



# ShareServe

## ShareServe International Foundation

Empowering Communities

### Business Profile & Plan

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Non-Governmental Organisation (NGO) · Established 2019 · Reg. NGO/2019/KE/0471

P.O. Box 1122-00100, Nairobi, Kenya

info@shareserve.org · +254 722 322 327 · <https://shareserve.org>

ShareServe International is a mission-driven non-profit empowering communities in rural Kenya through Environmental Champions, Green Clubs, tree planting, mentorship and sustainable livelihood programmes. Our goal is to raise 100,000+ young environmental champions and grow 1,000,000+ indigenous and fruit trees by 2036 — restoring ecosystems while improving food security and livelihoods.

**Live data as of 19 Jun 2026**

## Key Impact Metrics

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9

Partner Schools

2

Counties Reached

87

Environmental Champions

3,592

Students Engaged

5,442+

Trees Planted

3,818

Trees Tracked (alive)

15

Tree Species

9

Green Clubs

9

School Orchards

63

Activities Held

10

Sponsors & Partners

KES 0

Funds Raised (0 gifts)

## 1. Organization Overview

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### Mission

To empower primary school pupils as environmental champions through school-based conservation programmes, equipping communities in rural Kenya with the tools, skills, and networks needed for long-term ecological resilience.

### Vision

A Kenya where every rural school is a thriving centre of environmental stewardship, led by confident young champions who inspire their families and communities to conserve, restore, and sustain the natural world.

### Programme Focus

Environmental education, tree planting, school greening, and community environmental advocacy across primary schools in Kenya.

### Strategic Plan

3-year strategic plan (2024–2027) focused on geographic expansion to 20 partner schools, programme deepening through AI-assisted tree monitoring, and financial diversification away from single-donor dependency.

## 2. History & Major Accomplishments

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- 9 partner schools enrolled across Tharaka Nithi and Embu counties
- 87 Environmental Champions trained and actively mentored
- 5,442 indigenous and fruit trees planted and tracked
- Green Clubs established in all 9 partner schools
- 63 environmental activities conducted across schools and communities
- Partnered with Kenya Forest Service, UNDP Kenya, and Tana & Athi Rivers Development Authority
- Developed AI-assisted tree-health tracking platform (ShareServe app)
- 10 corporate and individual sponsors mobilised

## 3. Goals & Challenges

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### Goals for the Next Year

- Expand to 20 partner schools across 8 counties by end of 2026
- Plant and track 2,000 additional trees (total: 7,442+)
- Graduate 25 certified Environmental Champions with leadership credentials

- Launch community tree-tracking mobile feature for parents and community members
- Raise KES 3,000,000 in diversified funding (grants, CSR, individual donors)
- Establish school orchards in all 9 existing partner schools

## Challenges & Responses

- **Rural access — unpaved roads and distance**  
-> Trained school-based Champions and Green Club patrons to lead activities independently between site visits.
- **Funding sustainability — reliance on donor cycles**  
-> Diversifying to CSR partnerships, school-orchard micro-enterprises, and grant applications to institutional funders.
- **Climate unpredictability — drought affects tree survival**  
-> Prioritising drought-tolerant indigenous species; installing gravity-fed drip irrigation at high-risk sites.
- **Staff capacity for monitoring a large programme footprint**  
-> Building AI-assisted remote monitoring (ShareServe app) to reduce need for in-person verification.

## 4. Leadership Team

Name	Title	Experience
Kennedy Ratemo	Executive Director & Co-Founder	12 years in environmental NGO management, community development, and education programme design across East Africa.
Dr. Amina Osman	Programme Director	10 years in environmental education, curriculum design, and youth leadership development in Kenya and Uganda.
Grace Muthoni	Operations & Finance Manager	8 years in NGO financial management, donor reporting, and organizational systems across INGO-funded projects.
Brian Otieno	Technology & Monitoring Lead	6 years in software development, GIS mapping, and environmental data systems for conservation organizations.

## 5. Community Partners

Partner	Type	Role / Contribution
Kenya Forest Service (KFS)	Government	Co-leads tree species selection, provides certified seedlings at subsidised cost, and validates planting records for national forest registers.
UNDP Kenya	UN Agency	Provides micro-grants for IoT soil-moisture monitoring and AI tree-analysis infrastructure at pilot schools.
Tana & Athi Rivers Development Authority (TARDA)	Government	Co-funds riverbank restoration projects; provides hydrological expertise and materials for erosion control.
Kenya Organic Agriculture Network (KOAN)	NGO	Trains Champions and school patrons in organic composting, vermicomposting, and soil health.
Kenya Beekeepers Association (KBA)	Industry body	Provides apiary training, KTBH hives at subsidised rate, and honey market linkages for school apiaries.
WaterAid Kenya	INGO	Technical partner for WASH components within school kitchen garden and rainwater harvesting projects.
Embu County Government	County Government	Provides County Agriculture Officer support for soil testing, seedling procurement, and extension services.
Tharaka Nithi County Government	County Government	Provides forestry and water resources support; champions programme in County Development Plans.

### Future Partnership Targets

- East African Wildlife Society — wildlife corridor conservation alignment

- Safaricom Foundation — technology and digital inclusion co-funding
- Kenya Private Sector Alliance (KEPSA) — CSR programme coordination

### Coordination with Similar Organisations

- **Trees for the Future Kenya**  
Complementary geography; we refer Nairobi-based partners to them and vice versa.
- **Green Schools Initiative**  
We share curriculum resources and co-attend Kenya Education Network events.
- **Africa Environmental Foundation**  
Jointly advocated for county-level climate education policy in 2024.

## 6. Programme & Project Information

### Programmes

- **Green Champions Leadership Development Program**  
Environmental Champion training, Green Clubs, tree planting campaigns, and ecosystem restoration.
- **Livelihood & Economic Empowerment**  
School fruit orchards, indigenous tree nurseries, VSLAs, clean cooking, and community ambassadors.
- **Education & Mentorship**  
Education support, peer mentorship, and school leadership empowerment building well-rounded leaders.

### Live Projects

Project	School	Status	Raised	Goal
Murigi School Rainwater Harvesting System	Murigi	Completed	KES 240,000	KES 240,000
Kitandi Terraced Hillside Kitchen Garden	Kitandi	Completed	KES 160,000	KES 160,000
Ciaikungugu Solar-Powered Kitchen Garden	Ciaikungugu	Active	KES 148,000	KES 210,000
Kamaindi Indigenous Fruit Orchard	Kamaindi	Active	KES 121,000	KES 185,000
Kianthenge River Bank Restoration	Kianthenge	Active	KES 105,000	KES 175,000
Watema School Apiary and Pollinator Corridor	Watema	Active	KES 94,000	KES 130,000
Ntumbara Green Belt School Forest	Ntumbara	Active	KES 89,000	KES 155,000
Nguluni Solar E-Learning Hub	Nguluni	Planning	KES 52,000	KES 320,000
Ciangeri Zero-Waste Composting Programme	Ciangeri	Planning	KES 28,000	KES 95,000

## 7. Champions & Community Engagement

Champions: 87 · Students reached: 3,592 · Activities: 63 · Participants: 6,405

### Community Engagement Methods

1. Weekly Green Club meetings at each partner school led by trained Champions
2. Termly parent/guardian participation days with tree-planting and progress reviews
3. County government and local leader coordination sessions each term
4. Community tree-planting drives involving parents, neighbours, and local leaders
5. Annual Environmental Champions awards ceremony recognising pupil achievement
6. Community photography drives — parents photograph tree growth for the platform

### Inclusivity Practices

- Gender-balanced Champion cohorts: 52% girls, 48% boys across all schools

- Specific outreach to marginalized communities in ASAL (Tharaka Nithi)
- Pupils with physical disabilities participate in data-entry and monitoring roles
- Activities designed for Grades 7–9 to include pupils across ability levels
- Community dialogues conducted in Swahili and local languages (Kimeru, Dholuo)

## 8. Programme Activity

63 activities have engaged 6,405 participants across partner schools and communities. Breakdown by type:

Activity Type	Count
Tree Planting	36
Activity	18
Event	9

## 9. Evaluation & Key Metrics

### Short-Term Outcomes (1 year)

1. Number of trees planted and surviving at 12 months
2. Number of Champions completing full training programme
3. Number of Green Club meetings held per school per term
4. Fundraising total reached as % of annual goal
5. Number of parent/community participants in events
6. Number of schools with functional kitchen garden

### Long-Term Outcomes (3 years)

1. Measurable improvement in school compound biodiversity (species count)
2. Temperature reduction in school compounds from tree cover
3. Number of Champion graduates in environmental careers or university
4. Community land area under active conservation management (ha)
5. Reduction in wood-fuel use at partner schools
6. Income generated by school orchards and apiaries (KES/year)

### Trees Planted by School

School	Trees Planted
Watema Comprehensive School	674
Ciaikungugu Comprehensive School	670
Kitandi Comprehensive School	649
Kamaindi Primary School	618
Kianthenge Comprehensive School	604
Ciangeri Comprehensive School	595
Murigi Primary School	560
Nguluni Comprehensive School	555
Ntumbara Primary School	517

### Champion Distribution

Badge Level	Champions
Seedling	63

Badge Level	Champions
Sapling	24

Grade	Champions
Grade 7	33
Grade 8	37
Grade 9	17

## 10. Financial Summary

**KES 4.2M**

Current FY Budget (2025–2026)

**KES 6.5M**

Proposed Next Year (2026–2027)

**KES 2.5M**

Grant Requested (~USD 19,230)

### Live Fundraising (Platform)

Metric	Value
Total raised (all projects)	KES 1,037,000
Total funding goal	KES 1,670,000
Funding progress	62%
Unique donors	0
Active sponsors	10
Platform donation transactions	0

### Top Funders (2025–2026)

Funder / Sponsor	Donation	Type
Safaricom Foundation	KES 2,500,000	Recurring
UNDP Kenya Small Grants Programme	KES 2,000,000	Recurring
Green Earth Foundation (UK)	KES 1,800,000	Recurring
Kenya Commercial Bank (KCB)	KES 1,500,000	Recurring
Bidco Africa	KES 1,200,000	Recurring
Wangari Maathai Legacy Fund	KES 800,000	Recurring
Dr. James Mwangi	KES 500,000	Recurring
Akiko Tanaka	KES 250,000	One-time
Sarah Mitchell	KES 150,000	One-time
Michael Ochieng	KES 7,500	One-time

### Financial Controls

- Annual independent audit by certified Kenya CPA firm
- Donor-specific restricted fund accounting
- Kenya Revenue Authority (KRA) NGO tax-compliance certificate
- Real-time grant compliance dashboard accessible to funders
- Board Finance & Audit Sub-Committee quarterly review