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At Clean Start, we work alongside women, girls and children fighting for justice, to be seen, to be heard and to be included in opportunities. Our team has dedicated their lives to ensure that we continue building an ecosystem that supports the impacted into the future, because they know the dire consequences when we don’t.

We work to restore dignity and hope for successful reintegration. Through interventions in prison and post imprisonment, we continue to walk with women through their journey by providing safe healing spaces for women to achieve self-reconciliation, psycho-social support and trauma healing. These circles of healing allow women to build their self-drive, determination, resilience, confidence and self-esteem.

To empower them, we facilitate formerly incarcerated women with life-skills, entrepreneurship/trade/craft training and linkage to business opportunities that enable women access economic opportunities. Our Table of Support program includes business training geared towards improving and stabilizing the women’s livelihood.

Every woman is supported with a minimum of $150 to start a business. Clean Start is currently working with children (aged 0-4) who accompany their mothers in prison. We also support the children when they attain the age of 4 and are required to exit the prison and join the community home.

Through provision and advocacy for responsive care towards these children, we support by donating and mobilizing for supplies required by children in the prisons. We also play a role in reintegrating children who exit prison to join the community back home or to a children’s home. For the girls in Juvenile institutions, we champion for higher standards of education in Juvenile Justice institutions and for expansion and modernization of the training curriculum. We also advocate for improved parent-child relationships, that safeguard girls from dysfunction and abuse.

**SDGs CLEANSTART ADDRESSES**

1. **No Poverty**
2. **Gender Equality**
3. **Reduced Inequalities**
4. **Peace, Justice and Strong Institutions**
MISSION, VISION & OBJECTIVES

OUR VISION
Reimagining Futures.
Reclaiming Destinies

OUR MISSION
Clean Start works with women and girls impacted by the criminal justice system and their children to restore dignity and hope for successful reintegration

OUR OBJECTIVES

Objective 1:
Dignified re-entry into society that provides less stigmatized and confident women with sound livelihood options and opportunities

Objective 2:
Contribute to the systemic change in the criminal justice system that is responsive to the wellbeing of women and their children

Objective 3:
Building an organization with strong and distinct governance and management structures secure and diverse resource base able to deliver on its strategic objectives.
CEO’S STATEMENT

We are so grateful for the overwhelming support towards our vision in 2021 and truly honoured by the transformational impact, growth and consistency throughout the years.

TERESA NJOROGE
CEO & Founder

2021 confirmed the resilience and ‘never giving up’ attitude of the Clean Start team and community. We successfully implemented the second year of our strategic plan, launched in 2020, which strengthened our vision of a transformed criminal justice system. Clean Start saw phenomenal wins, proving once again, the uncanny ability to navigate through complex challenges and bring tangible, innovative solutions in times of crisis.

In this 2021 annual report you will be inspired and encouraged by the great milestones that affirm the bravery of our constituents, the imprisoned and formerly imprisoned women in Kenya, who continue to stand up to injustice.

Our peer-led community, with its deep desire to uplift and include the women who need it the most, has shown how deep compassion - in offering our UFUNUO program to the imprisoned, and the natural tendency to prioritize the needs of others in our ‘Tables of Support’ income generating activities, investment to our formerly imprisoned women - enables us to lead differently throughout their rehabilitation and reintegration journeys.

In 2021 we built the kind of alliances, collaborations, and connections necessary for our strategies and ideas to become actions. These will help us to sustain the hope necessary to activate and build a strong movement of champions at the grassroots, who lead change with courage, through our platform the Coalition of Formerly Imprisoned Women Africa – C.O.F.I.W.

There has never been a greater need for a commitment to serve others, to use our power and privilege to connect, collaborate, and lead for change.

We are so grateful for the overwhelming support towards our vision in 2021 and truly honoured by the transformational impact, growth and consistency throughout the years.

But the work is not over. Let’s continue to restore the dignity of imprisoned and formerly imprisoned persons and their children, across the continent and beyond, and we do show you how to in this report.

If not us, who? And if not now when?

Onward!
I am deeply inspired by the work Clean Start Solutions has been doing since its inception. From June 2021, together with my fellow board members, we were appointed to serve on the Clean Start Solutions governance board. It has been an exciting journey elevating the impact of Clean Start and multiplying its efforts further beyond counties and boundaries. I appreciate each of the board members for the purposeful and tireless voluntary board service they continue to provide. I also deeply acknowledge and recognize the professional and far reaching work done by each of our few yet impactful colleagues at Clean Start.

Every year at Clean Start is truly incomparable, as we deepen both the extensiveness and impact of our commitment of being a systems change organization within the Criminal Justice System. While still a growing organization, our definition of a systems change organization, is based on values of equity, integrity and justice that encourage radical positive change throughout our ecosystem.

In that spirit, we entered 2021 with the knowledge that all we had learned in previous years only served to get us to the starting line of building our capacity and strengthening our systems change readiness. Driven and fuelled by the distressing contexts that our target beneficiaries find themselves in, we found courage in the stories of resilience, perseverance and utter determination of our girls and women impacted by the criminal justice system. This gave us an even greater impetus to focus on planning and investing in multigenerational impact.

2021 was a year punctuated by multi-dimensional impact of the Covid 19 pandemic on women and girls. Covid 19 served to deepen divides and created significant barriers to gender equality, especially around economic empowerment, employment, education. We saw a disheartening increase in unpaid labor and gender-based violence. Despite the challenges brought about by the pandemic, we as Clean Start experienced several key positive highlights.

A total of 72 imprisoned women graduated from our Ufunuo Program and for the very first time we had 14 of the Clean Start beneficiaries on the outside going through the program. We also actively continued forming new circles on the inside in Nakuru, Busia and Mombasa counties. Of special mention is one of the first corporate donors in Kenya: Chandaria Foundation and Safal Group who broke ground in November to commence the construction of the very first state-of-the-art workshop. This was a critical milestone that created hope that the dream of our Clean Start beneficiaries on the inside gaining economic skills and opportunities was soon going to be realized in conjunction with the corporate sector players.

As Chairperson, I would like to offer a special note of gratitude to each and every Clean Start donor, volunteer and stakeholder. All of you are special to us and there is no way we would be able to continue doing this meaningful work without you. Regardless of which category you may fall in, you are a part of the Clean Start community of changemakers and we thank you for your continued partnership with us, as well as for sharing many of the same ethical and idealistic concerns. We look forward to identifying with you and seek new ways of working more closely together. We appreciate your efforts and we recognize that without your collaboration, dedication and commitment, Clean Start would not have been able to relish the success it has done so to date.

As our organization’s network continues to grow, it becomes stronger, more united and Clean Start envisages a more prosperous and brighter future for women, girls and children. The following pages describe our continued efforts and the ways we evolved and changed to better the lives of our demographic.

We are hopeful that 2022 will bring a future in which all children, girls and women impacted by the criminal justice are safer, stronger and more valued.
The Covid-19 pandemic continued to rear its ugly head on Clean Start’s constituents whose sources of livelihood were threatened by the struggling economy. Many of the formerly imprisoned women are the sole breadwinners in their households. They rely on small businesses such as selling clothes, groceries, snacks, etc. to bring in an income with which to support their families. However, the pandemic which slowed down businesses large and small, forced many to close while others were left struggling. No income meant that they had very little to eat let alone any money to pay their bills.

To bring some reprieve, Clean Start carried out a Food Drive during the month of May. The women in Nairobi, Nyeri, Murang’a and Machakos counties received food packs which contained dry foodstuffs like maize meal, rice, sugar, wheat flour and toiletries such as petroleum jelly, sanitary towels, hand sanitizer and face masks.

The women’s prisons weren’t left behind. The officers-in-charge were presented with handwashing stations, hand sanitizer, hand soap, face masks and thermo guns.
HIGHLIGHTS OF THE YEAR

GAINS IN RESTORATIVE JUSTICE AND HEALING

Our Theory of Change

1. Imprisoned woman
2. Circles of Healing
3. Received on release
4. Circles of Healing continue
5. Tables of Support (Economic empowerment)
6. Coalition of formerly imprisoned women
7. Confident, re-integrated, self-sufficient woman
With Covid-19 restrictions still in place, the Circles of Healing program had to get innovative to stay in touch with its beneficiaries in and out of prison. By embracing technology, they adopted virtual and on-phone catch-up and training sessions with the women.

COH is a program that fosters successful reintegration by reconciling imprisoned and formerly imprisoned women with herself, her family and the community.

**Ufunuo Program on the inside**

In 2021, a total of 72 imprisoned women graduated from our Ufunuo Program. Ufunuo, which is Kiswahili for unveiling, is a course which takes imprisoned and formerly imprisoned women on a journey of self-discovery, breaking old habits and limiting beliefs by creating new pathways and beliefs that enable them to unleash their potential.

Two cohorts of women in six prisons (Langata, Nyeri, Thika, Machakos, Busia and Murang’a) went through the training which culminated in a virtual graduation ceremony.

**Ufunuo Program on the outside**

For the first time, formerly imprisoned women went through the Ufunuo Program. The program had originally only been carried out within the prisons. However, 14 of the Clean Start beneficiaries on the outside went through the course paving the way for their sisters who had been released but wanted to do Ufunuo.
Program Delivery

The five-week Ufunuo Program training and subsequent graduation in the prisons was conducted via Zoom. The different prisons made it so that the women taking part in the program had access to a private room with a laptop and secure internet connection. The trainers used PowerPoint presentations as well as interactive sessions to deliver the program. This ensured that the trainees were engaged and fully participated in the sessions.

Mentorship

During the Ufunuo graduation, Clean Start friend and partner Apostle Angie Murenga picked three trainees whom she started journeying with while they were still serving their sentences.

Out of the three, one trainee was released from prison and has been reunited with her family. Upon calling the family members, they revealed that they were excited to receive her.

The other two have shown exemplary leadership skills in the stations they are serving in, Nyeri and Langata prisons. One is now studying to become a paralegal and is helping other inmates with their cases. The other counsels her fellow inmates aiming for an attitudinal mind shift change using the skills she acquired during the Ufunuo training program.

For the women on the outside, we carried out a five-day in-person training at our offices. This opportunity allowed us to interact freely with the women. The women were able to take part in group training activities and connect with their sisters on the inside while sharing their experiences.
Circle Formation

Circles of healing (Circles) are social peer-led circles that provide a safe healing space for imprisoned and formerly imprisoned women. These enables the women to build resilience, connections and reconciliation that results in effective transition and reintegration. This process is required for physiological wellbeing of imprisoned and formerly imprisoned women.

In 2021, we actively continued forming new circles on the inside. These were in Nakuru, Busia and Mombasa counties. The already existing circles were strengthened through the quarterly meetings in their respective counties: Nairobi, Kiambu, Nyeri, Machakos, Busia, Mombasa, Nakuru, Murang’a and Kajiado counties.

The circle leaders who had been identified in 2020 had two months to hold in house meetings without the Clean Start team. This gave them the chance to grow their leadership skills and share ways through which the women would be able to cope with life on the outside.
Alternative Dispute Resolution Training

23 formerly imprisoned women were taken through the Alternative Dispute Resolution (ADR) training. The main objectives of this exercise were to showcase the different alternatives to incarceration to resolve disputes and to enhance cohesion and understanding.

The women were equipped with the necessary skills and knowledge in ADR and how to apply them to promote access to justice within their own communities.

Outcome

The formerly imprisoned women:

- Understood the concept of law and the society model and they visualised its application towards promoting the protection of the rights and dignity of their community
- Understood the underlying principles of justice and the application of ADR mechanisms in promoting access to justice
- Are able to deploy skills, knowledge and tools on the ADR models to ring-fence access to justice to their community
- Understood the access to justice referral pathways and expressed knowledge on how to utilise them to ring-fence the protection of the rights of their community
- Created a strong team of change champions to support access to justice for the community
- Understood the legal framework that underpin the protection against violation
- Understood the formal and informal justice systems and how both can be utilised to enforce justice and restore dignity to survivors of crime

Receiving at the gate

We had several women released from prison in 2021. As a Clean Start tradition, they were met at the prison gates by the Circle Leader of the area,
members of the Circle and, when possible, a Clean Start team member. Further, the women were presented with a care package containing foodstuff and toiletries with which to start their new life outside prison.

This has proved to be an important step in the process of reintegration since the fear and doubt that surrounds new releases is avoided. It has helped to reduce stigma, rejection, and confusion that was previously surrounded release from prison.

One of the trainees being received at the gate in Thika.

A trainee from Machakos Women Prison being received at the gate and getting some shopping.

One of the trainees being received at the gate in Thika. She also got some shopping.

One of the trainees being received at the gate of Langata Women Prison.
CASE STUDIES

Jackline Mutoro

Jackline, an Ufunuo trainee from Busia Women Prison was able to reconcile with herself, her family and community, assuring her of a soft landing once she was released.

After the training, she took a step to call her family and seek their forgiveness. When she returned home, she was well received enabling her to have a successful reintegration process.

Judith Akinyi Martine

Judith is the Circle Leader of Nakuru Women Group. She served eight months at the Nakuru Women Prison remand section. Judith was released after payment of a cash bail. Nevertheless, life was not easy for her after her release. The complainant from her case started threatening her, making Judith so fearful she left her home in Nakuru.

Judith, a widow, desperately went in search of a means to provide for her children. As luck would have it, she landed a job as a house manager. Unfortunately, her new employer would only pay her when it suited her so Judith continued to struggle to meet her needs.

In the course of her duties, she came across an old newspaper which featured the story of one of the Clean Start fraternity. This story inspired Judy and she reached out and the two began to walk together. Eventually, Judith went back home to Nakuru.

When Clean start was launching the Nakuru Chapter, the team appointed her as their circle leader. During our recent Ufunuo training with the Nakuru Women Group, Judith’s resilience to see the group grow was evident. Out of the 10 expected to participate in the training, eight attended the full five days. The other two dropped out due to distance and family responsibilities.

The group has registered as a self-help group. The Ufunuo program has had a big impact on Judith’s life. She is now able to relate well with her children and grandchildren and her business is doing equally well - she makes and supplies mandazi to the neighbouring shops. She has also started receiving orders to supply mandazis to events. Her goal is to have a bakery in the next two to three years.
CIRCLES OF HEALING IMPACT IN 2021

23 formerly Imprisoned women taken through Alternative dispute Resolution ADR Training

86 WOMEN Trained in Ufunuo program
72 women graduated from Ufunuo program

72 WOMEN Received counselling services

3 SENSITIZATION SESSIONS in the 9 prisons of 9 Officers in charge and 18 welfare officers.

COVID RESPONSE Donation of safety kits to the 9 prisons that served

3500 people

Mentorship and coaching offered to 300 women imprisoned women and 200 formerly imprisoned women

Legal aid services provided to

24 women

Facilitated reception of 30 women at the gate after their immediate release

50 circle of healing meetings carried out that supported reconciliation and healing for 200 women
OUTCOMES

**30 WOMEN**

Due to the Ufunuo program - 30 women received probational releases for good behaviour, and increased confidence.

- 30 Women in remand - had the ability to communicate their cases and got their releases.

**80 WOMEN**

- 80 women were successfully reconciled with their families and their relationships were restored post imprisonment.

**25 circles** of healing formed - Both in prison and outside prison with a membership of 300 women.

- The trainees also become more self-aware and developed coping mechanisms to respond rather than react, a sign of emotional intelligence.

- Imprisoned women grew in resilience, enabling them to bounce back more easily when faced with adversity.

- Ufunuo graduates have demonstrated increased leadership skills and change of attitude.

- 350 formerly imprisoned women received 350 food packs during Covid 19 pandemic.

- Women trained in ADR are working within their communities to support access to justice and adoption of ADR through the local administration.
Everlyne Opicho

We met Evelyne Opicho in the first cohort of Ufunuo program in 2021 when she was serving her 27-year term at Machakos Women Prison. We had just rolled out the first virtual training in the prisons. Her leadership skills and digital knowledge stood out bringing her to the attention of the team, and later a mentor.

During the training she shared her story. She expressed remorse for failing to have control over her emotions. Everlyne had had a disagreement with her husband that led her to kill her child. She went through the process of forgiveness and reconciliation. She is now in good terms with her family.

When she graduated, Clean Start Spiritual Leader and Advisor, Apostle Angela Murenga offered to take her on as a mentee.

Everlyne, who was later transferred to Langata Maximum Women Prison, has continued with her mentorship sessions with Apostle Angie. She has had a remarkable journey. She shares the lessons she has learned with her fellow inmates and serves as a paralegal. Everlyne is also pursuing a law degree and hopes to open her own firm once she is released, to offer legal services particularly to those lacking legal representation.
INVESTMENT IN ECONOMIC OPPORTUNITIES AND FINANCIAL INDEPENDENCE

74% of imprisoned women and formerly imprisoned women earn less than Kshs. 10,000 a month. That’s USD 100 per month.
2021 was a year of firsts at Clean Start. As we grew our Tables of Support program, we set new parameters for economic empowerment to reach more women.

Our Tables of Support program seeks to build the economic resilience and livelihood security of imprisoned and formerly imprisoned women. This program is strategically positioned to receive women who have already undergone trauma healing and counselling through the Circles of Healing.

Women in and outside prison receive skills and business training, mentorship and apprenticeships preparing them to get a sustainable source of income upon their release.

In 2021, our target was to empower 120 women economically. This was after a baseline survey that revealed that because of the Covid-19 pandemic, of the women who had businesses, most had shut them down while a few were struggling to stay afloat. The others had no sustainable income, had mental financial stress and thus couldn’t pay their bills including house rent. It became apparent that the need for sustainable economic empowerment was urgent.

Program Delivery

The women were put into groups depending on their need:
- Women in business.
- Women who wanted to start a business.
- Women who had no idea of what steps to take

We then rolled out a business assessment exercise.

Out of the target number, 55% of the women qualified for start-up capital and economic support.

A revolving fund was then set up. The first group of women were each given a loan of KSh15,000 ($150) to either start or boost their businesses. They were then given a grace period of one month and then required to repay the loan with 1% interest within a period of one year. This money would then be lent to the second group of women.

The requirements for the revolving fund included:
- The opening of individual bank accounts
- Collecting the relevant personal information from the women
- Signing of agreements e.g., agree to regular follow-up and business evaluations
- Terms and conditions of the loan repayment

Florence Mugure at her vegetable stand
Phase Two of TOS
Mid 2021, we turned our focus from the individual loans and businesses to setting up group businesses which we found to be more sustainable and could benefit more women at a go.

Our main areas of focus were:
- Setting up business hubs
- Business training
- Mentorship

Business hubs
These are common workspaces, facilitated by Clean Start, set up to support several women within the same location who had no designated businesses and business locations. The business hubs provide a conducive space suitable for business. The women agree to converge, exhibit, sell and collectively carry out business activities to improve their financial income. Activities range from eateries, textile spaces, salons, etc.

Milestones
Two business hubs were created by the end of the year.

1. Nyeri Business Hub
In August 2021, Clean Start in conjunction with a partner joined to renovate a dilapidated space belonging to one of the formerly imprisoned women. The facility was furnished, equipped, and well-stocked to get it running.

Nyeri Hub is a small eatery that accommodates six women who come together to boil eggs and sell to customers within their locality. Others remain in the space to cook and serve tea, mandazi, beans and chapati including other local dishes.

Overall, it costs **KSh.120,000 ($1,200)** to put up the Nyeri Hub.
2. Thika Charcoal Briquette Hub

In October 2021, the Thika Charcoal Briquette Hub was opened. Clean Start supported 12 formerly imprisoned women in buying a briquette machine that would enable them to increase their income and improve their livelihood. All the required licences and initial rent as well as the necessary equipment and raw materials were provided by Clean Start.

Overall, it cost **KSh180,000 ($1,800)** to set up the Thika Charcoal Briquette Hub.
Outcome

Because of their improved livelihood, the women had noticeably reduced stress levels as they were now better able to provide for their families. They are now more confident and self-assured.

TOS was able to answer to the immediate needs of the formerly imprisoned women and reach out to a larger number within a short period of time, with minimum resources.

Clean Start was able to connect directly with the local authority, e.g. the chiefs and local police, and show them the work and resilience of the women as they worked towards reintegrating back into society. This has greatly helped to reduce stigmatization and the women have received recognition as a legitimate group.

The existence of the business hubs on the ground amplified the presence of Clean Start as an organisation. This has helped to reduce the feeling of disconnect due to the distance from the main office.

Communication and coordination of different activities of the programs became more centralised.

Business training

TOS was able to link women to short business training opportunities with Super Circles, Buildher and Fish Lures.

Outcome

Through the business training, the women have:
- Increased knowledge in business management
- Increased levels of financial income
- Better networking skill
- Improved production of the merchandise
- More innovative
- Our programs and activities became more sustainable

Clean Start was able to meet its strategic objective number one which is dignified re-entry into society that provides less stigmatized and confident women with sound livelihood options and opportunities.

Mentorship

50% of the women were linked to mentors either directly or through organised sessions.

Outcome

- The women have been able to set up more sustainable businesses
- They have found alternative options of businesses
- They are now more innovative

Buildher offers training in carpentry and to some of our beneficiaries

Some of our women took part in the Supercircles business training

Clean Start was able to meet its strategic objective number one which is dignified re-entry into society that provides less stigmatized and confident women with sound livelihood options and opportunities.
TABLES OF SUPPORT IMPACT IN 2021

**Ksh 500,000 worth of seed capital given to 30 formerly imprisoned women to start new businesses or boost the existing ones**

**2000 FAMILIES IMPACTED ECONOMICALLY**

**58 women linked to business mentorship and coaching**

**2 BUSINESS HUBS CREATED**

1. **The Nyeri Eatery hub**
   Managed by 10 formerly imprisoned women

2. **The Thika Charcoal Briquette hub**
   Managed by 12 formerly imprisoned women-Clean Start supported them to buy the the charcoal briquete manufacturing machine

**20 women supported to attend Kenya cottage industry expo and other exhibition spots to market their products**
OUTCOMES

40% » Improved household income levels for the women supported to start businesses

30% » Improvement in savings and investments

90% » Repayment rate of the loans awarded to the women

40% » Improved skills and knowledge in successful business management

50% » Increased capabilities to access credit and loans from saccos and other financial institutions

60% » Improvement in quality production of merchandise by the women

50% increased business sustainability rate

100 » business created

65 women successfully opened bank accounts.
BUILDING SUSTAINABLE FUTURES FOR GIRLS IN THE JUVENILE JUSTICE SYSTEM

HIGHLIGHTS OF THE YEAR

DID YOU KNOW?

39%

Of imprisoned women do not know the whereabouts of their children.
A silver lining for Children of incarcerated mothers

We work with children accompanying their mothers to prison to ensure positive outcomes in the children’s later years by intervening in the early years. This is done by advocating for responsive care-giving and childcare framework within the prisons and policy change in terms of aftercare for children exiting prison.

Kiddie Pack Donations

We donated Kiddie packs to children accompanying their mothers to prison in Nyahururu, Narok, Lodwar, Kajiado, Naivasha and Kapenguria prisons. We reached five new prisons and 70 children.

The Kiddie Pack contained toys, clothes, shoes, diapers, soap, baby soap, tissues, etc.

Donations presented to Nyeri Women Prison

Training on Responsive Caregiving

Clean Start, in partnership with Kidogo, carried out a training session on responsive caregiving for the officers-in-charge, welfare officers and nannies in prison.
The aim of this training among the officers was to:

- Prepare the officers to care for the children in prison
- Change their attitude towards childcare
- Get a buy in for Clean Start to run a responsive caregiving program in the prisons
- Raise awareness on the needs of children in prison and get a mind shift change among the officers

The nannies were given skills on responsive caregiving so that the child can benefit from a more child-friendly environment within the prisons.

**Outcome**

Awareness was raised absence of a childcare framework within the prisons. A conversation was then started on implementing a childcare policy in prison. The policy is now being developed.

**2021 ECD Conference in Siaya County**

This conference brought together stakeholders and child practitioners to showcase and deliberate on matters concerning children’s welfare. Clean Start was able to sensitize and raise awareness on children of imprisoned mothers.

**Release and Reintegration**

Kenyan law permits children aged between age 0 to 4 to accompany their mothers to prison. Two children, Joe and Abigail, whom Clean Start had been walking with were released from Murang’a Women Prison and successfully reconnected with their families on the outside.

Prior to their release, a series of follow ups, home tracing, and coordination with the children’s officers and chiefs were done. Clean Start partner Sterling Performance offered psychosocial support to the mothers, children, and their caregivers during the process.

Both families continue to receive psycho-social support and family strengthening.

The two children are enrolled in school and Clean Start continues to support them with school fees and the resources necessary for school continuum including providing their caregivers with capital to set up an income-generating activity with which to provide for the children.

**Joe’s story**

Joe* accompanied his mother at the age of 2.5 years. For a whole year, Joe didn’t utter a word. Prisoners and the warders identified him as the toddler in a corner. He would rarely play, cry nor interact.

With the help of prison officers and caregivers in prison, Joe finally found his voice. Upon turning four years, he was released from prison and reunited with his family. Although both he and his mother had a difficult time with the separation, Joe is now settled in his new home. He is currently enrolled in kindergarten (PP2) and has formed friendships with the children around him.
Abigail’s story

Maggie* was just three months old when she joined her mother in prison. Like Joe, she was released at age four into the custody of her family on the outside. Maggie, who is now in Grade One, is doing well both in her school and social life.

Girls in Juvenile Justice

Clean Start walks with girls in the juvenile justice system, raising awareness on why girls end up in rehabilitation schools - they are mainly girls who need care and protection, usually from hostile and abusive homes, early marriages or family neglect.

By working hand in hand with the institution and partners we ensure that these girls have access to proper education and complete their studies ensuring that they break the cycle of poverty in which they are born and have a promising future.

2020 KCPE Results

Eight of the 11 girls who Clean Start walks with sat for their KCPE exams in 2021. The top candidate was Rachel Neema* with 350 marks. The girls have all transitioned into different secondary schools across the country.

Keep A Girl in School Campaign

Through our Keep A Girl In School campaign, we put together school packs that ensure the girls have all the provisions necessary to stay in school. The packs consist of toiletries like toilet paper, sanitary...
pads, bathing soap, body lotion, petroleum jelly, toothpaste and toothbrush, stationery including pencils, biros and erasers as well as washing detergent, bar soap, shoe polish and a shoe brush.

The packs from the campaign were distributed among 15 girls from as far as Chuka, Kirinyaga and Eldoret.

Mentorship

As part of its mandate, the program seeks to offer mentorship to the girls in juvenile justice.

Citam Kangundo Women visited Dagoretti Rehabilitation Centre where they spent time with the girls and later had a mentorship session. The girls had the opportunity to speak to women from different professions, like doctors, lecturers, and business. They were encouraged not to give up and to pursue their dreams.

International Day of The Girl

Celebrated on October 11, this globally recognized day is marked to amplify the voices of young girls globally.

Clean Start participated in a summit organized by Positive Young Women Voices in Dandora, Nairobi. The conversation centred around sexual reproductive health rights.

Positive Young Women Voices’ core mandate is to empower, educate and equip girls who are at risk of getting in conflict with the law with knowledge on sexual reproductive health and rights. The girls are also equipped with leadership skills and mentorship. They target girls in residential estates and schools around slum areas in the cities.
Challenges Faced

In the course of its work, the program has had teens getting pregnant during the covid period. We’ve taken them to rescue centres and also provide them with care packs. We also support them to go back to school opportunities. Meanwhile, we continue advocating for the reduction of prevalence of teen pregnancies by counselling, sexual reproductive health care, mentorship and coaching.

Case Study: Jane Mutune

Fifteen-year-old Jane Mutune* was one whose background was marred by abuse and neglect from the father. She landed into the wrong crowd during her fifth year in primary school. In 2017, together with two girls and a boy from her neighbourhood, the second born in a family of four daughters, dropped out of school to frequent local bars in Kariba during the day. The girls ventured into child prostitution to support their alcohol and bhang consumption.

“She has since then been well behaved even though she still visits her friends,” says Makena. The other girls did not continue with their education and are now mothers. The boy became a boda boda (motorbike) rider in Chuka town. He sometimes attends school. He is in class 7. After scoring 160 marks and with assistance from Clean Start, Mutune is now enrolled in Form One at a Tharaka Nithi-based secondary school.

*Names have been changed to protect identities

The lone breadwinner, Mutune’s mother Elizabeth Makena* was in the dark. To fend for her family, she would spend most of her day at work selling clothes sourced from Eastleigh in Chuka Town for a small profit. The father, a drunkard, was physically and emotionally abusive to his wife and uninterested in his children’s whereabouts and wellbeing. Although aware of his daughter’s harmful activities, he was not bothered by Mutune’s behaviour. Their neighbours and area sub chief would later inform Makena of her daughter’s recent illegal ventures, warning her that they would have Mutune and her friends arrested despite their young age. With advice from the area’s children officer, Mutune’s mother got her arrested and sent to court in Chuka where she was committed to three years in Kirigiti. She was later sent to Dagoretti in 2018 after 3 months in the Kiambu rehabilitation school.

*Names have been changed to protect identities
IMPACT ON CHILDREN AND GIRLS

400 KIDDIE PACKS
» donated to 200 children accompanying their mothers to prison in - Nyahururu, Narok, Lodwar, Kajiado, Naivasha and Kapenguria, Machakos, Nyeri, Langata, Embu, Nyeri, Embu, Meru, Muranga, Thika

Training on Responsive Caregiving
for 65 prison welfare officers and nannies in the prisons to advance child friendly environment and better care.

Conversation started to develop a policy on child care guidelines for incarcerated mothers.

11 GIRLS
11 girls in the Juvenile Justice system sat for their KCPE and were supported by Clean Start to join Highschool

120 DIGNITY PACKS
provided for 60 girls in the Juvenile Justice System
COUNTIES WE WORKED IN

- Nyahururu
- Narok
- Lodwar
- Kajiado
- Naivasha
- Kapenguria
- Machakos
- Nyeri
- Langata
- Embu
- Nyeri
- Embu
- Meru
- Muranga
- Thika

OUTCOMES

- **60%**
  - improved levels in child care and protection for children accompanying their mothers to prison

- **60%**
  - improvement of education transition levels for Girls in the Juvenile Justice System

IMPROVED AND STRENGTHENED PARTNERSHIPS FOR ADVOCACY ON RIGHTS OF CHILDREN ACCOMPANYING THEIR MOTHERS TO PRISON
OUR INCOME 2021
TOTAL INCOME

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CLEAN START REVENUE REPORT
HIGHLIGHTS OF THE YEAR

ACCELERATED ACHIEVEMENTS THROUGH STRATEGIC PARTNERSHIPS
2021 PARTNERSHIPS

The fundraising and partnership department at Clean Start continues to spearhead and manage fundraising and partnerships with organizations in Kenya and internationally.

It works to ensure Clean Start has substantial revenue to support her vision in collaboration with other organizations.

The mandate of this department is to:

• Engage Donors and Development partners
• Fundraising and proposal writing
• Management of high value fundraising projects
• International partnership development (IPD) and mobilization of strategic resources to support Clean Start programmes
• Development of meaningful relationships with donors, corporates and individuals and ensure they feel a personal connection with Clean Start, our vision and especially the people we serve

As a department, our key focus is to build a vibrant and sustainable organization with a strong economic base that is adaptable to changing conditions, having a broad base of community support, strong internal systems and becoming key champions of change within the Criminal Justice System.

In 2021 we partnered and collaborated with 10 organizations as listed below:

1. Peacebuilders Canada
   Peacebuilders is a non-profit organization that provides restorative programs and services to young people and works towards effecting change in our justice and education systems. We are partnered with Peacebuilders Canada to provide the Talking Pieces Training or Restorative Justice for Clean Start staff and beneficiaries.

2. Integrity Action
   This UK-based organization helps citizens to monitor and improve the delivery of vital projects and services, like education or infrastructure. Working with partners, they do this in places where securing improvements to services like these is tough. We partnered with them to hold our government to account by involving our demographic in the governing process.

3. Quality Tackle Exporters
   They are a leading producer of hand-tied artificial fishing flies in Kenya. We partnered with Quality Tackle Exporters to provide a four-week training for our beneficiaries on how to make the fish lures. Upon completion, trainees were absorbed in their production industry which has access to ready markets overseas.
4. **King Baudouin Foundation**

King Baudouin Foundation facilitates thoughtful, effective giving to Europe and Africa — and beyond. They enable U.S. donors to support their favourite causes and organizations overseas and provide European and African non-profits with cost-effective solutions to raise funds in the United States.

King Baudouin has set up a Clean Start US fund to facilitate, manage and raise funds for Clean Start.

6. **Sterling Performance Africa**

They provide high quality professional services to the public and private sector in conducting needs analysis, formulation of organizational systems and processes, sector-specific research, development of policies, curriculum and training materials and capacity building.

Clean Start partnered with them to support the Circles of Healing program through provision of counselling, trauma healing and mental health services.

5. **Catalyst 2030**

Clean Start became a member of Catalyst 2030, a global movement of social entrepreneurs and social innovators who share the common goal of creating innovative, people-centric approaches to attain the Sustainable Development Goals by 2030. Joining forces with communities, governments, businesses and others, Catalyst 2030 members are changing systems at all levels through collective action and bold, new strategies.

7. **Kenya Paediatric Association (KPA)**

We are partnered with KPA to promote early childhood development and nurturing care for children accompanying their mothers to prison. We continue to work together to ensure optimal physical, mental, and social health and well-being for all infants and children living in prison with their mothers.

8. **Southern Africa Litigation Center – SALC**

SALC is a joint initiative of the International Bar Association (IBA) and the Open Society Initiative for Southern Africa (OSISA). Its mission is to promote
and advance human rights, democratic governance, rule of law, and access to justice in Southern Africa through strategic litigation, advocacy and capacity strengthening.

9. **Street Business School**
Street Business School works to end generational poverty by empowering women as entrepreneurs. They equip women living in poverty with the knowledge they need to build sustainable business. Clean Start staff are set to be trained by SBS as trainers of trainees and thereafter transfer the same knowledge to hundreds of women in our economic empowerment program.

With the help of Mommy and Me Ministries, Inc we supported children living in prison with their mothers. Based in Chicago, USA, MMM works to reduce the traumatic effects that exposure to violence and the incarceration of mothers have on children and youth. In December, MMM carried out a fundraising drive to provide kiddie packs for 52 children living in prison with their mothers in Kenya.

11. **Decriminalization of Petty Offences Campaign**
The campaign works at the national and regional level in Africa to challenge petty offences that impact the most marginalised people in our society and raise prison overcrowding levels unnecessarily. Clean Start is a proud member of the campaign, among other 35 members in Africa.

12. **BuildHer**
Clean Start has partnered with BuildHer to offer formerly imprisoned women training opportunities in construction.

BuildHer equips women in Kenya with accredited construction and manufacturing skills leading to greater financial prosperity, changing male attitudes and promoting gender equality within the construction industry.

13. **Incubator Nest**
Clean Start has partnered with Incubator Nest to equip women entrepreneurs to start and grow their own businesses. The Incubator Nest Hub exists for the sole purpose of supporting and helping develop companies by helping them survive and scale up.
during the start-up period by connecting them to the mentorship, knowledge, resources, and the networks they need to succeed.

Incubator Nest offers one-on-one mentorship by seasoned entrepreneurs that helps focus entrepreneurs on specific priorities to advance their businesses.

Clean Start partnered with AfECN and other partners in early childhood education and child protection to develop the First Child Care Policy Guidelines for children living in prison with their mothers.

AfECN is a registered non-profit that serves as a platform to champion excellence and collaboration in protecting children’s rights, influence policy and practice, strengthen partnerships, and share experiences and knowledge in ECD on the African continent.

15. Weza Care Solutions
Clean Start Solutions partnered with Weza Care Solutions to support our Children and Girls Program. Weza Care supports partners by building innovative solutions to help charities make a bigger impact and provide better care for vulnerable children and families.

16. For the Love of Girls
We partnered with For the Love of Girls to provide Reusable Sanitary towels and mentorship to Girls in the Juvenile Justice System.

Their mission is to build a community where every woman and girl can overcome period poverty.
HIGHLIGHTS OF THE YEAR

A SPOTLIGHT ON OUR KEY INTERVENTIONS
2021 ACTIVITIES

Beyond the BARS conference

Through its wing, Coalition of Formerly Imprisoned Women – Africa, Clean Start was proud to hold the first ever Beyond The Bars Conference in June 2021. This national conference brought together 82 formerly imprisoned women from around the country.

During the conference, the women were encouraged to visualize, unlearn, creatively learn and adapt with agility (VUCA) post-imprisonment, and to be at the helm of for change in the criminal justice system at both local and national levels and to advocate for alternative means of dispute resolution as opposed to the imprisonment of women. The women were also urged to continue engaging in advocacy efforts that include visibilisation and challenging social cultural perceptions that propagate the cycle of poverty, criminalization of poverty and stigma against women leaving prison.

In December, Clean Start had the second Beyond The Bars Conference whose area of focus was the decriminalization of petty offences.

Formerly imprisoned women who had been convicted for petty offences shared their stories and joined Clean Start’s call for the relooking of imprisonment for petty offences. They also received clothes donations from The James & Anne Gachui Foundation.

22 women also benefitted from scholarships offered by Leila of Mending Minds. These women will take part in a business management course at the European Business University.

Cottage industry expo

Kenya cottage industry expo aims at addressing the challenges that home based businesses face, by providing insights and creating opportunities for them to thrive. Clean Start facilitated FIWs to attend the expo on the 29th to 31st of October 2021, where they displayed a wide range of products ranging from African fabric and Ankara outfits, honey, spices, T-shirts, table mats and liquid soap. This was the second time the FIWs participated in the expo.

It was also a great opportunity for them to learn from the plenary sessions. Josephine Chelel was one of the formerly imprisoned women to take part in the expo and she had this to say:
“The plenary session was very informative. They talked about intellectual property, protecting your goods and services through registration or putting a watermark. If you are a content creator then you should protect your content and get paid by whoever uses it. There are some bodies or organization that helps in providing protection e.g the Music Copyright Society of Kenya (MCSK).

“We talked about how to get your products in the supermarket a discussion which was steered by the new CEO of Uchumi Supermarket:

• Your products must be certified by KEBS
• Your products must have a long expiry date
• Your products must be harmless to the consumers, etc.

We also discussed why it is hard for Kenyans to export their products to other countries especially Tanzania whilst it’s easy for those countries to import to Kenya. Instead of the products being taxed once they are doubly taxed. This means that you pay tax twice and this discourages traders. Mr. Reuben Kosgei explained that they were in the process of making things easier for traders. He said that they have come up with AFSTA market for SMEs and people will benefit from this type of market if they tailor make their products in line with the policies for AFSTA market.

He also talked about why e-commerce is not doing so well despite the fact that many people are connected online. He explained that this is because of lack of trust. You receive what you had not ordered. He advised that when you are marketing your products online post them frequently and consistently.

Strategy is very important, do analysis of your target audience then choose the appropriate social media to advertise, respond timely and respectfully to the questions asked by the prospective buyers.”

Thanks to the cottage industry expo, the formerly imprisoned women were able to meet and connect with potential clients and network with other business owners.

Mother’s Day Webinar
In celebration of Mother’s Day and Month, Clean Start held a webinar whose theme was ‘Mothers who make the broken beautiful’. Held on May 7, 2021, brought to light the gap in the judicial system in terms of the punishment of women and mothers for non-violent crimes. This year’s theme, ‘Mothers who make the broken look beautiful’, was captured beautifully by the panellists who spoke on various aspects on the imprisonment of women such as the nature of crimes and dated laws for which they are jailed, the need to readdress sentencing, how imprisoning a mother
affects her family as well as a piece of advice for any mother who finds herself behind bars

The session was moderated by Dr Patricia Murugami, Board Chair, Clean Start and the Chief Executive Officer of Breakthrough Leadership Transformation Group.

There was a call for systemic change that would bring about alternative punishment for non-violent crimes and bring an end to the cycle of children who are brought up within the prison system or whose mothers are imprisoned and so are left motherless.

Emphasis was made on changing the laws, for instance, those pertaining to brewing which would see the issuance of licenses for traditional brews. This would greatly reduce the number of women charged with illegal brewing and give them a source of livelihood lowering poverty levels within the society.

Poverty eradication will also help reduce the number of children who are forced to accompany their mothers to prison. Of those who do end up in prisons there is a need to create an environment that boosts brain development with the help of day-care centres and training of caregivers in the proper care of children.

The government is the duty-bearer of children who are left behind when their mothers are incarcerated and so, once the government imprisons the mother, they need to take care of the children she leaves at home.

Increasing the punitive weight of non-custodial sentences would also reduce the number of women sentenced to prison. These include probation, community service, order to pay fine, and compensation order.

A change in mind-set for mothers who do find themselves in prison or recently released can go a long way in psychological healing and consequently empower them to rebuild their lives.

Forgiveness is a key ingredient in healing as is maintaining a positive outlook in life. Creating a plan of action, starting small, celebrating big and small wins as well as having a circle of support will help these mothers make positive social change.

We need to ensure that the objective of sending a woman or girl to prison is not for retribution but to restore, rehabilitate, empower and ensure that those who come out of the prison system can contribute to the society and move it (the society) forward, bringing an end to the life-sentence that is stigmatization.

Addressing the root cause of the imprisonment of women and girls will help purge the judicial system of dated laws and create laws that reflect who we are as Kenyans, bring the judicial system into the 21st Century.

Watch the webinar here:

https://www.facebook.com/watch/live/?v=296923411917231&ref=watch_permalink
IMPACT ON COALITION OF FORMERLY IMPRISONED WOMEN AFRICA+ COFIW-K

2 Breaking the bars conference held in 2021 that brought together
380 formerly Imprisoned women from all over the country. Policy makers and key players within the criminal justice system.

200 women Champions
champions trained in leadership and mentored a to advocate for non custodial sentences and other rights for people impacted by the criminal justice system.

350 WOMEN
have officially joined the Coalition of Formerly imprisoned women in Kenya and are taking up their advocacy spaces in their communities.

STRENGTHENED PUBLIC SAFETY FOR WOMEN AND GIRLS IMPACTED BY THE CRIMINAL JUSTICE SYSTEM THROUGH ADVOCACY FOR ALTERNATIVES TO IMPRISONMENT

GRADUAL SHIFT IN PERCEPTION, ATTITUDES ON WOMEN AT THE COMMUNITY LEVEL AND WITH KEY Stakeholders e.g. financial institutions

We have strengthened our evidence-based research to provide a case for advocacy in many aspects of the Kenyan Criminal Justice System.
OUR NEWS FEATURES IN 2021

We had 21 media appearances in 2021.

PEARL RADIO
I was convicted falsely – Teresa Njoroge
https://youtu.be/0cDYHR1hqqc

KAMEME TV
MUTURIRE WA ATUMIA NJERA; Teresa Njoroge ohetwo njera ena mwana wa mieri 3 [Women’s stay in prison, Teresa Njoroge was jailed with her 3 month old baby]
https://www.youtube.com/watch?v=eU-Hm6N4peo

KTN NEWS
Life after prison | Women trying to break the shackles of social stigma and employment discrimination
https://www.youtube.com/watch?v=4l-GDFjsRtM

NTV
‘It’s not easy!’| Teresa Njoroge opens up on her experience in prison
https://www.youtube.com/watch?v=2qsieYHo_0U

KTN Home
Her Standards: Day of the African Child Part 1
https://www.youtube.com/watch?v=4j07Tkig6tQ
Her Standards: Day of the African Child Part 2
https://www.youtube.com/watch?v=uS8nNHxHk7M
Clean Start launched its podcast ‘The Heart of The Circle’, aimed at telling our own stories our own way, and choosing the areas of focus we feel need to be spotlighted.

**Sarah Odima’s journey from prisoner to life coach, paralegal and author**

**Nancy Ngige: Being in prison did not stop me from nurturing over 20 kids**

**Episode 3: Cyprine Omollo on the Decriminalisation of Petty Offences**
https://anchor.fm/clean-start-kenya/episodes/Episode-3-Cyprine-Omollo-on-the-Decriminalisation-of-Petty-Offences-e1ba805

**Episode 4: Jane Ngugi - Rising from imprisonment to leading the women of Thika**

**Episode 5: Jane Kioo - Breaking the bias by thriving in a male dominated world**

**Global Thinkers Forum. The 3rd Athena40 Global Conversation in Nairobi, Kenya**
https://youtu.be/8_5-_qvNy40

**Your Next Best Self Podcast**
Teresa Njoroge: Turn your pain into purpose
https://soundcloud.com/patriciamurugami/podcast-58-turn-your-pain-into-purpose?si=8dea6490587f464786882d63e0b62669

Sarah Odima: If trauma is not transformed it will be transferred
https://soundcloud.com/patriciamurugami/podcast-59-if-trauma-is-not-transformed-it-will-be-transferred

Cyprine Omollo: Your mind can only be imprisoned if you allow it to be
https://soundcloud.com/patriciamurugami/podcast-60-your-mind-can-only-be-imprisoned-if-you-allow-it-to-be?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing
Kenya Women Series
How Teresa Njoroge Turned Arrest and Wrongful Conviction into Fight Against Social Injustices in Kenya

The Standard
Prisons are no daycare centres: The plight of inmates raising children behind bars
https://www.standardmedia.co.ke/health/health-science/article/2001420869/prisons-are-no-daycare-centres-the-plight-of-inmates-raising-
children-behind-bars, My spell in prison won’t define my daughter and I

Impact Hub Media
Offering love to children in correctional schools

People Daily
Plight of children serving jail term with their mothers
OUR TEAM

TERESA NJOROGE  
Founder & CEO

SUSAN KIHARA  
Chief Innovations Officer

SARAH NASIMIYU  
Social Impact Manager

JANE OUMA  
Program Manager (Tables of Support)

CYPRINE OMOLLO  
Program Manager (Circles of Healing)

TERRY BII  
Program Officer

NANCY AWUOR  
Program Officer

FAITH MUMBUA  
Program Assistant

SARAH ODIMA  
Program Officer

AUDREY MASITSA  
Communications Officer
OUR BOARD OF DIRECTORS

DR. PATRICIA MURUGAMI  
Chair of the Board

RENEE NGAMAU  
Board Director

HELEN DE VANE  
Board Advisor

MALELE NGALU  
Board Advisor

APOSTLE ANGELA MURENGA  
Spiritual Leader and Advisor