



HOME STREET HOME

STRATEGIC PLAN 1/2023 - 12/2024



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VISION

**The world where all children
have equal opportunities.**

MISSION

**To fight for needy children
and advocate for their rights.**

VALUES

**CARING
RESPECT
HONESTY
DIVERSITY**

EXECUTIVE SUMMARY

Home Street Home (HSH) is a non-profit organization located in Makongeni village, Kwale County, Kenya. It was founded in 2014 and registered in Finland (2014), in Kenya (2015) and in Switzerland (2020). The organization runs projects in the area of Kwale County with the main aim to empower and support youth, children, and families in distress

The main project of the organization is HSH Center. HSH Center is located in Makongeni village and it's the heart of the organization. HSH Center includes training center for girls, playgroup for 3-year-old children, health clinic, library and soon to be opened, day care for children with special needs. In addition, Home Street Home organizes trainings and workshops, runs porridge program in local kindergartens and aims to support the local community through its other projects and activities.

Home Street Home's new strategic plan will help us achieve even greater results as we work with our partners. Our aim of the strategic period is to focus on sustainability and moving a way from programs that are increasing dependency syndrome among the families and clients in our programs. We want to search better ways to support the development and base our actions in to evidence.

Let's make the next two years even greater, reach greater impact and play our part to support the implementation of the global UN's sustainable development goals.

TARGETS AND STRATEGIES

Home Street Home's organization's targets and working strategies are meant to support, guide, and assist the team on its work and tasks. These targets are meant to stand as a base for all the project, programs, and activities of Home Street Home.



Kalevala

training center

TARGET 1

ALL CHILDREN RECEIVING GOOD QUALITY EDUCATION

STRATEGY A: Focusing on the neediest ones of the society. The ones who are most likely to drop out from school, or who most likely have difficulties to join school.

STRATEGY B: Supporting and collaborating with schools by providing essential materials and resources.

STRATEGY C: Organizing extra learning opportunities for children and youths by arranging classes, courses, and trainings, maintaining library services, and providing early childhood education for children.

TARGET 2

ALL CHILDREN WITH SPECIAL NEEDS LIVE A LIFE WITH DIGNITY

STRATEGY A: Focusing on the wellbeing of the children with special needs.

STRATEGY B: Providing early childhood care and essential services such as physiotherapy, occupational therapy, and communication therapy.

STRATEGY C: Educating parents, guardians, and community members about different disabilities and a life with special needs. Advocating against discrimination and harassment in context of disabilities and special needs.



TARGET 3

ALL CHILDREN RECEIVING EQUAL OPPORTUNITIES

STRATEGY A: Focusing on the challenges effecting the girl-child.

STRATEGY B: Advocating the rights and supporting the well-being of the vulnerable ones of the society.

STRATEGY C: Educating and empowering local youths, parents, and community members to act and advocate to ensure well-being of the children.



TARGET 4

ALL CHILDREN BEING ABLE TO ACCESS HEALTH CARE SERVICES.

- STRATEGY A:** Providing outpatient health services and general health guidance in the community.
- STRATEGY B:** Supporting medical costs in acute or emergency cases arising in the families.
- STRATEGY C:** Providing health education and awareness for parents, youths, and community members.



TARGET 5

TO BE ETHICAL, RESPONSIBLE, AND TRANSPARENT ORGANIZATION.

STRATEGY A: Recording, documenting, and reporting in an honest, transparent, and responsible way to our shareholders, authorities, and supporters.

STRATEGY B: Practising ethical decision-making and respecting values, and traditions of the working geographical area.

STRATEGY C: Respecting the environment, acting sustainably, and minimalizing environmental harm in every project, program, and activity.

STRATEGY D: Following and highly respecting the laws, rules, and norms of the country.



KEY ACTIONS:

HSH CENTER

Home Street Home's heart is in its activity center, in HSH Center. HSH Center is located in Makongeni village, in south coast of Kenya. The aim of the project is to educate, protect, train, empower and support vulnerable children, youths, and young women.

HSH Center includes multiple services: training center, day care for children with disabilities, playgroup, health clinic and library services.

HSH Center's current status and future targets made on December 2022

HOME STREET HOME HSH CENTER

Running

Under Construction

Future opportunities

HSH Health Clinic

Kalevala Training Center

HSH Daycare Center

HSH Children's Playgroup

HSH Library & Study Room

Open Hall

Clinic Extension

Alumnae Meetings

Playground for disabled

Playground

After School Program

Workshops

Health Outreaches

Workshop & Product sell

Toilet

PP1 & PP2

Holiday program

Graduation Ceremonies

Haki Kit

Toilet

Toilet

More Workshops

Hospital & maternity wing

KTC Office

Anni's Kitchen

HSH Office



KALEVALA TRAINING CENTER

Kalevala Training Center provides training for girls and young women. The aim is to focus especially on those girls, who are in the weakest position of the community. The aim of the project is to support their education and provide a possibility for the continuation of their school paths.

The target groups of the project are especially teenage mothers, youth of poor families, school dropouts, and other girls who are lacking education, between the ages of 16 and 25. Girls who have completed primary or those, who have never participated in education, are welcome to join the courses.

The training center includes computer class, salon & hairdressing class, and tailoring & dressmaking class. All the courses are free and in the end of the course, students will be given certificate.

HSH DAY CARE CENTER

HSH Day Care Center will provide service for children with special abilities. HSH Day Care will be safe place where children with special needs can learn new skills, be active and get professional support with physiotherapy, occupational therapy, and speech therapy. Through this project, the parents of these children, can have chance to work normally and do their daily routines, while the child is in safe place. The day care center will also provide awareness to the community about special abilities and special needs of children.

HSH HEALTH CLINIC

HSH Health Clinic was opened in April 2020. The aim of the project is to provide high quality outpatient services for the most vulnerable families in Makongeni village and nearby areas. HSH Health Clinic is targeting especially the ones who are living in extreme poverty and are most often not accessing public health care services.





HSH CHILDREN'S PLAYGROUP

HSH Children's Playgroup is targeted to 3-year-old children, who are supposed to join kindergarten in the following school year. The aim of the program is to provide high-quality early childhood education and support to children. In our playgroup, children are learning language skills, numbers, and teamwork skills. They are learning how to follow orders, how to play together and how to color, paint and connect dots. They are singing, dancing, playing, and doing arts and crafts. The program runs every day from morning up to midday. During break-time, the kids are getting cup of porridge and enjoying fresh air outside.

HSH LIBRARY & STUDY ROOM

The idea of Home Street Home's library & study room program is to offer all children the possibility to use schoolbooks and materials outside teaching hours. In HSH Center has fully furnished classroom with revision books, course books and novels. There are also special materials like geometrical sets, games, and exercise books there for students to use.

In addition, the study room is used as venue to different trainings, workshops and events, such as maternity workshops, sexual education classes, first aid trainings or entrepreneurship workshops.

**KEY ACTIONS:
OTHER PROJECTS AND
PROGRAMS**

OTHER PROJECTS, PROGRAMS AND ACTIVITIES

HSH TRUST

Home Street Home aims to promote education in the community by offering sponsorship for needy children and youths. HSH Trust program supports the child in her/his schooling and other potential personal needs.

To run HSH Trust, the organization created concept of Trust Day. The idea of the Trust Day is to invite all the children and their parents and guardians together. Trust Days are a chance to share information, empower, collect data, and share materials to all our HSH Trust families at the same time.

HSH FEEDING PROGRAM

The aim of the HSH Feeding Program is to support the learning of pre-primary schoolers in the local schools, by offering free breakfast porridge. HSH Feeding Program was officially started in January 2016. Since then, HSH has shared nutritious porridge every morning-break in Makongeni pre-primary school. In addition, in 2021, the program was extended to Gazi pre-primary school.





TRAININGS AND WORKSHOPS

Home Street Home organizes different workshops and trainings through out the project year. Trainings might vary depending on financial situation, need and interest of the participators.

Some of the most important regular Home Street Home trainings and workshops are maternity workshops (HSH Babyshower), sexual education classes (HSH Girl's & Boys Classes), first aid trainings and entrepreneurship trainings. These trainings can be organized any time of the year.

HSH VOLUNTEERING

Home Street Home's voluntary program allows both international and local volunteers to join the work. Volunteers are important team members who accomplish the practical work on the field. Depending on the number of volunteers, financial situation, professional backgrounds and skills, and the interest of the volunteers, the activities and programs can vary. Volunteers are participating and helping to implement the main activities of the organization as well as volunteer-based programs, such as HSH Family Home.

**HSH Projects & Programs
(made on December 2022)**

Running

Under Construction

Future opportunities

HSH Center	Kalevala Training Center	HSH Health Clinic	HSH Day Care Center	HSH Children's Playgroup	HSH Library & Study Room
HSH Sponsorship	HSH Trust	Other			
HSH Feeding Program	Makongeni	Gazi	Other classes / Schools		
Workshops	HSH Girl's/ boy's Classes	HSH BabyShower	Team Trainings	KTC Alumnae Workshops	others
Self-sustainability	Farming	Chicken House	Big Farming Space		
HSH Volunteer activities	HSH Family Home	others			

PROJECT EVALUATION

Evaluation is an important tool to track the outputs, outcomes, and impact of the projects and programs. By actively evaluating our work, we can explain why programs are succeeding or failing. Along with monitoring, evaluation contributes evidence to improve project planning and decision making.

LEARNING MORE THROUGH PROJECT EVALUATION

Over the past few years, Home Street Home has made important steps to improve the evaluation process and learning, and in turn, the effectiveness of its development programs. For instance, the organization is evaluating health related data which has been collected through HSH Health Clinic, HSH Babyshower and HSH Girl's & Boy's Class programs. Decisions at every level should be supported by evidence, and the HSH team is constantly improving its capacity, skills, and knowledge, as well as collecting and evaluating data, to reach this goal.

In the coming years, Home Street Home will continue to improve the quality and use of evaluation to ensure that resources are used effectively and that development programs are continuously improved by evidence.

IMPACT EVALUATION

By evaluating the outcomes and outputs of each of the projects and programs, the organization can find ways to increase the long-term impact. The organization should actively search new ways, tools, and methods to measure the change and how its projects are contributing to it.

PERFORMANCE EVALUATION

Performance evaluation focuses on the implementation of each of the projects and programs. For instance, how is the project being implemented, how it is perceived and valued, and whether expected results are occurring. Performance evaluation can teach more about how the project resources are used and how it can be improved. The organization should collect data and feedback from the beneficiaries, team members, HSH community representatives, authorities and other important stakeholders.

EVIDENCE-BASED PRACTICES

Evidence-based practice is the idea that project implementation should be based on scientific evidence. Step by step, the organization should move away from assumptions. Home Street Home should actively look for newest research and evidence to base its decisions. This can mean searching research and publications, or implementing its own internal studies, data collections and analyses.

FINANCIAL STRATEGY

Home Street Home is actively working to improve its financial ability and strategies. Financial ability is the base of the organization's actions and projects. Without good and sustainable financial strategy, the organization cannot operate sustainably.

ACTING AHEAD OF DISASTER: PRE-ARRANGING MORE FINANCE

Home Street Home's finance is based on active and continual fundraising. Organization's financial status should be in good balance with the current operations. Team should never proceed further than the financial status allows. It is smart to act ahead of surprising emergencies and disasters and pre-arrange more finance whenever possible.

THE MAIN FUNDRAISING METHODS

EVENTS

HSH charity events have been part of organization's actions since starting the work. Events are great way to keep up our public status and reach out new people. Fundraising events can be for example concerts, dinners, sport events, market days or Kenya themed evening parties.

MEMBER- AND SPONSORSHIP PROGRAMS

Home Street Home member- and sponsorship programs are way to look for long-term supporters. Member-supporters are supporting monthly or annually organization's work. Supporters can be individuals, companies, or groups.

DONATIONS AND GRANTS

Home Street Home should always actively look for grants and donors. Grant applications should be made with care and time.

PRODUCT SELLING

Product selling is simple fundraising method. Handmade jewellerys, bags, baskets, or toys are easy to sell. Products can be made in Kalevala Training Center or bought from local artisans. Products can be sold in events, shops or online through social media or website.

COLLABORATIONS WITH COMPANIES, ORGANIZATIONS, OR GROUPS

Good collaboration can bring positive effect for both parties. HSH should always consider collaborations carefully and choose the right partners to partner with. All collaborations should be planned, executed, and reported well. Responsibilities of each party should be noted down before starting to work together and every change of the plan should always be communicated well. HSH can offer partners for example marketing or social media materials.

APPEALING TO THE PUBLIC

SOCIAL MEDIA

Home Street Home tend to maintain active, diverse, professional, and interesting social media posting. All posts should be well presented with good photos/videos, well written text and planned posting schedule. Social media should never be updated in hurry or with incomplete information. All comments, private messages and shares should be responded carefully, effectively and on time.

MEDIA ATTENTION

All media contacts should be considered well. Media is a great way to get publicity and reach out more people. Still, it is important to choose the right media partners to work with. Magazines, radios, online news, tv or social media platforms can help us to reach the public, but it should be always considered carefully what is the cost of the publicity. HSH should never choose to partner with medias which are working against our values or have different interest behind the cover.



CHANGING FUTURE

Home Street Home is responsible to adapt its activities to the changing environment. Whenever essential, it is important change our strategies, projects, and programs. HSH should always be open for change and ready to grow whenever possible.

WORLD CHANGES US. EVERY DAY.

As an organization we have a responsibility to learn, develop and grow as the world changes. We need to be active, search for more information and be open for every-day changes. We have a responsibility to base our actions on the newest facts and never close our eyes from opportunities to learn more and to be able to do more by using better methods. We have a responsibility to criticize actively our own actions and use our authority in ethical way.

Whenever essential, we change our strategies, projects, and programs. We are open for change and ready to grow whenever possible.

HOW WORLD IS CHANGING FOR US

GLOBAL CRISES

- Extreme poverty
- Continual population growth
- Global pandemics
- Global economic inequality

CHANGING HUMANITARIAN SECTION

- Increasing importance of 3rd sector and non-governmental organizations
- Protracted and recurring cases where crisis is new normal

DIGITAL TECHNOLOGY AND SOCIAL MEDIA

- Access of technology getting easier
- Social media influence increasing and allows us reach people and supporters around the world

INVENTIONS AND SCIENTIFIC IMPROVEMENTS

- Innovations are increasing the abilities and chances to reach the neediest ones

- Scientist are finding remarkable findings every day

CLIMATE CHANGE AND ENVIRONMENTAL DEGRADATION

- Global warming is affecting the food security and creating hunger
- Climate change has put the whole planet into crisis

LOOKING AHEAD

This strategic plan is our tool and guide to progress and to be more effective in our work. Our strategies are the base of the organization and its activities, programs, and projects. We want to make greater results and see the change on the field. We are eagerly looking for development and ways to contribute our part into it. We believe that world can be better, and its people can do better. It is in our hands to make the change and create better future for the next generation.



HOME STREET HOME

HOME STREET HOME

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