2020

A YEAR OF RESILIENCE

ANNUAL REPORT
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Introducing Clean Start
Introducing Clean Start

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 Clean Start addresses:

1. No Poverty
2. Gender Equality
3. Reduced Inequalities
4. Peace, Justice and Strong Institutions
Dear Friends, Funders and Partners of Clean Start,

If we have learned one thing from 2020 – it is this: when imprisoned and formerly imprisoned women, are given a platform to voice the injustices affecting them and their children, when they are empowered by building their confidence and support towards decent means of livelihood and can influence and innovate ways of addressing their challenges, they not only move their households forward but their communities and the society. They build back, better and stronger.

After a year that has brought the world to its knees, we are emboldened by the resilience of imprisoned, formerly imprisoned women and our team at Clean Start, rising, to achieve our objectives despite the changing circumstances.

2020 has made it clear what we at Clean Start have always known – those closest to the problem are closest to the solutions, but furthest from the resources.

When the crises from the global pandemic hit, combined by the hardships of being impacted by the criminal justice system, together, we responded, adapted and led to achieve and own our solutions. We did not do it FOR them, we did it WITH them.

The lessons we carried with us from the tough experiences of imprisonment and injustice, continue to enable us approach challenges with complex and creative solutions to overcome the obstacles.

In every crisis, there is an opportunity. When the first Coronavirus case was announced in Kenya, in mid-March, we had just finalized the process of formulating our three-year strategic plan.

Despite the global pandemic, which necessitated the closure of entry into the prisons to offer our interventions, the continuity flowed so well as we were able to achieve the much-needed consolidation of our activities on the outside that would guide our theory of change with those released from the correctional institutions.
The pandemic offered us time to focus on the formerly imprisoned women and girls, whom we had invested in, while they were serving their time in correctional institutions around the country. We created the much-needed pathways of transition and successful reintegration back into society, by bridging the gap between imprisonment and release back into society which has never been done in Kenya in a structured manner.

It is time for all key stakeholders, the criminal justice system actors, the duty bearers, business leaders, the corporate sector, families and society at large to collaboratively do everything possible to end the unnecessary imprisonment of women and restore the dignity and hope for the formerly imprisoned, to rebuild communities, to collaboratively provide decent means of livelihoods and to reimagine what “justice” truly means.

As we reviewed our first year of our 2020 - 2023 Strategic Plan, we remain committed to our grand vision of “Re-imagining futures and Reclaiming destinies”.

Executive Summary

The year 2020 was one of great resilience in the face of adversity in coping with COVID-19 pandemic for the Clean Start team, beneficiaries, partners and supporters.

We saw transitions and setting up the groundwork for key structures for our programming – Ufunuo with Circles of Healing, Biashara in Tables of Support and Case management approaches in the Children and Girls’ teams.

Significant milestones were seen in the pre-testing of our life skills programs to feed into the income generation activities for the year ahead. Service with compassion was a revolving theme, as the team members visited and provided critical food and hygiene items for the 200 households run by formerly imprisoned women.

Clean Start is committed to deploying innovative, effective and sustainable approaches in building the agency and livelihoods support systems for women, girls and children impacted by the criminal justice system.

One of the ways of scaling our impact was through the partnerships that we established to serve our beneficiaries within their communities. We thank all who made this possible.

We also invested in building the capacity of our internal staff for knowledge and transfer of skills to them women, girls and children that we work with.

The year ahead promises to be one of growth and scale with key lessons from our year.

We look forward to sharing our journey with you, as you stand in solidarity with us, in restoring dignity and providing reintegration programs for women, children and girls impacted by the system.
Deep-Dive: COVID-19
DEEP DIVE: COVID 19
WE STOOD BY THEM

When Kenya recorded its first case of Covid-19 on 13th March 2020, the measures taken to contain the virus had a direct impact on Kenyans and our beneficiaries. They included inter-county lockdowns, national dawn to dusk curfew, suspension of public gatherings, closure of schools. These measures while necessary crippled many of the women in prison as well as those who had been released. The curfew meant that there were less hours to earn income, the closure of workplaces translated to less money circulating in the economy thus few people could buy from these women.

Closure of schools also meant that FIWs had to choose between being caregivers, paying for caregivers or running businesses. For the women in prison, visits to the institutions were stopped and this resulted in no access to their loved ones or even basic sanitation items that are usually brought by their friends or family.

The bitter sweet impact on our ecosystem from the COVID-19 pandemic is that while on one hand it has brought to the forefront the urgent need to decongest the prisons, the releases have also brought to light the glaring challenges of reintegration back into a society with no jobs, no housing, no community.

To this end, Clean Start stepped in the gap by mobilizing support from partners and well-wishers and delivering them to the women and girls in the prisons and juvenile institutions as well as formerly imprisoned women. Through our partnership with Bethel Network we received essentials which were delivered to Dagoretti Girls rehabilitation Centre. This included, lesos, Sanitary pads, soap and t-shirts.
Nyeri Prison received airtime worth KShs. 1000 for inmates to call their loved ones during these tough times which helped reduce anxiety. The prison also received some diapers for the children who accompany their mothers in prison.

Langata Women on the other hand received diapers and some goodies for children who accompany their mothers to prison. They also received two hand washing stations, liquid soap and a sink.
We identified more needs that we will be offered in the future to Machakos, Murang’a and Thika. We plan to distribute diapers for children who accompany their mothers to prison in these prisons.

The FEM ACT Church supported 5 women within Kawangware with dry foodstuff (Green grams, 1Kg sugar, 1 litre of cooking oil, 4 Kgs of maize flour, 2 Kgs of rice, 1 Kg porridge flour).

Masks Donation
Through a partner we got masks which were given to two FIWs to sell. They both received 50 masks worth KShs. 1500 to sell.

We received clothes donated by Kingdom Business Solutions to support FIW. The women have been picking these clothes from the office.
Donations to Machakos Women’s Prison

On 22nd June Clean Start team made a visit to Machakos county. We were well received by the Officer in Charge of the institution and had a virtual meeting with 23 imprisoned women (IW) who were also having their virtual court sessions.

We also delivered to them:
• 2 handwashing stations
• 2 packs of pampers
• 2 hula-hoops,
• 2 packets of knitting wool,
• 6 packets of modelling clay,
• 10 exercise books,
• A box of assorted crayons
• Kidogo home daily routine guide
• 8 puzzles.
Clean start received 200 food boxes in mid-May from Manu Chandaria Foundation and KEPSA. The boxes were to be distributed to the formerly incarcerated women in Nairobi Region. We managed to expand this exercise to women in Thika, Nyeri and Machakos.

Food Distribution: Food Packs

600 food fund kitty
This is a program that ensured our women (FIW) had food during the COVID 19 lockdown period. This exercise started in the month of April where FIWs received support from the 600 Food Fund Kitty, that was fundraised by Clean Start. The women had the privilege of shopping from supermarkets near their homes and payment done via mobile money transfer. (Lipa na Mpesa)

We supported 39 women within Nairobi Region and 13 women outside of Nairobi (i.e. Kisii, Isiolo, Kakamega, Vihiga, Muranga and Ugenya)

Received Food Items
Clean Start through a well-wisher received food items worth KShs. 22,000 to assist needy FIW. These items consisted of 3 bales of maize floor, 20 pieces of 2 litres of cooking oil, 20 packets of 1kg sugar, 20 packets of 1kg rice, 20kg of green grams. This support went to 20 women.
We managed to do two visits in Joska and Machakos respectively to meet with the FIW to get to know how they are doing. In Joska, Teresa Njoroge, Jane Ouma, Cyprine Omollo and Sarah Nasimiyu met Caroline Oduka, Gloria Namango and Sarah Martha at their residence to offer sisterhood support. They received some food packs courtesy of Clean Start.

We also visited Caroline Wanjiku Ng’ang’a in Thika. Caroline was released in April from Thika Women Prison, has a nine-month-old son and was being housed by another FIW from Thika Women Prison. We managed to get a mattress, food items, cups and clothes donated by a well-wisher to enable Caro start rebuilding her life.
Clean Start received two women at the gate Salome and Caroline who were released. The women received dignity packs and food items when they left prison.
Case Study 1: Fatia Jasho

Fatia lives in Ngong and runs a hotel at the Catholic University in Nairobi Kenya. She is a long-time member who has been around from the inception of Clean Start. She was one of the beneficiaries of the Clean Start’s fund to start a business. When the pandemic hit, the hotel/restaurant business was one of the biggest losers.

With college students and teachers making up the largest part of her customer base, Fatia lost out since all learning institutions were closed for close to a year.

She describes the worst days as those times when she couldn’t afford her children’s tuition and they were unable to attend school.

With learning institutions now opened, business is slowly picking up. Feeling confident and equipped with the knowledge from the Super-circles training, she realized that hard work alone isn’t the solution. She knew that letting go of fear was critical to lifting herself out of poverty. With this positive mindset and Super Circles training, her very first attempt as an entrepreneur is a success despite the pandemic.

Fatia is also in the pacesetters group, she is one of the Formerly Imprisoned women who coach and mentor the other women coming from the prisons and the ones who are in the business.
Case Study 2: Jane Njuguna

Jane Njuguna was sentenced for 7 years at Langata Women Prison. While in prison she underwent several trainings, upon completion of her sentence she was received at the gate by Clean Start, and continues to journey with us post imprisonment. Jane’s business journey has been one success story despite the Covid 19 pandemic, she has been able to venture into several businesses and juggling in between them to make it work for her, she is one of the beneficiaries of Clean Start economic empowerment, she is always ready to take risks when it comes to business and is a role model to others. She has family support but needs a lot of psycho-social support to bring out her full potential.

Jane is linked to the Kawangware chapter where she has benefited so much from other group members sharing their business ideas and where to source for products cheaply, she has always taken advantage of this and most of the recent businesses she does were out of the group sharing, she also relates well with group members.
Clean Start in 2020
Circles of Healing

The Transition Team was able to establish seven Circles of Healing on the outside for the formerly imprisoned women (FIW).

The Circles of Healing comprises of FIWs on our database who are spread out within Nairobi, Nyeri, Thika, Machakos and Muranga. Circles of Healing are peer led healing spaces that offer psycho-social support and to build resilience for formerly imprisoned women, to allow for healing they experienced during imprisonment. The Circles of Healing offered safe spaces for women to share their stories without fear or shame.

Clean Start also developed the Ufunuo Program for our Circles of Healing.

Ufunuo is a Swahili term for unveiling. The Ufunuo Program is a self-awareness and self-discovery program that is tailor made to assist the Imprisoned and FIWs heal from their traumatic experiences, gain confidence and become resilient women who are ready to face the world post imprisonment.

The program has been designed to assist the woman know her true self, her emotions, her deep- rooted pains and deal with them in order to live her life free and fulfill her purpose. We also ensure that she has drawn up her life vision and is ready to break forth and shine in her chosen path.

Tables of Support

We also established the Tables of Support for the women in the various circles. The Tables of Support is an economic empowerment program for the women so that they can have some form of income generating activities that will enable them feed and support their families.

Challenges faced by the women in the Tables of Support and the Circles of Healing:

- Most women are not familiar with online platforms such as Zoom and therefore are not able to connect virtually.
- Most of our women do not have smartphones making it difficult to have virtual meetings.
Program Delivery

The program is delivered using the 'Circle' concept with 12 women per circle. The women are placed in Circles of Healing.

The Ufunuo Program is a 4-week program, with 3 sessions in a week, one of which is a 1:1 session with the women. We use the coaching technique during the 1:1 session.

The topics covered in the program are:

- **Self-knowledge**
- **Emotions**
- **My Story**
- **Broken relationships**
- **Forgiveness**
- **Vision and Goal setting**
- **Breaking Forth**

By the end of the program the woman should be able to: Be re-connected and reconciled with herself, family and community through self-determination and established resilience and coping pathways.

Impact

80% of formerly imprisoned women depend directly on their small businesses to support their families.

Clean Start now has ongoing Circles of Healing, Tables of Support, and the Coalition of Formerly Imprisoned Women (COFIW) to absorb women and girls leaving correctional institutions, thereby reducing the rates of recidivism.

In 2020, Clean Start had 9 Circles of Healing for FIWs. The circles provided safe peer-led spaces for 126 women and 24 other (150) women in the different parts of the country to achieve self-reconciliation, psycho-social, and trauma healing. We facilitated 100 women with life skills, start-up capital and linkage to business and employment opportunities. These have provided women with access to economic opportunities. Every woman has been supported with a minimum of $150 as small start-up support.
<table>
<thead>
<tr>
<th>PROJECTS</th>
<th>DETAILS</th>
<th>OUTCOME</th>
</tr>
</thead>
</table>
| Circles Of Healing | Formerly Imprisoned women to have sustainable coping pathways, be resilient, self-motivated, manage stress, and have good relationships with family and friends. | • Improved self-awareness and the need to reconcile with children/family members.  
• FIW are more aware of their issues and are able to open up in these spaces.  
• The women have owned the process as they encourage each other to rebuild their lives. |
| Tables of Support | Formerly Imprisoned Women have access to economic opportunities and external financing to small businesses for sustainable livelihoods | • FIW has increased knowledge in saving (as little as 10 shillings).  
• 40% of FIW who do not have a source of income, are actively taking the initiative to start small businesses.  
• There is improved self-financial determination. |
| Responsive Care program (Children accompanying their mothers to prison) | Interventions in the early years for positive outcomes in the later years | • The officers incorporating play, singing, dancing, and conversation with these children; which contribute to a child's holistic development and promote responsive caregiving.  
• The officers sharing best practices and learning from each others' context. |

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<th>PROJECTS</th>
<th>DETAILS</th>
<th>OUTCOME</th>
</tr>
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</table>
| Girls education project | Better performance in academics and interpersonal skills.               | • Improved self-esteem among the girls.  
• Increased confidence in the girls.  
• 8 of the girls are more focused on their studies (changed mentality even towards other subjects) and life.  
• Girls are responsible and have control over their actions even when with their peers. |

Demographics reached and outcomes by 2020

- Formerly Imprisoned women: 4,000
- Women in prison: 2,000
- Prison Officers: 1,000
- Children of imprisoned mothers impacted: 3,000
In 2020, the Covid-19 pandemic offered Clean Start time to focus on the formerly imprisoned women, children, and girls. In the face of the global pandemic, which demanded the closure of entry into the prisons to offer our interventions, we were able to progress well and achieved much of our activities on the outside that would guide the work we will do with the ones still serving time in prison.

Clean Start’s work begun inside prisons, with friends and partners, our out-reach programs provided 3500 Incarcerated women with emotional care, mentorship programs, dignity parks, Covid-19 complementary hygiene packages, and skills training. So far, Clean Start has facilitated close to 500 Formerly Incarcerated women with life skills training, linkage to job & business opportunities, foodstuffs, and Covid-19 hygiene packages during the pandemic.

Through Clean Start friends and partners, we provided consumables such as diapers, food supplements, baby clothes, and beddings to 605 children living with their mothers in prison to ensure the children are well taken care of.

Close to 450 prison officers were trained with skills and concepts to change mindsets and practices which uphold the dignity of the women and children within the criminal justice system.

**Linking Formerly Imprisoned Women to Economic Opportunities - Super-Circles**

Two cohorts of ten women in the Clean Start Circles of Healing were privileged to be a part of a 15-week training with Kayana’s Super Circles. The Super Circles provided information and tools necessary to start a business and build skills for those who have recently started their business, to help in overcoming the challenges in the way of the vision of the entrepreneur. The training comprised of storytelling for business, branding, making wealth and shaping attitudes towards wealth, Kenyan tax environment, and the legal framework surrounding the business tax in Kenya.
Research

Clean Start was part of a joint research initiative in 10 countries alongside Birkbeck University of London and the Institute of Crime & Justice Policy Research (ICPR).

In the report, it is evident how life in custody changed as a result of the global health emergency, drawn from over 80 interviews with prisoners and ex-prisoners and their loved ones which Clean Start was part of during the pandemic.

The report goes ahead to illustrate that from early March 2020, prisons across the world quickly locked down their doors to visitors. Prisoners were abruptly deprived of family and social contact, legal advice, visits from volunteer and monitoring bodies, and other sources of support. Rehabilitation, work, education, and other routine activities largely ceased. Prisoners spent long periods locked up with little or no social contact. The research highly recommended that as countries emerge from lockdown, governments should bring a new focus to tackling the many complex, intertwined drivers of over-incarceration.

At a criminal justice system level, there will be scope in most jurisdictions to reform pre-trial and sentencing frameworks; but these reforms will be of limited value without a deeper commitment to eradicating structural inequality.

Read more about the research here
Research
THE DISPARITIES IN ACCESS TO JUSTICE

While we have some data on this matter, from our constituents in prisons and those rebuilding their lives post imprisonment, we would like to achieve the following in this research project;

1. A better understanding of the process for access and administration of justice as it relates to women and petty offences.

2. What is the mandate (opportunities) of the state to ensure that a woman does not end up in prison?

3. Why does a woman who has committed a petty offense end up in prison and what is the impact of this imprisonment?

This research will support Clean Start to build a strong advocacy strategy that will involve our constituents to hold the government to account, increase accountability of local authorities and uphold the citizen’s human rights and dignity.

- Decriminalization
- Declassification process and public participation
- Why do women who have ‘committed’ these petty offenses end up in prison?
- What are the options/alternatives to imprisonment?
- What are the barriers to access and administration of justice for women who have committed petty offenses?
- Impact of imprisonment of the women on: Their relations: the women, their children, their spouse, Family, within the prison, in the community
- Structural/systemic issues e.g. certificate of good conduct acquisition
- How can the issues identified be changed? How does the Coalition of Formerly Imprisoned Women (COFIW) DISRUPT the system?

**Funded by the Ford Foundation, the research will shed more light on key advocacy areas including:**
- Why do women “commit” petty offenses?
- Are these offenses or is it ‘criminalized’ poverty, what are these offenses?
Our Community
Our Community Financial overview

Principal Activities

Clean Start principal activities are defined under the core strategic objectives of dignified re-entry, contribution towards systemic change and institutional development:

1. **Dignified Re-entry**: In order to restore dignity, hope and facilitate successful reintegration; Clean Start provides necessary services to women in prison, those leaving prison and those already out of prison. This is done through the organization’s programs: Circles of Healing, Halfway Programming and Tables of Support. CS also develops partnerships to provide opportunities for women and girls post-prison to re-enter into society post release.

2. **Contribute to the systemic change in the criminal justice system through communication and advocacy and spearheading policy reform in the criminal justice system that is responsive to the issues of women and their children.**

3. **Children**: Clean Start safeguards the holistic well-being of children living in prison with their mothers through responsive care and also advocates for their rights.

4. **Institutional Development**: Build an organization with strong and distinct governance and management structures with diverse resource base through internal resourcing and capacity building.

Composition of expenditures in 2020

![Composition of expenditures in 2020](image)
## Expenditures 2020

<table>
<thead>
<tr>
<th>Project Activity</th>
<th>Amount (Kshs.)</th>
<th>%age cost</th>
</tr>
</thead>
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<tr>
<td>Objective 1: Dignified Re-entry</td>
<td>8,100,691.00</td>
<td>38.63%</td>
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<tr>
<td>Objective 2: Contributions to Systemic change</td>
<td>4,823,450.00</td>
<td>23.00%</td>
</tr>
<tr>
<td>Objective 3: Institutional Development</td>
<td>3,876,310.00</td>
<td>18.48%</td>
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<tr>
<td>Administrative costs</td>
<td>3,878,403.00</td>
<td>18.49%</td>
</tr>
<tr>
<td>Other operating costs</td>
<td>292,060.00</td>
<td>1.39%</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td><strong>20,970,914.00</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*NB: Employment costs have been incorporated accordingly into the different programs*

*Source: Audited accounts 2020*

## Our partners

The fundraising and partnership department at Clean Start continues to manage and spearhead 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:

1. Engage Donors and Development partners
2. Fundraising and proposal writing
3. Management of high value fundraising projects
4. International partnership development (IPD) and mobilization of strategic resources to support Clean Start programmes.
5. 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 2020 we partnered and collaborated with 10 organizations as listed below:

1. **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.

   We partnered in advocacy through sharing our newsletter on some of our advocacy efforts.

2. **Mommy and Me Ministries**

   We partnered with Mommy and Me Ministries to provide childcare items in prisons during the Covid-19 pandemic.

3. **Walter Leitner International Human Rights Clinic at Fordham Law School in New York City (“Leitner Clinic”) + The Law Clinic at Strathmore Law Clinic**

   We carried out joint research on Girls in the Juvenile Justice System in Kenya.

4. **Research project in partnership with Birkbeck-“Through the Walls: Prison-Community connections at a time of Pandemic and beyond”**

   This research with The Institute for Crime & Justice Policy Research (ICPR) at Birkbeck, University of London has kicked off. The research seeks to establish how prisoners contact with family members and others in the outside world has been affected by the COVID 19 Pandemic.
We are working together to intervene for children accompanying their mothers to prison through advocacy and research.

Partnered to support the economic empowerment of the women we work with through provision of seed capital.

Supported us to set up the first Half Way House for women exiting prison. To support a safe landing and successful re-integration of the women we work with, we are collaborating with a New Way of Life to set up a safe house for the women exiting prison.

Partnered to distribute sanitizers to prisons.

During the 10th anniversary of Bangkok Rules in December 2020, Cyrus R. Vance Centre for International Justice featured Clean Start’s Circles of healing (COH) in and out of prison that provide peer led spaces for women to achieve trauma healing and reconciliation within self, family and with the society.
Partnered to offer education scholarships to girls in the juvenile justice systems.
How you can help

- Advocacy
- Influencers
- Radical Collaboration
- Sponsorship
- Women capacity building
- Team capacity building

How professional associations can help

- Counselling and psycho-social support of women and their families
- Legal aid
- Apprenticeships / mentorships
- Sponsor a girl/child
- Team capacity building

How corporates can help

- Sponsor events: Conferences, expo, training programs
- Donate: laptops, foodstuffs, dignity packs for women, girls and children
- Provide financial training and mentorship for women
- Sponsor the building of Clean Start Center
- Sponsor a child/girl
- Team capacity building
Support a woman in the circle of healing KSH 12,000
Support a child living in prison with the mother at KSH 1,200 for three months
Support a girl through school at Ksh 25,000 per year
M-Pesa Paybill - Business No. 53268 A/C No: Put Your Name / Cause you are supporting i.e Children or women
Paypal: cleanstartkenya@gmail.com

Bank Account Details
Bank Name: ABSA | Branch: Karen
Kshs. A/C Number - 2037885455
GBP A/C Number - 2040015399
USD Account Number - 2041690421
GET INTOUCH

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