.

(2) Teen Forums (December 2024)

Target exceeded - reaching 1028 teens

- **Participants:** 605 girls and 423 boys engaged in interactive discussions.

- **Content Covered:** The forum provided a safe space for teenagers to express themselves, share their experiences, and learn about topics like sexual and reproductive health, decision-making, and preventing gender-based violence.

Outcomes and Impact

Improved Knowledge and Skills

Pre-test scores from the peer workshop increased from 44.11% to 73.61% after training, demonstrating a significant improvement in understanding menstrual health management (MHM) and life skills.

Positive Behavioural Changes

Participants reported better communication with parents, improved emotional management, and responsible decision-making in studies and relationships.

Leadership Growth

Peer educators displayed improved confidence and communication, effectively delivering sessions in their communities and facilitating discussions on menstrual health management and sexual and reproductive health and rights topics.

Enhanced Educational Continuity

Transition and retention rates for girls improved significantly, with 99% advancing to junior secondary school without dropouts.

Enhanced Engagement and Critical Thinking

Teenagers found the activities engaging and relatable, simplifying complex topics like decision-making into practical and actionable lessons. The sessions fostered critical thinking, helping participants navigate peer pressure effectively, especially during high-risk periods such as the festive season.

Testimonials

"These lessons taught me about respecting myself, and I feel empowered to help others understand their rights."

"May God bless you. I can now help and teach others about topics like menstruation and more."

"I learned that decisions have consequences, and it's important to think carefully before choosing."

"I didn't realize how much influence others have on my decisions until now."

"This activity made me think about taking risks more carefully."

Plans for 2025-26

The Kujuwa Initiative 2024 Programme delivered by SCT achieved significant success, highlighted by the effectiveness of its peer-to-peer model which fostered safe learning environments, encouraged open discussions, and actively reduced stigma.

A key learning from this period was the crucial role of refresher sessions in ensuring the sustained retention of knowledge, demonstrating that prolonged engagement necessitates reinforcement of previously taught concepts.

These valuable successes and lessons learned from 2024 have been directly incorporated into the strategic development of a further programme for 2025. In a demonstration of continued commitment, the Trustees approved £6,310 in grant funding to SCT for Phase 1 of the 2025 Kujuwa

programme in March 2025. Trustees intend to make a second grant for Phase 2 later in the year, subject to sufficient funds.

Financial Review

Kujuwa Initiative is a very small charity. Trustees are focussed on fundraising and enhancing governance procedures to ensure our grant programmes can be securely delivered. Both 2024-25 grant payments were delivered via our Charities Aid Foundation bank account, which has a secure and robust process of due diligence related to overseas payments.

Additional income was generated via the sale of t-shirts via Teemill. The Teemill fundraising model allows charities to raise money by selling custom-printed apparel, primarily t-shirts, online without risking charity funds on upfront costs. Teemill handles the production, printing, and shipping of the products, while the charity focuses on promoting their cause and selling the merchandise through their own online store. Profits from sales are then shared between the organisation and Teemill, with a significant portion going to the charity to support their work.

Reserves

To ensure the organisation is prepared for any unexpected legal, financial or administrative costs, Trustees have agreed to maintain a reserve of £1,000 in 2025-26. The reserves figure will be assessed on an annual basis. The balance of remaining funds will be distributed via a grant programme to deliver the organisation's charitable mission.

Plans for fundraising in 2025-26

Fundraising: This financial year trustees plan to launch two designer T-shirt collaborations with the aim of continuing to raise a minimum of £3,000 per year.

Kujuwa Initiative continues to be a charity partner with Surbiton High School and hopes that funds in the region of £3,000 will be raised.

Trustees aim to continue growing social media engagement in order to leverage local and international partnerships and collaborations.

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Structure, Governance and Management

Governing Document

The Kujuwa Initiative is a charitable incorporated organisation (CIO – Foundation) registered with the charity commission and governed by its Constitution.

Appointment of Trustees

All Trustees give their time voluntarily and receive no benefits from the charity. In selecting individuals for appointment, the charity has regard for the skills, knowledge and experience needed for effective administration of the CIO.

Trustee Induction and Training

The Trustee board includes individuals who are experienced in charity trusteeship, and who have expertise relevant to our charitable mission. In February 2024, Trustees appointed an additional UK

based trustee with experience of social impact programmes and corporate/charity partnerships. All Trustees written guidance on public benefit, legal responsibilities and charitable purpose, as well as a copy of the CIO's constitution. In the process of developing a set of governance policies, Trustees were advised by UK solicitors on a pro-bono basis.

Organisation

The Trustees administer the charity and usually meet quarterly. The Trustees ensure that appropriate financial and operating controls are in place to ensure that the Charity's purpose is followed by setting authority levels for operating expenditure and funding grants.

Trustees' Responsibilities in relation to Financial Statements

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulation.

Trustees are required to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing the statements the trustees are required to

- Select suitable accounting policies and apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and accounting estimates that are reasonable and prudent
- State whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

For the Year Ending 31 March 2025

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In the event of the company being wound up members of the CIO have no liability to contribute to its assets and liabilities. The trustees are the only members of the charity. This entitles them only to voting rights. The trustees have no beneficial interest in the company.

As a small charitable company, the Kujuwa Initiative is not required to have an audit under the Companies Act. With a gross income of £8,900 during the reporting period, the charity is below the threshold at which charities are required to have their accounts independently examined or audited.

Signed on behalf of the Board of Trustees by

Louise McCabe

Louise McCabe,
Chair of Trustees,
~~3 May~~ 27 June 2025

Notes to the Financial Statements for the year ending 31 March 2025

ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)).

Incoming Resources

All incoming resources are recognised in the Statement of Financial Activities when the funds are received by the charity.

Resources Expended

Expenditure is recognised when it is paid and has been classified under headings that reflect the nature of the payment. Costs are allocated directly to activities where possible, with shared costs apportioned based on a reasonable estimate of use.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

- Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.
- Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. The charity has not received and does not hold restricted funds.

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Kujuwa Initiative

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Statement of financial activities (incorporating an income and expenditure account)

	2024	2023
Income from:	£	
Donations	5,107	10,489
Charitable activities (fundraising)	3,825	0
Bank interest	23	14.85
Total income	8,955	10,504
Expenditure on:		
Raising funds	0	0
Charitable activities	17,325	0
Bank charges	110	66
Total expenditure	17,435	66
Net income and movement in funds	(8,480)	10,438
Total funds brought forward	11,468	1029
Total funds carried forward	2,988	11,468

Kujuwa Initiative Balance Sheet

As at 31 March 2025	2024	2023
	£	
Current assets	0	0
Debtors	0	0
Cash at bank and in hand	2,988	11,468
Liabilities		
Creditors: amounts falling due within 1 year	0	0
Net current assets	2,988	11,468
Net assets	0	0
Funds		
Unrestricted funds	2,988	11,468
General funds	0	0
Total charity funds at year end	2,988	1029

The trustees are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477 (2).

The trustees acknowledge the responsibilities for:

- (1) Ensuring that the company keeps proper accounting records which comply with section 386 of the Act and
- (2) Preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 27 June 2025 and signed on their behalf by

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Louise McCabe
Chair of Trustees
Kujuwa Initiative