

# HIGH FIVE CLUB

changing lives, £5 at a time



## Fair Trade Handicrafts, Kenya



It is with great excitement that this month we are together supporting the inspiring work of Bawa La Tumaini, a social enterprise formed along fair trade principals, in Kenya.

*Bawa La Tumaini (Swahili for Wing of Hope)* seeks to link marginalised, talented African handicraft producers to regional and global markets through a range of beautiful, environmentally friendly, innovative products nurtured with African talent. Such trade has a positive impact by moving people from a life of abject **poverty** to one of **prosperity** and **social fulfilment**.

### Background

About 4 million people live in Nairobi, 60% concentrated in the slum areas. Conditions in these slums are harsh and many women are struggling to make ends meet for their families. Many children do not go to school, and are trapped in lives dominated by crime, disease, and emotional & physical stress. Most development workers today agree that the key to helping such families out of poverty is through the empowerment of the women.

Mukuru Kwa Njenga (MKN) is one of the slums in Nairobi, and is extremely marginalised. Women residing there live on less than 30 pence a day. Yet these women have skills in handicraft making and have come together to form a women's group that works with beads to make jewellery like necklaces, bracelets, anklets, friendship bands and baskets. The women lack capital to buy materials to make their products since they struggle with the basics (water, food, clothing, and shelter), and are also in need of business skills and product development training. They also require assistance in finding distribution channels to sell their products. In short, these women have a talent for making handicrafts but lack a decent market for them.

Bawa La Tumaini was established to help the women in Mukuru Kwa Njenga, and eventually in other slum areas in Nairobi, receive training in business skills & product development, and to find distribution channels

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for their handicrafts. Through such positive and empowering interventions, they can then be helped to establish sustainable sources of income leading to better lives for them and their families.



## High Five Club Support:

For the producers of Bawa La Tumaini to be competitive in the market place, the development of new products and the supplying of these as samples to prospective buyers in order to secure orders is vital. The end result will be a sustainable business for the women.

Together we are providing £500 to Bawa La Tumaini to allow the women to purchase the materials needed to make samples and send these to potential buyers.

Visit their website [www.bawalatumaini.com](http://www.bawalatumaini.com) to see the range of handicrafts they produce and to learn more about this inspiring enterprise.