

12 Stories of ROSE Women

These women began their ROSE journey in July 2023, and we are excited to see them grow spiritually and economically over the next year!

Irene Njeri Njagi

Irene, a mother of two, faced a tough setback when she lost her business during the COVID-19 pandemic. Discouraged and hesitant to return to business, she found a new path with Rose. The topic of SWOT analysis was a game-changer, helping her identify her strengths, weaknesses, opportunities, and threats. With newfound clarity, she took a bold step and started a new cosmetic business. The lesson on saving, even as little as Ksh10, resonated with her, and she now runs a cosmetic business in the Gachui community. Irene is grateful to God for allowing her to be a Rose woman. As of September, she had made an income growth of 84.4% (3 months into the program).

Cecilia Luta

Cecilia, a trained daycare attendant in the Raraka community, noticed a sad trend in her community. Mothers had to keep their young children indoors, depriving them of care, interaction, and education. To fill this gap she opened a daycare in her community. Cecilia's daycare is different; it is filled with vibrant learning materials and toys. She however says that she is yet to be profitable and would like us to pray that she will get more children and to attend to.

Cornelia Mtanda

Cornelia Mtanda, a talented hairdresser located in Mathare slums joined our program after hearing about it from one of our alumni. As a way of impacting her society, she started an initiative where she trains young girls from the slums on hairdressing. She now has two employees whose lives have changed as a result of the opportunity given to them.

Jackline Kaisha

Jackline, a mother of three, is an employee of Cornelia. They work together in the salon. She joined the program together with her boss and they remind each other of the lessons learnt and how best to apply them in their business. She testifies of great spiritual growth; she now reads her Bible more and prays with her family.



WOMEN'S FOUNDATION

Mary Ndinda

Mary joined our program in July this year with the specific intention of improving her business skills. She sells onions (walks around with them) in her neighborhood and also collects plastic bottles which sells to recyclers, showcasing her commitment to environmental sustainability. While she is not running her business, she volunteers as a Community Health Volunteer; she identifies the most vulnerable in her community and connects them to institutions that may offer them help. Dorothy, her woman leader (trainer) is very proud of her. She says " Mary is always early to class, very active and engaged during training."

Nusula Nambia

Nusula, a determined member of our program from Mathare slums, has embarked on a remarkable journey as an electronics entrepreneur. After a partnership disagreement, she courageously set out to establish her own business. The fallout was recent but she has already reserved a shop to rent. By the end of October, her shop will be fully stocked. Her prayer is that she will be able to break even soon and that God will show her favor in her new venture as a sole owner.

Lucy Nduta

Lucy Nduta, a mother of four, was a home-based and mobile hairdresser. Through the Rose Program in the Gachui community, she discovered the "5 P's of Marketing" and decided to expand her business. She took a loan, bought quality hairdressing products, and opened the "Black Braiders Salon" in Dagoretti. Lucy's journey taught her that loans can fuel business growth and instill discipline. She's now a confident business owner, showing others that it's possible to succeed after a fall. After 3 months in the program, her income has gone up by 63.2%.

Grace Nduta

Grace, a mother and grandmother in her fifth decade, learned about the Rose Program through church announcements and positive feedback from alumni. After retiring, she started a cereal business, constantly increasing her stock each month, believing her profit was in unsold goods. Upon joining Rose and learning bookkeeping, she discovered the truth that her business was operating at a loss. She decided to close it and venture into chicken and pig farming using the knowledge of the 5 P's of Marketing. With proper pricing and timing, she aims to make good sales in December during the festivities. Her heart's desire is that her investment in poultry and pig rearing will bear fruit.



WOMEN'S FOUNDATION

Mary Taabu

Mary, a tailor from Ruaraka, joined us with a desire to grow her business. Upon learning the 5Ps of marketing, she began creating garments in seasons and for local events, meeting the community's needs. Her small workshop turned into a hub of creativity. She now has 2 interns who she is helping refine their skills. Her ultimate dream is to open a tailoring school, to empower young tailors in Mathare.

Anne Bunoro

Anne, a dedicated salonist from the Ruaraka community, has had significant growth after joining our program. Her greatest takeaway so far is Bookkeeping. She now manages her salon efficiently and has hired one person to help her serve her clients better. Anne also uses platforms like Facebook and WhatsApp to showcase her work which has increased her number of clients. So far, she had made an income growth of 35.4%. Her journey shows commitment, adaptation, and innovation.

Christine Mudeshi

Christine, a determined and resilient woman from Ruaraka Community, was selling handmade bags and ornaments door-to-door to make ends meet. In September, God helped her get a space in one of the malls and she is hopeful that after a while, she will gain clients and earn a decent income.

Roselyne Auma

Roselyne, an entrepreneur in the Mathare slums is a mother of three. Her business was struggling before joining the Rose program, but she now testifies that things are getting better. Her income growth is now at 25.7%.

Guided by a calling from God, Roselyne makes uniforms for children at her church. She is also able to save \$40 monthly for her future projects.