Action for Refugee Life (AREL)

Refugee-led social impact organization in Kakuma refugee camp building a path to a sustainable and self-reliant future for the refugee community.

Young Refugee-led Social Impact

As a refugee-led social impact organization based in the Kakuma refugee camp, our strength lies in our diverse leadership, which combines the dynamism of young leaders and refugees with the expertise of seasoned professionals and advisors. This synergy promises innovation grounded in experience.

Further, our in-camp presence provides us with unmatched insights into young refugees' aspirations and local challenges, setting us apart from external entities. Rooted in the camp's heart, our solutions are designed with, for, and by the very community we serve, ensuring our efforts are tailored, effective, and sustainable.

We are fervent about the potential that meaningful partnerships promise and open to co-designing transformative programs that will catalyze lasting change. Enclosed is a proposal detailing our programs and vision.

3 Key Intervention Areas

1

Strengthening the Ecosystem:

Located within the Kakuma Camp, our unique position allows us intimate proximity to the community and its challenges. This closeness, combined with our expertise in education, skills development, and job placement, enables us to implement community-specific programs with a direct and tangible impact. This intrinsic advantage sets us apart, making our interventions more effective than remote operators who may struggle to understand and address local nuances.

2

Building Individual Capabilities:

With our background in skills development, we prioritize technical and entrepreneurial training. Incorporating global professionals into our courses gives refugees a competitive edge for remote job prospects.

3

Enhancing Inclusion and Voice:

We're designing a program emphasizing young women's inclusion. Drawing from our community insight, our alliance with global female mentors introduces them to world-class role models, aiming to inspire confidence locally and globally.

Local Presence

Located in the Kakuma Refugee camp, our close proximity to refugees offers firsthand insights into their unique challenges, enabling us to design **community-specific** solutions.

Local Presence

Our strong ties with local stakeholders ensure our services align with local needs and promote unity with host communities. We emphasize compliance and transparency, ensuring our actions meet legal standards and optimize resource access, enhancing scalability.

Rooted in collaboration, **our approach leverages our Kakuma presence** and partnerships, committing to uplift young refugees and the surrounding community.

Our Programs:

- **Digital Courses Program**
- **Professional Network and Mentorship Program**
- **Bridging The Digital Divide Program**
- **Job Placement Assistance Program**
- **AReL Ambassador Program**
- **Entrepreneurship Training and Mentorship Program**

Educate. Employ. Empower.

Our existing programs provide on-campus digital training courses focused on skills development, job marketing readiness and training, mentorship, postgraduate support for job retention and career development, and entrepreneurship support. From enrollment to job assistance, we advance young refugees towards the goal of dignified employment for 100,000 refugees by 2030. **Our programs overlap to stitch together the seamless journey illustrated below...**

1

Enrollment:
Refugees access a diverse set of digital and technical courses tailored to market demands.

2

Induction:
Comprehensive orientation introduces students to program expectations and resources. We emphasize matching refugees to courses that best suit their abilities and educational background.

3

Training:
A mix of theoretical and hands-on training enriched by global professional insights prepares students for real-world scenarios. The curriculum culminates with mock client interactions to simulate actual work environments.

4

Graduation:
Marks the transition from learning to practical application.

Post Graduation
(After Education Support)

5 Unique Value

Create Access
Refugees desire education **AND** access. We empower refugee students with vital technical infrastructure, including laptops and internet subscriptions (through partnerships with **GiveInternet, etc.**) and high-performance servers (**Bnevol**).

6 Unique Value

Employment Assistance:
We guide graduates to safe and dignified employment opportunities.

7 Unique Value

Ongoing Support:
Graduates receive continuous assistance through designated AReL ambassadors, ensuring a seamless transition to the workplace.

8 Unique Value

Entrepreneurial Guidance:
Beyond employment, we nurture self-sufficiency by supporting entrepreneurial ventures within the refugee community.

Program Approach

1

Strategic Course Development:

We identify courses for development influenced, in part, by high-demand job skills suitable for entry-level positions. (e.g. Digital Marketing, Web Design, Data Analysis, Project Mgmt, Product Mgmt, UI/UX, etc.)

2

Alignment with Certification Bodies:

Given our students' youth and nascent skill sets, we match our programs with established certification bodies, ensuring refugees receive up-to-date skills and accreditation that underscores their readiness for new roles.

3

Additive Curriculum Development:

We blend instructor-led sessions with practical exercises, complementing other online courses and enhancing knowledge retention.

4

Repeatable Structures:

Our defined curriculum paves the way for consistent program formats, easing the integration of new faculty.

5

Multi-Cohort Training:

We run both morning and afternoon training sessions, accommodating students' schedules and increase scale.

6

Monitoring and Assessment:

We're introducing ethical attendance tracking methods and conduct regular evaluations to ensure knowledge application.

7

Unique Value

Provide No Cost Tech Infrastructure
(Bridge The Digital Divide by creating **access**)

Through partnership with **Bnevol**, AReL provides all students with website domains, high-performance servers, and managed hosting **(at no cost to students)** to build their professional online presence and house their work portfolios, moving graduates multiple step forward in job market readiness.

With a focus on gender representation, AReL partners with **GiveInternet** to provide students laptops and internet access subscriptions **(at no cost to students)** empowering graduates to continue their journey.

8

Unique Value

Job Placement

A.) Client Persona Development:

We craft ideal profiles of organizations likely to employ our graduates, focusing on those with a penchant for supporting refugees *(CSR, Philanthropic, SDG, DEI focused organizations, etc…)*

B.) Network Outreach:

Using our vast professional network, we pitch our program's graduates as potential solutions to organizations' hiring needs.

C.) Ambassador Support:

Every employed graduate gets an AREL ambassador for support, facilitating their transition into the workforce. Our aim is to position graduates in conducive work settings that foster their career growth.

Program Performance

Track, measure, optimize, scale...

A primary goal of our programs is to monitor each refugee student's progress through every stage of our programs, enabling us to assess program effectiveness, celebrate successes, and identify areas for enhancement. This tracking provides vital performance data for continuous program refinement, aligning with our strategic roadmap targets.

Registered Students	Enrolled Students	Graduated Students	Hired Graduates	Gender Representation
3,000+	**25%**	**100%**	**80%**	**50%**
We seek to have at least 3,000 interested students upon announcement of first available course *(*with substantive increased enrollment interest in subsequent registration periods)*	We aim to have at least 25% of students inducted and placed into the appropriate program	We strive towards a 100% graduation rate of all students.	We aim to have at least 80% of graduate hire within 6 months of their graduation	We aim for gender parity, targeting a 50% participation rate for young women.

Pilot Program Results

1. Current Pilot Program Results:

Our first pilot program launched in mid-2023 and focuses on up-skilling refugees with our custom-tailored courses while providing access to critical infrastructure (power/reliable electricity, internet, laptops) through our newly constructed center. The pilot is currently live and we will be releasing additional data at its conclusion.

2. Scaling Up: Following our pilot's success, we plan to expand our reach within the Kakuma camp.

3. Expected Outcomes: As participation grows, we anticipate program outcomes to at least index with the pilot's success, if not exceed it, as we refine our approach based on experience.

Current Pilot Data

264

Students Registered

40

Refugees In Training

Youth Focus

18-35

Primary Age Range

92% Of Students Are Below The Age Of 35. Nearly **40%** Are Under The Age Of 25, With **53%** Being Between The Age Of 25-35.

Program Design

Model Elements

1

Skill Development:

We provide a tailored curriculum for the refugee community, encompassing soft and technical skills, and preparing participants for professional roles.

2

Mentorship and Guidance:

Students are paired with industry mentors, ensuring they gain practical insights and advice.

3

Global Professionals as Guest Instructors:

Provides real-life case studies and emulates mock client scenarios.

4

Job Placement Assistance:

We bridge the gap between our graduates and potential employers for smooth employment transitions.

5

Community Engagement:

Regular feedback from the community ensures our program's relevance and adaptability to their needs.

6

Infrastructure Support:

We provide vital tools like laptops, stable internet, and reliable electricity to facilitate uninterrupted learning.

Program Design

Levels of Change and Impact

1

Individual Level:

Through skills training and mentorship, we enhance individual confidence and self-reliance.

2

Community Level:

Successes from our program inspire a positive ripple effect, fostering an uplifted community environment.

3

Institutional Level:

By partnering with diverse entities, we promote refugee integration, nudging institutions towards inclusivity.

4

System Level:

Our successes drive policy-makers towards more inclusive strategies, reframing perceptions of refugee potential.

Overall, our program fosters change across multiple dimensions, from personal growth to systemic shifts, targeting comprehensive positive transformation.

Expectations

Enrollment & Graduation:

First enrollment in the multiple thousands (current assumption), **with 50% of inducted students being women,** with both an attendance and graduation rate near 100%.

Employment:

Post Graduation job placement assistance program with an **80% employment rate** within 6 months of graduation.

Scale:

All engagement and performance tracks upwards in subsequent cohorts; enrollment volume, increased employment rates, and shorter time-to-hire durations.

Results & Impact

Young Refugees: Targeting beginner-level enrollees, our program primarily attracts young refugees. Young students are at the precipice of their professional life, and we firmly believe that by focusing on this specific group, we can create a ripple effect, touching not only the lives of the young refugees but also their families and the wider community.

Young Women: We aim for gender parity, **targeting a 50% participation rate for young women.** Recognizing potential participation barriers for women, we're implementing strategies like safe learning environments, flexible schedules, **partnership with local women organizations and influencers, and integrating female mentors to boost involvement.**

Students with Basic English Proficiency: Our program caters to refugees with basic English skills, aligning with our beginner-level focus. This structure makes our courses ideal for those at the start of their skill development journey.

Other DEI Initiatives: As we continue to evolve and diversify our programs to ensure we are attracting and serving all marginalized groups, setting our sights on a more inclusive future. Our near aspirational goal is to encompass refugees with disabilities within our DEI (Diversity, Equity, and Inclusion) initiatives. We recognize the importance of specialized expertise and are committed to seeking partnerships with disability advocacy organizations and experts. By doing so, we aim to ensure that our future courses will not only be accessible but will also empower refugees with disabilities, arming them with the skills and self-belief to thrive in their respective journeys.

Stakeholders That Deliver

CSRN (United Kingdom):

CSRN is an online platform linking student groups with impactful management consulting projects. They've fostered key partnerships, such as the one between 180dc and Gargi College, an all-women college aiding in AREL's strategic planning.

Philip Black, a One Young World Ambassador and RISE Youth Thought Leader, specializes in global business and technology transformation. With a digital learning and technology research background, he oversees partnerships for CSRN. As AREL's Director of Learning and Development, Philip has been pivotal in shaping its programs.

Jack Elliott, founder of CSRN and a tech Investment Banker, is known for his organizational strategy and data science skills. He's commended by the UK Prime Minister for his charity consultancy. As the Head of AREL's Advisory Board, Jack offers financial and strategic guidance.

180 Degrees Consulting & Gargi College:

180 Degrees Consulting (180dc) is the largest university-based consultancy dedicated to nonprofits and social enterprises. They've crafted a detailed strategic plan for AREL, pinpointing challenges, partnerships, and strategies.

Gargi College, a leading all-women college in Delhi, has collaborated with 180dc. Their team devised the aforementioned strategic plan for AREL.

Bnevol, LLC (United States):

Bnevol, a Black-Owned digital agency, specializes in advanced digital solutions. After decades of serving the private sector, they've shifted to supporting mission-focused organizations. Zehn Baskerville PMP, Bnevol's founder, is a multi-award-winning product developer and certified PMP. His multifaceted skills have transformed and scaled some of the fastest growing businesses in North America (according to Inc.). As a volunteer at AREL, he serves as Director of Project Management, Consultant, and guest Instructor offering real-world insights to students.

Execution

Success from our pilot program:

In our ongoing pilot program, we have successfully attracted 264 refugee registrations for our digital courses and enrolled 40 students after induction and suitable program placement.

Location advantage:

Located inside the refugee camp, we have a distinct edge over external organizations. Our closeness aids in comprehending our beneficiaries' needs, expanding our program's reach, and improving service quality. This position also strengthens our ties with the refugee community, and integrates the community in the conceiving, development, and implantation of programs, ensuring trust and cooperation vital for our program's success. Overall, our firsthand understanding and history of successful implementation uniquely equip us to deliver this program effectively and at scale.

Strategic partnerships bolstering our capacity:

1. CSRN (United Kingdom): Our partnership with CSRN, an online platform that connects student groups with high-impact management consulting projects, has been pivotal. The partnership has nurtured meaningful relationships and opened pipelines for future volunteers and educators.

2. 180 Degrees Consulting: As the world's largest university-based consultancy for nonprofits and social enterprises, 180dc has offered us high-quality consulting services. Their comprehensive and strategic plan for our organization has been instrumental in identifying opportunities, challenges, and potential partnerships.

3. Gargi College (Delhi, India): This all-women college provides us with a team of project managers and consultants who developed a strategic plan for our organization under their partnership with 180dc. This partnership underlines our commitment to gender inclusivity and offers valuable insights from an all-women team.

4. Bnevol, LLC (United States): Bnevol has over two decades of experience providing premium, professional-level technical and digital solutions. Their Founder, Zehn Baskerville, volunteers as Director of Project Management at our organization, bringing valuable expertise in product development, project management, digital marketing, and business consulting. His expansive network serves as a resource for real-world case studies and potential job opportunities for our graduates.

Critical Factors

1

Funding:

Sustained funding ensures the transition from volunteer staff to fair compensation and covers essential operational costs.

2

Infrastructure:

Reliable internet and reliable electricity is vital for effective digital course delivery.

3

Laptops for Students:

Laptops are essential for all students, especially women, given our 50% enrollment goal and the digital divide between genders.

4

Program Awareness:

Strong outreach via community partnerships and local media is key for program visibility.

5

Skilled Instructors:

High-quality instruction, driven by skilled educators, is central to our program's effectiveness.

6

Employer Collaboration:

Maintaining ties with potential employers enhances job placement opportunities for graduates.

7

Adaptable Curriculum:

A dynamic curriculum aligned with market trends ensures our students remain competitive.

8

Community Support:

Securing community trust, especially from leaders, is crucial for addressing societal challenges and ensuring program success.

9

Monitoring and Evaluation:

A solid assessment framework is vital for gauging impact and showcasing results.

10

Scalability:

Designing the program for scalability ensures potential expansion in diverse settings.

Implementing Partners

CSRN (United Kingdom):

Philip Black of CSRN, who also serves as our Director of Learning and Development, will play a key role in the development of course curriculum and delivery. CSRN will play a critical role in facilitating partnerships with volunteers and educators for the implementation of the program. CSRN's extensive network within the education and social sectors will be invaluable in this endeavor.

Bnevol, LLC (United States):

Bnevol will provide project management for the development, implementation, and execution of the program. This includes meticulous planning, scheduling, and execution of all project-related activities. Zehn Baskerville, PMP founder of Bnevol also serves as our Director of Project Management, whose expertise will ensure that all program components are delivered on time, within budget, and to specification. Bnevol's role is crucial in ensuring effective collaboration between all stakeholders and the seamless delivery of programs.

180 Degrees Consulting (Global):

As the world's largest university-based consultancy for nonprofits and social enterprises, 180 Degrees Consulting will offer invaluable insights and strategy to supplement our program planning.

Gargi College (India):

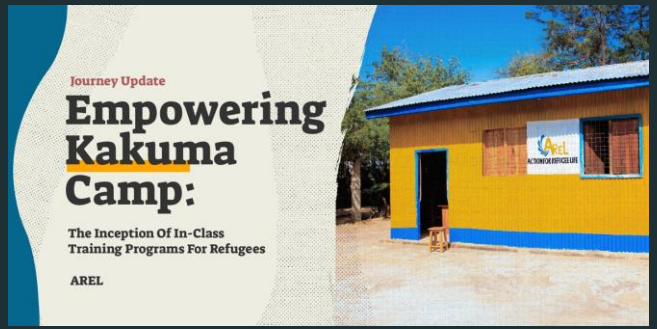
As an all-women college with a reputation for excellence, Gargi College will provide consultation for our program, particularly in promoting and encouraging female participation. Their involvement will aid our program remains gender-sensitive and inclusive.

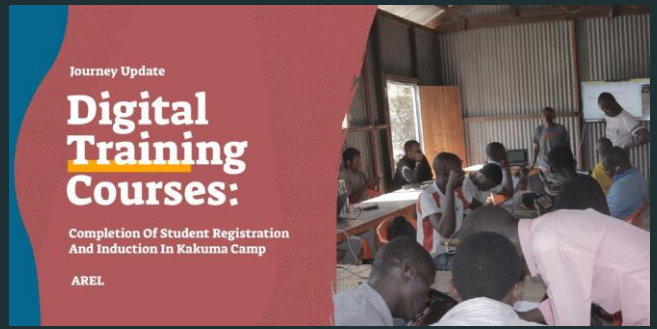
These partners' expertise and commitment will significantly contribute to the successful delivery of our program, and their roles are integral to our operation.

Our Journey

From inception to the launch of our first pilot program, and beyond. Take a visual journey with us to follow our progress through each milestone and learn where we are heading next.

https://refugeelife.org/blog





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Initial Budget

Start-up Budget				
Items	**Qty**	**Unit price**	**number of months**	**Total**
Facility expenses				
Electricity	100.00	$3.00	12	$3,600.00
Internet connectivity	2.00	$350.00	12	$8,400.00
Table	20	$60.00		$1,200.00
Chairs	50	$10.00		$500.00
Classroom Lab expences				
TV screen	2	$300.00		$600.00
Laptops	65	$200.00		$13,000.00
Fans	15	$50.00		$750.00
Essential Personnel expences (lower management staff)				
Human resource	1	500	12	6000
finance officer	1	400	12	4800
Operations assistant	1	400	12	4800
Marketing manager	1	400	12	4800
project manager	2	400	12	9600
IT manager	1	400	12	4800
Instructors (trainers)	6	400	12	28800
Admin	1	300	12	3600
Grand total				$95,250.00

Join Us

Address:

Kakuma Refugee Camp, Turkana County, Kenya

Email:

office@refugeelife.org

Phone:

+254 798 200 076

Website:

https://refugeelife.org