

# *Ladybikes Program - Kenya*

- INTRODUCTION

- Over the past 7 years Bruce Foley has visited Kenya 6 times and was given a vision of how to help young disadvantaged women to live a life out of poverty. Hence, the establishment of Ladybikes International.
- Ladybikes International has joined ROTARY AUSTRALIA and KENYA to assist young disadvantaged women to become Boda Boda and courier riders.
- How - by training and financing young women to ride and **OWN a motor bike**
- We are now looking for **Partners** to manage the program in Kenya

# *Ladybikes Program - Kenya*

Welcome  
to the  
Kenyan  
Program



## *Ladybikes Program - Kenya*

- **Vision** “To empower young disadvantaged Kenyan women to be self-employed Boda Boda riders and employed courier riders”.

# *Ladybikes Program - Kenya*

## MISSION

“To provide capital funding, training and operational resources to these young disadvantaged Kenyan women”.



# *Lady Bikes Program – Kenya*

Most Boda Boda riders are men



Scene all over Kenya



# Ladybikes Program - Kenya

Founder on Boba Boda (motor bike)



Founder on Boda Boda (push bike)



# *Ladybikes Program - Kenya*

## Statistics - Facts (as at 2012)

Young poor women - 9% illiterate

20% semi-literate after 6 years at primary school

Up to 45% of girls rarely attend primary school come from poor families

One in ten girls never enter secondary school

18% of 15-19 year old girls have given birth or are pregnant in Kenya

## Not attending school



# Ladybikes Program - Kenya

## Employment opportunities

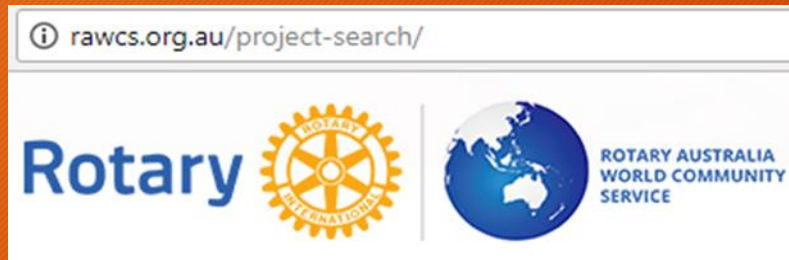
- Domestic Cleaning
- Manual Farm Work
- Collecting waste on roads
- Prostitution





# Ladybikes Program - Kenya

Donations come from



Australia England and Kenya

- Australia - [www.rawcs.org](http://www.rawcs.org)
- England - Yet to be finalised
- Kenya - Yet to be finalised

# *Ladybikes Program - Kenya*

- Ladybikes International is looking for **Partners in Kenya** to oversee this program.
- L.Int. will pay a **management fee** to the **organisation** for overseeing the program.
- **WOULD YOU LIKE TO JOIN US IN THIS PROGRAM?**
- Process;
  1. Complete an application form
  2. Accept the offer by signing an Agreement (Memorandum of Understanding)
  3. Establish the program
  4. Establish the program
  5. Submit monthly reports

# *Ladybikes Program – Kenya*

## HOW DOES IT WORK?

### Stage 1 & 2

- Your organisation selects young disadvantaged women from the local area for training.
- Two - three weeks introduction to motor bike features and safety
- Basic First-Aid Training

### Stage 2

Three - four weeks training to gain riders licence.

### Stage 1 & 2 - Process

- Up to 6-8 women (depending upon availability of motor bikes)
- From those women above, four go onto the basic First - Aid Training and introduction to a motor bike.
- Then the women will proceed to gain a riders licence
- Successful applicants move to the next stage

# *Ladybikes Program - Kenya*

## Stage 3

- Two months practical training working as Boda Boda and courier riders for your Organisation as volunteers.
- The motor bikes are housed in your Centre / Compound for safety and maintenance.
- L.Int. covers all registration and insurance of both bike and rider to this point of time.

## Stage 3 Process

- The women are not paid during this period.
- Each woman has access to the bike at least 2 days per week.  
L.Int. will own the motor bike during this training period.

# *Ladybikes Program- Kenya*

## **Stage 4**

- Each successful rider completing stage 3 can apply to lease a motor bike from Ladybikes International
- The formal lease agreement allows for flexible repayment arrangements
- It is expected that the rider pays for all operational expenses
- However, L.Int. will pay the first 6 months registration and comprehensive insurance

## **Leasing of motor bike**

- The rider repays the principal and interest loan to L.Int. from the income she receives out in the open market.
- The women pay 300 KSH per day and deposits the money into a Bank Account every week via M-Pesa system.
- At the end of the lease the riders' own the motor bike

# *Ladybikes Program - Kenya*

## **Cost Comparison**

- Our program is at a MUCH less cost and better terms than current commercial arrangements with Boda Boda Associations, Banks or Motor Bike companies.
- Some riders NEVER own the motor bike when leasing / renting from a Boda Boda Association.

On average 30,000 - 35,000 shillings cheaper than other financing schemes

- Flexible repayments
- Flexible and more favourable default clauses

# *Ladybikes Program - Kenya*

**YOU** can make the difference to these young disadvantaged women

- HOW ?
- Becoming a Partner in the program
- **Contact:**
- [Ladybikesint@gmail.com](mailto:Ladybikesint@gmail.com)
- Phone 0791571289

- To live a better life



# *Ladybikes Program - Kenya*

## Partners Criteria

- 1. Well established, reputable registered organisation.
- 2. Staff to have sufficient expertise to oversee program by;
  - A) organise applicant riders
  - B) supervise training
  - C) ensure riders obtain motor bike riders licence
  - D) supervise the 2 months practical experience of the riders

## Partners Criteria

- 3. Partners believe in and are committed to the program.
- 4. Adequate facilities to house motor bikes during the 4 months training and practical experience.
- 5. Allow access to Ladybikes International representatives to monitor the program..
- 6. Produce monthly reports



# *Ladybikes Program - Kenya*

- First Pilot Program will commence in February 2018
- at the Ruben Centre in the Makuru Community Nairobi



# *Lakelikes Program - Kenya*

## FUTURE

- Website being developed
- Quarterly Newsletters
- Connecting to other Rotary Clubs in Kenya
- Expanding into other African Countries

## Questions?

• *Thank You*

- *For listening, viewing and hopefully joining us in establishing this program nationally*