COMMUNITY FIELD OUTREACH ACTIVITY REPORT

Date: 3rd September 2026
Location: Nairobi CBD
Target: 5 women
Reached: 4 women
Achievement: 80%
Team: Operations Officer, HR Officer and Social Media Manager

1. BACKGROUND

Jonica Foundation conducted its first community field outreach activity as part of its efforts to connect directly with women in the community, understand their daily experiences and learn more about the challenges they face. The activity was designed to be a simple and open engagement where the team could talk to women about their lives, families, businesses, livelihoods and challenges. The activity also aimed to give back to the community through the provision of basic food and personal care items. Another important purpose of the outreach was to increase the organization's visibility at community level and create an opportunity for the organization to understand the realities of the women it seeks to support.

2. OBJECTIVES

The activity aimed to:

- Engage at least 5 women from the community.
- Listen to and understand their personal and family experiences.
- Learn about their businesses and livelihood activities.
- Identify some of the challenges affecting women in the community.
- Give back to the community through basic food and personal care items.
- Increase awareness and visibility of the organization.
- Identify issues that can inform future programs and community interventions.
- Begin building relationships with women and community members for future engagement.

3. PARTICIPANTS REACHED

The target was to reach 5 women and the team was able to successfully engage 4 women, representing 80% of the target.

The women reached had different experiences:

- 2 women were running businesses.
- 1 woman was a mother and also involved in business.
- 1 woman was living with a disability and was also involved in business.

The diversity of the women reached gave the team an opportunity to understand different experiences, particularly around business, family responsibilities and the challenges faced by women living with disabilities.

4. ACTIVITIES CONDUCTED

The team engaged the women through informal conversations focusing on:

- Their personal lives and experiences.
- Family and caregiving responsibilities.
- Their businesses and sources of income.
- Challenges affecting their businesses.
- Challenges they experience in their daily lives.
- Their expectations and areas where they may need support.

The team also provided basic items as part of the giving-back component of the activity:

Item	**Quantity**
Flour	3 packets
Milk	5 packets
Diaper	1
Sanitary towel	1
Bread	2 loaves

The team also attempted to document some of the engagements for organizational visibility.

5. KEY OUTCOMES

The outreach achieved several important outcomes including:

a. Direct community engagement

The team directly engaged four women and created an opportunity for them to freely share their experiences.

b. Better understanding of community realities

The conversations helped the team understand that women have different needs depending on their family responsibilities, businesses and individual circumstances.

c. Understanding of women's livelihood challenges

All four women reached were involved in business, showing the importance of small businesses as a source of livelihood. One participant shared that her weighing machine had broken down and expressed the need for support to replace it. This showed the team how even small business equipment can directly affect a woman's income.

d. Understanding community expectations

The activity showed that some community members may expect financial or direct material assistance when approached by an organization. This is important for the organization to consider when planning future outreach activities.

e. Increased organizational visibility

The outreach gave the Jonica Foundation an opportunity to introduce itself directly to community members and create awareness about its work.

f. Identification of potential future program areas

The conversations provided useful information that can help the organization identify areas where women may require economic empowerment, information, referrals or other forms of support.

g. Team learning

The three staff members gained practical experience in community engagement, participant mobilization, managing expectations, conducting conversations and handling documentation and consent.

6. CHALLENGES EXPERIENCED

a. Difficulty engaging participants

Some women were hesitant to talk to the team, particularly when the conversations involved their personal lives and challenges. This showed that trust needs to be built before participants can comfortably share their experiences.

b. Difficulty obtaining consent for recording

Some participants were uncomfortable with being recorded. This made it difficult to capture stories and content for visibility purposes.

c. High expectations from participants

Some participants expected financial assistance. For example, one woman requested help to purchase a new weighing machine after hers broke down.

This showed the need to clearly explain the purpose and scope of future outreach activities to avoid creating expectations that the organization may not be able to meet.

d. Lack of refreshments

The team also experienced the challenge of engaging participants without having refreshments or something small to eat during the conversations. This is something that can be considered when planning future activities, especially where discussions are expected to take some time.

e. Target not fully achieved

The activity target was 5 women, but 4 were reached. Although this represented an 80% achievement, stronger mobilization and advance identification of participants would help improve the turnout in future.

7. LESSONS LEARNT

The activity provided several important lessons for future outreach:

- Community engagement requires time and trust.
- Participants should clearly understand the purpose of an outreach before the activity begins.
- Community expectations should be managed from the beginning.
- Women should be given enough space to share their experiences without feeling pressured.
- Future outreach should include stronger participant mobilization before the activity.
- The information gathered from communities can help the organization design more relevant programs and partnerships.
- Women should not be viewed as one group because their experiences and needs differ.

8. RECOMMENDATIONS

Improve mobilization: For a target of 5 women, identify at least 7 potential participants before the activity to allow for dropouts or unavailability.

Use a simple outreach guide: Develop a short questionnaire covering the participant's background, family, business, challenges, needs and possible follow-up areas.

Manage expectations: Clearly explain before the activity that the outreach is mainly for listening, engagement, learning and community support, and does not automatically involve financial assistance.

Strengthen consent procedures: Participants should be informed about why photos or videos are being taken and how the content may be used before agreeing to be recorded.

Plan for refreshments: Where resources allow, include simple refreshments in the activity budget to make the engagement more comfortable.

Follow up on key issues: Where a participant raises a significant issue, the team should assess whether there is an appropriate referral, partnership or future intervention that can support them.

Document findings: After every outreach, the team should record the main issues identified, lessons learned and possible areas for future action.

9. CONCLUSION

The first Jonica Foundation community outreach activity was a valuable learning and engagement experience. Although the team reached 4 out of the targeted 5 women, achieving 80% of the target, the activity provided meaningful insights into the lives and livelihoods of women in the community.

The team learnt about the importance of small businesses, family responsibilities, disability inclusion and the expectations women may have when interacting with organizations.

The activity also helped increase the organization’s visibility and provided a foundation for stronger community engagement in future.

Moving forward, the organization should build on this experience by improving mobilization, managing expectations, strengthening consent and documentation and creating a clear system for recording and following up on community needs.

Report Authentication

Prepared by: Cannon Mitoko