



LIVELYHOODS

a Kenyan social enterprise

Est. 2011

lack of opportunities

#1 Talented youth and women lack predictable income opportunities



70%

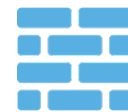
youth unemployment in Kenyan slums

10%

higher unemployment amongst women



discrimination on origin and lack of qualifications



societal/family barriers for women to work

lack of access

#2 Households lack access to affordable, life-improving energy technologies.



90%

households burn biomass for lighting and cooking



negative impact on health, budget and environment



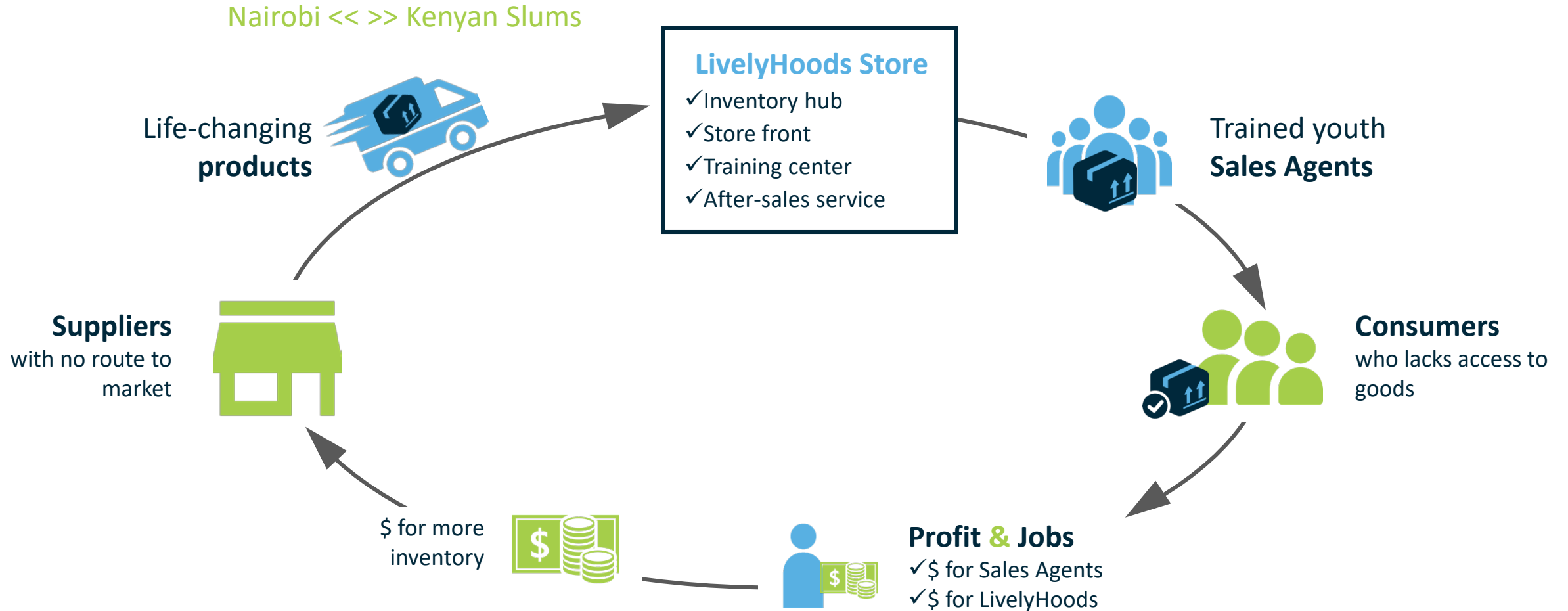
people stuck with old products, new seem to be out of reach

our solution



LivelyHoods' mission is to build an unparalleled distribution channel powered by youth and women that bring life-improving clean energy products into slum households.

a holistic solution



how we do it

We offer low-risk income and skills-building careers with growth opportunities to youth and women who are locked out of the job market.

“Entrepreneurial” aid



Benefits
millions

Tackled in a
sustainable way

Addressing a market
opportunity

aches to riches: Rachel's story

“Before joining LivelyHoods I was just from a broken marriage. I was confused because I was literally **dependent on my husband for everything and anything**. When my marriage broke down I was devastated. I moved to Nairobi without any plans on how to get a job, and life was hard trying to get people to host me. I had just moved to Nairobi, rented my own house (a single room) and the house was empty and **I could barely get rent to pay for the house**, let alone food.

Since joining LivelyHoods I now never have to worry about what to eat or where to get money for rent. The best thing that happened is that a few months after joining LivelyHoods **I got money to claim my kids' custody**, which came through, and I'm now able to care for them and even pay their school fees and their upkeep.

The fact that **I can save with LivelyHoods** gives me courage that my emergencies are catered for. I had never worked in a sales company and so I didn't have any idea what I was doing, but I was given a chance here, given the skills I was missing, and it made me **become one of the best sellers**; I'm now a senior sales agent.”





products we sell

- ✓ clean cookstoves
- ✓ solar lamps, chargers, home systems and radios
- ✓ water filters
- ✓ eye glasses
- ✓ household appliances (irons, kettles, blenders, extension cables).

products we sell



Each cookstove can save a customer **\$575** in reduced fuel expenses over its lifetime.



The reduction in carbon dioxide emissions = taking 3 cars off the road.

Our customers get the best value for their money, and view LivelyHoods as a responsible, trustworthy and quality distributor of products that improve their lives, whilst at the same time **creating jobs for the most vulnerable individuals in their community.**

what we've achieved to date



1,800

jobs created
since 2015



4,000

young men
and women
trained



250,000

lives
improved by
LivelyHoods*



65%

percent of
workforce
that is female



\$60

average monthly
income of
sales agent



30%

staff promoted
to management



\$21.5 mln

fuel costs
saved



38,700

cookstoves
distributed



9,600

solar products
sold



722,000

trees
saved**



*through training, job creation and product distribution

**by tons of CO2 emissions prevented + tons of charcoal saved

Mary's story

“**Purity is my best friend!** I bought my cookstove from her a long time ago, and now she comes to visit from LivelyHoods, has a chat, asks me how things are going.

I love to cook for my family at the weekend, everyone's welcome to come for chicken! I grill it on my cookstove, come on over!

Before, the smoke would be so bad **my children** would give me a headache about it, as well as about the smoke, but now they **can't even tell when I'm cooking because there's no smoke!** I just tell them dinner's ready and they come running.”



affordability is key

LIPA: LivelyHoods Instalment Payment Arrangement



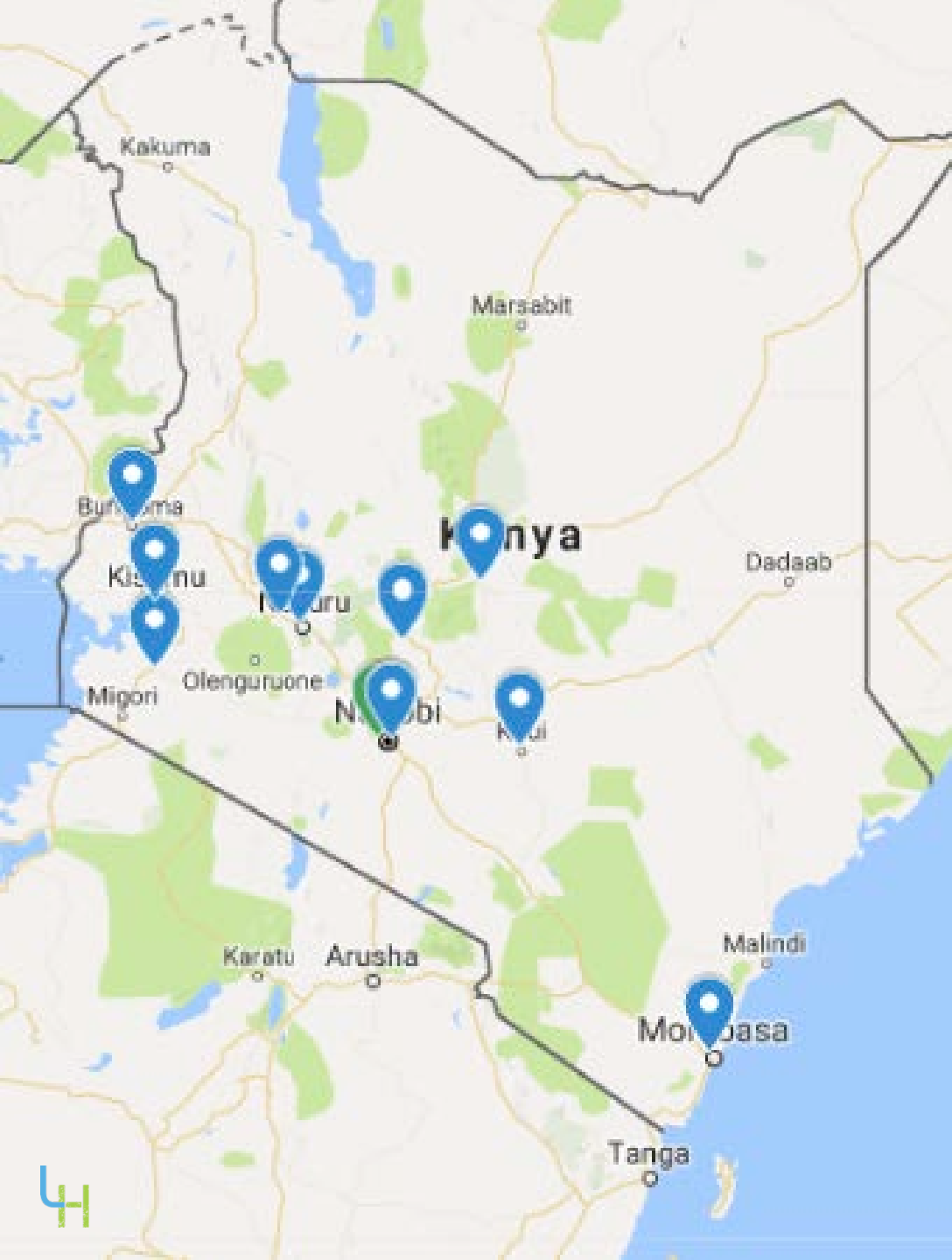
Flexible payment plan that enables customers to pay for products in micro-instalments over several weeks, instead of upfront.



No fees or interest charged, cheaper than credit.



Managed using mobile money and an online payment tracking platform.



where we operate

We work in **8 communities across Kenya, and one community in Uganda**, providing market access to the country's major towns and cities and their surrounding peri-urban and rural communities, within a 50km radius.

Agents conduct marketing activities door-to-door, in front of groups, in market places, and in institutions.

They actively bring products to customers, with personalised customer service and consumer financing.

funders and partners

Funding partners



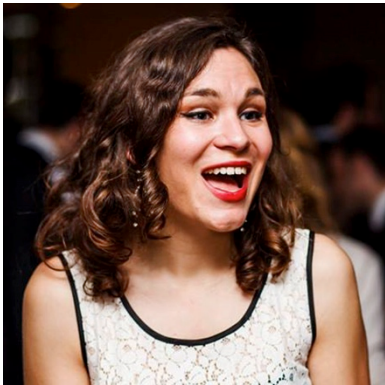
Program partners





contacts

Join us in transforming the lives of low-income young men and women in Kenyan slums, and watch the impact grow.



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