

BUILDING A BRIGHT FUTURE FOR STUDENTS IN KENYA



JEUNESSE KIDS FUNDS THE WE COLLEGE SCHOOL OF BUSINESS & ENTREPRENEURSHIP

Jeunesse Kids™ partnered with WE Charity to develop the fully accredited WE College School of Business & Entrepreneurship in Kenya to offer higher education to rural students who otherwise would not have the opportunity to attend college.

This \$1 million USD project was fully funded by Jeunesse Distributors around the world and includes:

- Construction and complete outfitting of the building, student lounge, dormitory and library
- Land development, property maintenance and landscaping
- Recruiting and training staff, government registration and regulatory inspections, insurance, and licensing
- Ongoing involvement and mentorship from the Jeunesse Founders, executives and Distributors

Construction was completed in 2021 and the inaugural class of 20 students began their life-changing journey in January 2022.

All students, who met admissions and program criteria, attend on a scholarship basis and will earn a Diploma in Entrepreneurship upon completion of the three-year degree program. The students will be encouraged to start a small business while in college and will present a complete business plan as their final year project.

The School of Business & Entrepreneurship was curated to ensure that graduates can pursue meaningful work at home, rather than leave for Nairobi or another city to find work. Through this program, students will be empowered with the tools and skills they need to become leaders and entrepreneurs who help to lift marginalized communities out of poverty by stimulating jobs, increasing wages, improving local economic growth and addressing problems in their communities.



WE College is an accredited post-secondary institution in Narok County, Kenya, offering top-tier, interactive programs. Students come from across the country, but many are from rural villages surrounding the campus and were the first in their families to receive a formal education. In regions that are typically recipients of aid, WE College graduates will be equipped to lead their own change.



The Need ...

Equipping rural Kenyans with the knowledge, skills, and tools necessary to start, operate and expand their business is a key tactic to long-term poverty alleviation, and the need is profound.

- 16.3% of the population in Narok County works in a family business with 45.5% of those being agricultural.
- These families will remain entrenched in the cycle of poverty without access to the skills and tools brought by higher education.
- Computer literacy isn't taught in primary school and is still rare in rural secondary schools. This reinforces the limited workforce available to local businesses and safari camps.
- Access to jobs training is limited.
- There are no post-secondary institutions in the area offering scholarships to all incoming students, enabling them to focus all their energy into their studies.

The Impact ...



Attaining a college degree is life changing, particularly for young women who would otherwise be subject to early marriage, forgoing their dreams for a lifetime of limited opportunities.

Students who complete the degree program become entrepreneurs who not only change their own circumstances but help to lift their communities out of poverty by starting businesses in their communities, providing jobs, increasing wages, improving local economic growth, and addressing societal issues, all of which provide a lasting impact.

The School of Business & Entrepreneurship will act as a lifeline to impoverished students and communities for decades into the future.

Meet the Inaugural Class of Students

The initial class of 20 students who began their life-changing journey in January 2022 is a diverse group of young women and men from rural Kenya who have overcome many obstacles in their young lives and who otherwise would not have been able to realize their dream of obtaining a college education.

Most are from Narok County — a rural region in Kenya, west of Nairobi — and come from large families, whom they help to support.

- Many were raised by a single parent and are the first in their family to attend college.
- Several students had given up their dream of a college education so that the family could afford to send younger siblings to primary and secondary school.
- Two students were orphaned at a young age.
- One student trekked 200 km (approximately 125 miles) to interview for the scholarship. His village provided enough money for bus fare to get him halfway there. He then walked the remaining 62 miles to the interview.

These students recognize the impact made by a college degree and are incredibly grateful for the opportunity. It is truly life changing, especially for young women who otherwise would be subject to early marriage and the door closing on opportunities to pursue their dreams.



"I want to be part of a community that thinks of opportunities and problem-solving. I'm ready to learn and grow myself. And, of course, be the voice of change in my community. I'm more than grateful to be here and wish to be nothing but the best. I know my future can be bright only if I put in the time and hard work."

— **Ruth Cheroni**



"This opportunity to take this course is going to be a game-changer for me. The skills are going to mold me to be a business owner and entrepreneur. I obviously can't wait to be in class again. I'm delighted to be in college and to be able to break my family paradigm of early marriage."

— **Mercy Chepkorir**



"In the next five years, my vision is to own a business and provide employment to youth from this community. I will be able to support my family, especially my siblings, in minor basic needs. I feel excited about the prospects of being a role model to them. It is a dream come true. Asante!"

— **Vincent Ruttoh**

How Jeunesse Executives and Distributors are Making a Difference

Jeunesse executives and Distributors are taking their time to connect with the students at the WE College School of Business & Entrepreneurship through the Entrepreneurs in Action Speaker Series. The virtual series is produced by the Jeunesse events staff and features Jeunesse Founders, corporate executives and Distributors who share their wisdom, provide practical advice and help answer the young entrepreneurs' questions. The Jeunesse events staff and all speakers volunteer their time and are making a difference in the lives of the students.

View one of the dynamic and interactive sessions [here](#).