

Welcome to

Ladybikes International first Newsletter – April 2018

Having registered the company name in **Australia, England and Kenya**, plus establishing the Project with Rotary Australia www.rawcs.com.au we are now ready to do the hard work of fundraising to be able to start the program in the different regions in Kenya.

The response from both Australians and Kenyans has been very encouraging to me and I would like to share with you a response from one woman in Kenya. Her name is Josephine a wife, mother and a passionate advocate for the empowerment of young disadvantaged Kenyan women. She heard from a fellow Kenyan Rotarian about our program and whilst I was in Nairobi she phoned me and asked if she could meet with me. This meant for her getting into a car and driving 9 hours to meet me. What was her motivation? For the past 7 years In her local community, the people have been experiencing a major problem with Boda Boda riders (men taxi riders) raping women and more recently sexually abusing young primary school girls on their way to school. Unfortunately, this is a frequent occurrence throughout different countries in Africa.

Josephine is also connected with an organisation called Odede Foundation which operates a school and a Health Clinic at Awendo (western region of Kenya). It turns out the organisation is also part of Rotary Australia and their CEO (Kenyan man) lives and works in Sydney with his Australian wife. The outcome of this meeting and others is that we will run a program at Awendo with the Odede Foundation along with two other locations in Kenya. Unfortunately, I cannot disclose the other locations at this point in time as the formal agreement documents have not been signed.

Our first program started in March 2018 (two motorbikes and 4 young women)

Starting all these programs depends on how successful we are in receiving donations from individuals and corporations. Our aim is to have 15 bikes by the end of June 2018. This will require donations of \$20,000. Please consider donating.

Kenyan Directors

I am pleased to announce that we have successfully registered the Ladybikes International Company in Kenya Ref No. CLG-82F736 with the following volunteer Directors;

Chairperson – Mrs Nancy Odhiambo	Senior Head Teacher
Secretary – Mr Micah Simbili	University Student
Treasurer – Mr Bruce Foley	Retired Accountant and Educator
Member – Mr Hilary Juma	Senior IT Specialist
Member – Ms Gentrix Simati	Supervisor / Social Worker

There is still so much to do in the next 12 months and beyond and this cannot be achieved without the generosity of people wanting to change the lives of young disadvantaged women in Africa- moving the women from absolute poverty to a sustainable living.

We have appointed a Program Supervisor to oversee the Awendo program.

Cost Comparison

It costs at least \$2,000 - \$2,800 to send a girl to a public secondary school for 4 years.

Then a further \$2,000- \$3,000 for technical training for 2 years

Total cost around \$5,000 over a 6 year period with NO guarantee of a job

Our program total cost - \$2,200

Training \$400

Motorbike \$1,800

This includes all training, licence and motorbike to set up their own business.

After a 4-month period, they have the opportunity to earn money from their business or employment.

Benefits

Unlike many Boda Boda male riders, the women end up owning the motorbike (an asset) within an 18 month period.

Improving the lives of young disadvantaged women.

Greater safety for female passengers.

During the 4 months training period the young women will be covered by accident insurance.

Our motorbike leasing program with insurance is at a significantly lower cost and better terms than current commercial arrangements with Boda Boda Associations, Banks and Motor Bike Companies.

Promotion Material -

We have promotional material – A4, A5 and A3 pamphlets. Should you want to display it in your shop, workplace, school, Club or church please let me know and I will arrange to get a copy to you.

There is an old African proverb;

**“Educate a man and you change an individual,
Educate a woman and you change a community”**

We say **“provide finance to a woman for a business opportunity, you change a country”**.

Feel free to go to our website and make a donation or contact me for further information.

I am available to speak at your club/ church/group.

Bruce Foley

Founder, www.ladybikes.org