



2019
REPORT

Buildher

ANNUAL REPORT



Founded in 2018, Buildher's mission is to equip disadvantaged young women from Nairobi's informal settlements with accredited construction skills, leading to greater financial prosperity while promoting gender equality within the construction industry.

There is no other social enterprise in East Africa that leverages the construction sector to empower disadvantaged women, fill the sector's employment gap and change attitudes in a male-dominated industry.



“

For the first time in my life, I see my opportunity to make something of myself.

”

Stephanie Syombua, 23

Lifting Herself out of Poverty & Domestic Abuse

Stephanie lived in the Huruma Ghetto in Nairobi, and suffered from two years of domestic violence from an abusive partner. She was financially dependent on him and did not earn an income. Stephanie learned about Buildher through one of its local CBO partners. She immediately applied, seeing Buildher as her chance to learn new skills and escape poverty. She excelled in the 4-month training at Buildher's workshop and is earning praise building furniture during her 8-month apprenticeship with Buildher's industry partner. She is most excited about mentoring other young women in the program and in the community through sharing her story. She is currently earning \$42 per week, the most she has ever made.

Letter from our Co-Founder

Pamoja Tunaweza (together we can)!



Dear friends,

At Buildher, we focus on advocacy and training to bridge the construction industry's skills gap, meeting the needs of employers while creating positive socio-economic impacts and advancing gender equity.

In 2019, 110 young women, many of whom are mothers, underwent Buildher's rigorous curriculum – four months of training and instruction at our workshop, followed by eight months of paid employment with Buildher industry partners. I am excited to share our progress on refining our model, developing our growth and sustainability strategy, building out our monitoring, evaluation, and learning (ME&L) function, and proving our early impacts. This year has seen us push our limits and grow.

It has been humbling to see our first two cohorts of trainees rise to the challenges of an intensive program and learn, then excel in, entirely new skills. I shared in their pride as they earned a fair and increased income using these skills. My gratitude goes out to our partners and supporters for believing in our vision and walking with us as we change the lives of women and their families and engage women in the built environment.

A handwritten signature in black ink, appearing to be 'Tatu Gatere'.

Tatu Gatere
Co-Founder & CEO, Buildher



THE BUILDHER MODEL

It took hard work, sweat and brilliant minds, but here it finally is: The Buildher Program!

Buildher is fine-tuning our model with a focus on **four** pillars:

TRAINING

Buildher women undergo a rigorous 12-month skills training program including a workshop component and paid employment placement. Our holistic and responsive curriculum includes market-informed trade skills as well as financial literacy, gender-based violence awareness, sexual health and family planning, communication and leadership. The life skills component of training enables women to thrive in their careers and everyday environments.

EMPLOYMENT

Buildher women secure accredited construction jobs, increasing their incomes 3X-5X within 6 months of graduating into employment. These women, often mothers and frequently single parents, previously earned \$3/day or less. To ensure vulnerable women can invest the time to realize these benefits, Buildher provides a daily stipend during training and paid employment. These costs are recovered during employment through our innovative financial model, described on pg 13.

TRANSFORMATION

We are changing male attitudes and challenging gender biases. Kenya's construction industry employs less than 3% women (NCA, 2018) and globally, no country engages more than 15% women in construction. Buildher is disrupting this status quo by creating a new generation of knowledgeable and confident young female leaders. To address system level barriers, many employers are working with Buildher to integrate women through enacting policies and protections that make the workplace conducive to women's employment.

WOMEN & FAMILY SUPPORT

Buildher provides mental health coaching, nutrition support, physical conditioning & yoga, childcare support guidance and family engagement programs to support the wellbeing and further long-term economic mobility, improving health, education and employment outcomes for Buildher women and their families.



BUILDHER KPI DASHBOARD

	Women Trained	Women Passed Accreditation Test	Women Hired	Employer Partners Hiring Women	Training Tracks Offered	Indirect Beneficiaries
2019 (Actuals)	110	Results Pending	65	12	1	700
2020 (Expected)	360	TBD	324	20	3	1740
2021 (Expected)	540	TBD	486	30	5	2610

***The number of expected women trained and hired in 2020 and 2021 show a sharp increase due to the anticipated addition of 4 training tracks (2 each year) for in-demand skills in the industry, however this is expected to fall as the current Covid-19 crisis has impacted Buildher's plans to scale in 2020.

***Indirect beneficiaries include: an average of four (4) children and other dependents of Buildher women and an average of 15 employees per partner Buildher employer.

PRIMARY IMPACT

330% INCREASE IN INCOME

NET ATTRIBUTABLE INCOME AFTER 5 MONTHS COMPARED TO BASELINE (900/WEEK BASELINE VS 3900/WEEK CURRENTLY)

88% BUILDHER COHORT OF 101 TRAINEES IN JOBS

NEW JOBS IN CONSTRUCTION SECTOR. IN 2020, BUILDHER PLANS TO PLACE AN ADDITIONAL 280+ WOMEN INTO NEW CONSTRUCTION SECTOR JOBS

67% INCREASE IN PRODUCTIVITY

EMPLOYERS REPORTING AN AVERAGE INCREASE IN THEIR PRODUCTIVITY, BOTH AT WORKSHOPS AND AT CONSTRUCTION SITES

56% EMPLOYER POLICIES CHANGED

BUILDHER HAS WORKED WITH EMPLOYERS TO REVIEW/DEVELOP POLICIES ON GENDER & SEXUAL HARASSMENT, DIGNIFIED PAY AND HEALTH AND SAFETY

2019 ACTIVITIES & RESULTS

TECHNICAL TRAINING: Trained 110 women in carpentry and joinery in 2019

Buildher partnered with four local CBOs (Komb Green Solutions, Vision Sisters, Muungano Ghetto & Muungano Bondeni) to recruit high-potential women from three of Nairobi's informal settlements (Korogocho, Huruma & Mathare). These partners are entrenched in their communities and work closely with women's groups, making them effective recruiters for Buildher. They identified and encouraged 250 women from highly disadvantaged backgrounds to apply across our first two cohorts. Buildher's reputation has grown in these settlements and we witnessed a 50% increase in applicants from Cohort 1 to 2.

Both cohorts completed the 4-month technical training at Buildher's workshop, developing their skills in carpentry & joinery. Buildher prioritized these trades based on industry needs assessments, which showed lack of competent carpenters and joiners in Kenya account for 10% of the skills gap in the construction sector.

The Carpentry and Joinery program at Buildher is headed by Isaac Mbuku and Stephen Kimani who equip the trainees in Trade Theory, Trade Practice and Technical Drawing and help them adopt the right attitude required for the practice of carpentry and joinery.

Dropouts: Buildher expects dropouts as a natural part of attrition. In 2019, 25 women dropped-out as a result of pregnancy, inability to adapt to the training, or lack of interest. Buildher has learned many lessons on implementation by following up with these women, which will inform actions to decrease dropout rates in 2020.

CARPENTRY: CARPENTRY IS A SKILLED TRADE AND A CRAFT IN WHICH THE PRIMARY WORK PERFORMED IS THE CUTTING, SHAPING AND INSTALLATION OF TIMBER DURING CONSTRUCTION.

JOINERY: JOINERY IS AN IMPORTANT PART OF MOST WOODWORKING AND IT IS FOUND IN FURNITURE, CABINETRY, WINDOWS AND DOORS, FLOORING, AND MUCH MORE.



Catherine Wangui (Buildher Cohort 02 Trainee) learning how to properly apply "marking out and setting" into material preparation from Fred Okoch (Carpentry & Joinery Workshop Assistant)

	2019 Start Month	#Applicants	#/% Accepted & Trained	#/% Dropouts
Cohort 01	March	102	50 (49%)	13 (26%)
Cohort 02	August	146	60 (41%)	12 (20%)

LIFE SKILLS & FINANCIAL LITERACY: Trained 110 women in life skills & financial literacy

Buildher's life skills curriculum is designed to prepare women for formal employment in the construction industry while delivering positive social and economic impact to trainees and their families in the process. In 2019, the program included topics like interpersonal communication, self-expression, sexual and reproductive health, gender-based violence awareness, money management, wellness and nutrition counseling.

Social Support Services: Recognizing that responsibilities and pressures at home factor critically into women's' ability to seek and secure jobs, Buildher's programming extends beyond the workshop and includes childcare support services, mental health and nutrition coaching as well as physical conditioning sessions (through yoga and physical fitness classes). Services also included the formation of three savings groups (one from each settlement represented).

Buildher's social support team conducted 49 check-ins with trainees to guides them as they navigate their experiences and challenges. The majority of trainees were provided with mental and emotional health support while participating in technical training. Our team also made home visits to 19 children of trainees under the age of 3 to provide nutrition advice.

Evaluating & evolving Life Skills training:

- Addition of four new training modules between Cohort 1 and 2 (Physical Conditioning & Wellness, Nutrition, Mental Health Coaching and Yoga) - Feedback from Cohort 1 informed our decision to expand life skills programming for Cohort 2. Our evaluations of the program revealed that Buildher trainees needed to have developed a level of strength, stamina and proper eating habits to work in construction jobs and the women needed to have peace of mind for them to perform in their workshop training.
- 100% of the Buildher women who completed the four-month life skills course reported an improved ability to express themselves and communicate effectively, while 95% reported increased confidence. Buildher achieved this through communication skills training, promoting positive social and mental health by strengthening coping strategies, and through developing self-confidence and emotional intelligence.

EMPLOYMENT: 12 employer partnerships developed

A critical aspect of Buildher's model is developing and maintaining long-term partnerships with employers in the construction industry. Building this network is essential to successfully transition Buildher trainees into paid employment.

Buildher has secured twelve partnerships with employers, placing trainees from Cohorts 1 and 2 for their eight-month paid employment. Discussions are underway with eight additional potential partners to line up more placement opportunities for Cohort 3 and those to follow. Our current employer partners are reporting a 67% average increase in productivity on the sites where Buildher graduates were placed, a testament to the quality of our training and leverage for persuading additional employers to join our network.

TRANSFORMATION: Advocated for workplace policies and protections

Employer-facing advocacy efforts resulted in the majority of Buildher's partners reviewing or developing new policies on gender-related health and safety, sexual harassment, and fair and dignified pay.

“

Buildher is developing artisans at a higher skill level in a shorter time than other TVET schools. The ladies are performing better at entry level than other trainees we have had.

The ladies' skills level has contributed to higher productivity - increased efficiencies, high quality and faster turnaround times in furniture production

”

Maurice Muchoki, Head Supervisor Lynk Ltd.



Cohort 1 trainee, Fridah Nyawira, receiving instructions from her supervisor, Maurice of Lynk Ltd.

LYNK

Employment Partner

Our partnership with Lynk Ltd. was built to overcome barriers to employment for Buildher trainees and to research, identify and meet Lynk's business needs in the construction industry. Like many of their peers, Lynk has unmet need for skilled artisans. In response, Buildher has created a skilled worker supply chain for their product lines. Buildher's team has also worked with Lynk to identify and solve additional business challenges, saving them cost and time spent on training artisans through our partnership.

GENDER INCLUSIVITY

BUILDHER'S EMPLOYMENT PARTNERSHIPS

Together with the United Nations' Sustainable Development Goals (SDGs), Kenya's 'Big Four' agenda of healthcare, food and nutrition security, manufacturing and housing provides an important platform to spur the action needed to achieve greater economic growth and equity. The agenda also has the potential to be a major game-changer for gender equality.

In our work supporting the national agenda on gender equality and women's empowerment, we recognize the effort made by our employment partners in being inclusive and in championing women in a sector dominated by men.

The partnerships we create facilitate identification and implementation of strategies that enhance the integration of principles to support gender equality, equity and non-discrimination in the Kenyan construction sector. Additionally, it facilitates monitoring and evaluation of the partners programmes and activities towards gender inclusivity and mainstreaming.

We are proud to support construction and fabrication companies in Kenya to conduct trainings and develop sexual harassment policies to meet the government mandate on Gender and Development and National Construction Authority of Kenya's Code of Conduct.

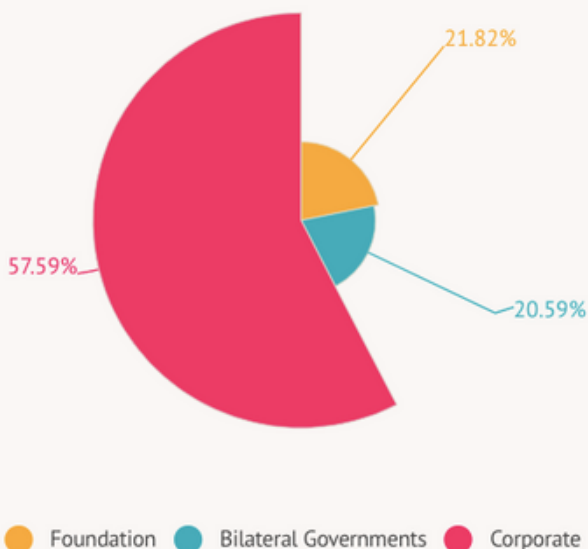
BUILDHER'S GENDER INCLUSIVE EMPLOYMENT PARTNERS:





2019 Financials, Fundraising & Staffing

Funds Raised for 2019
by Source



Fundraising

Buildher raised \$573,000 to support our programs in 2019. We are thankful to our first five donors, comprised of family foundations, corporations and DFID.

- Vitol Foundation
- Peery Foundation
- DFID/Mercy Corps Kenya Catalytic Job Fund
- Cartier Philanthropies
- Fossil Foundation

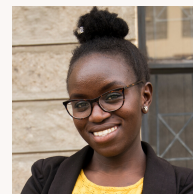
In our second and third year of operations, grant funding will allow Buildher to add four additional areas of training, to improve, develop and deliver its innovative skill training model to prove the program model and grow the organization's brand profile to ensure donor-cost-per-impact will decline over time.

Growing our Team & Culture

Buildher added 11 new hires in 2019, bringing the total staff to 15.

Buildher hired a strong leadership team including experienced senior technical and life skills trainers, a senior specialist to lead all ME&L processes, a senior lead to manage employment partners and the eight-month trainee employment training process, and a finance officer to streamline all financial processes.

From left to right:
Alice Wanjiru
Kawira Njogu
Daniel Midega
Anastasia Njeri
Tatu Gatere



Isaac Mbuku
Thomas Wanjau
Stephen Kimani
Philomena Nyambura
James Mitchell



Georgia Wandia
Esther Waikuru
Fred Okoch
Halima Salado
Wambui Munene



Elevating our profile & thought leadership

2019 Noteworthy press, awards, and speaking engagements

- Plenary speaker, Women in Construction Conference, San Francisco, CA, USA
- Buildher Exhibition at UN Habitat Urban Solutions Expo, Dubai, UAE
- Social Enterprise World Forum, Addis Ababa, Ethiopia
- Article25 Lecture Series, London, UK
- Affordable Housing Investment Summit, Nairobi, KE
- S4YE Youth Empowerment Conference, Addis Ababa, Ethiopia



DFID Kenya Catalytic Jobs Fund Pitch Event - 2019 Finalist and Winner
<http://bit.ly/KCJF2019Winner>

DRIVING DOWN COST PER IMPACT:

Buildher's Sustainability Strategy

Buildher is a for-impact social enterprise with a revenue-generating model that decreases cost-per-woman trained over time. Buildher's model leverages economies of scale to drive down the cost-per-woman trained year over year. Over the next four years, even as Buildher invests in curriculum development and specialized capital equipment to launch new training tracks and expands our team, we will be enrolling a steadily increasing number of women and the unit cost will decline. In parallel, Buildher will be recovering an increasing percentage of programmatic costs as we refine, prove the viability of, and grow our two primary earned revenue streams:

ONE

Trainees repay the stipend Buildher provides as compensation during 4-month workshop training. By our second cohort, Buildher identified that a woman needs to make at least \$8/day to repay their stipend without cutting into the money needed for transport to job sites, childcare, and other essentials. We reverse-engineered our curriculum to ensure women graduate from the workshop training with the requisite skills to command this minimum salary. In 2019, 73% of the women who completed the program and were placed on job sites repaid their stipend in full. Our goal is to achieve 90% repayment by 2021.

TWO

Increasing efficiency, quality and cost control of construction through Buildher's Skilled Labour Recruitment Payment Model; where construction companies recruit skilled Buildher Alumni directly from Buildher for larger contract work. Moreover, by bringing the cost of training down over time, Buildher will be able to charge employers a recruitment fee to cater for the training and development of skilled women artisans, while at the same time maintaining the level of quality and skill demanded in the sector.

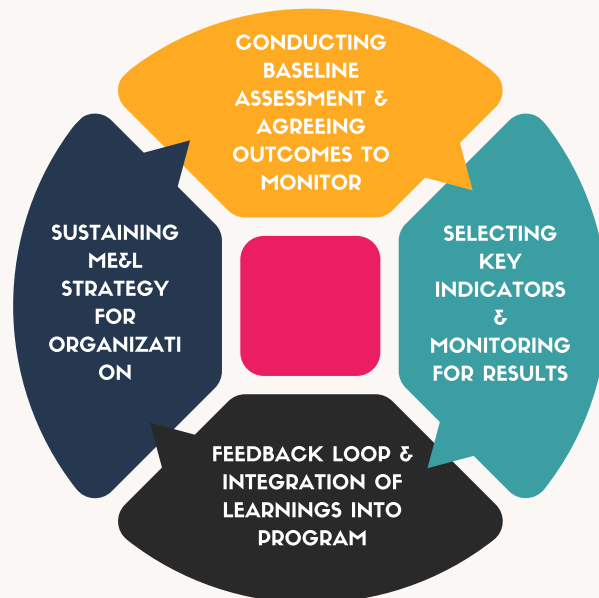
By 2024, it will cost Buildher less than \$500 to train a woman and we will be training over 1,500 per year in six in-demand trades.

BUILDHER is also developing additional sustainable revenue programs and products as a response to our learning and data from 2019.

MONITORING, EVALUATION & LEARNING

Monitoring Evaluation & Learning (ME&L) is a top priority for Buildher. We carefully measure and evaluate our progress to inform and refine our strategy and model as we grow.

RESULTS BASED ME&L PROCESS



At Buildher, our ME&L emphasizes assessing how outcomes are being effectively achieved over time; innovating and testing solution and documenting lessons learnt, then through a feedback loop, integrate the lessons back into the program and test the outcomes afresh.

“

The Buildher program is intended to respond to the growing and changing aspects of impact monitoring and be a critical communication tool in relation to measurement and reporting. Our ME&L is therefore critical to enable looking back to inform how we move forward. It facilitates the institutionalisation of principles and practices to support decision making and adaptive learning, planning and management across the Buildher program.

”

Daniel R. Midega, Head of Impact_Buildher



Looking Back to Inform How We Look Forward:

Buildher is off to a strong start since its founding in late 2018. In the last year, we've tested our model and made adjustments to improve our program. Buildher is responding to industry demands by expanding its curriculum to include additional training on skill sets that are in high-demand. We are eager to continue learning, strengthen our leadership team, and implement our scaling growth strategies through 2020-2021, while building our industry reputation.



Looking forward to 2020...

2019 was a year of learning and improving. In light of current uncertainties, our top priority is to support our existing trainees and alumni through the pandemic and resulting economic shocks, while ensuring the sustainability of Buildher. When the situation stabilizes, our ME&L effort revealed the following key areas on which Buildher will focus in the coming years to consolidate our model, reduce training costs (key to our sustainability), and build out a deeper evidence of impact post COVID-19.

To this end, Buildher will:

- Continue offering accredited construction skills training programs to respond to industry partners' needs for more skilled labor, eventually expanding into additional fields based on market demand.
- Build on the success of our Life Skills Program and expand the Nutrition, Mental Health Coaching, and Physical Wellness & Conditioning elements beyond trainees to benefit their families, communities, and our industry partners.
- Expand family support services to ensure Buildher women & family members achieve and sustain positive behaviour change. Increase advocacy in support of women's opportunities.
- Product Development: Buildher is prototyping a production subsidiary to absorb Buildher Alumni and generate revenue from production and construction sub-contract recruitment.
- Buildher will continue to work with employer partners to review and develop positive employment policies (e.g. gender & sexual harassment, dignified pay, health & safety) and develop a tool kit and training programs to equip employers to integrate women into the construction industry



"I don't have to depend on my mum anymore! I am excited about 2020 because I am now financially independent and I can comfortably support her and my siblings...Bring it on!"

**Brandy Achar,
Buildher Cohort 01
Procurement Assistant at
BuildX Studio**



THANK YOU

Buildher

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Pamoja Tunaweza!

www.buildher.org