



COMMUNITY INVOLVEMENT

WATER:

- ✚ Aminipoa Maji Maisha Project
- ✚ Building of Sand Dams
- ✚ Providing long term water solutions to the arid and semi arid areas of Kenya

As global warming and its resultant effects on the environment and climate are felt, the arid and semi-arid areas are the most affected. As a consequence, these dry patches of earth become drier and deprivation in access to water increases. Clean and reliable water supply is essential for human survival and development. The global water crisis consigns large segments of people to lives of poverty, vulnerability to disease and insecurity. To mitigate this, Apollo along with its sister companies APA Insurance Limited have established the Aminipoa Maji Maisha project.

This is a private sector initiative whose main goal is 'enhancing water security for all' in society. It aims to mobilize and channel private sector organizations and individual resources towards availing clean and reliable water in the arid and semi-arid regions of Kenya through the construction of sand dams. Our vision is to increase accessibility to clean water and reduce the commuting distance to fetch water for women and the girl child. We also seek to assist in instituting proper sanitary conditions so as to deter the outbreak of water borne diseases

Since water is a fundamental challenge to modern society, we believe in collaborative endeavors and have partnered with several organizations since there is strength in unity. In the arid and semi arid regions, there is a lack of investment in basic infrastructure to supply and store water. Apollo and its partners seek to alleviate this and we have constructed 15 dams in Kitui, Machakos, and Kathiani. In the next 3 years and in collaboration with our partners, Apollo and its partners are committed to building 100 dams to provide clean and safe water to thousands of households.

In 2007 we spent Kshs.2 million in the construction of two sand dams. The two dams are located along Yamwiiitu stream in Syomunyu sub-location Kanyangi location Yatta Division. It's on the leeward side of Yatta plateau, 5 kilometres from Kiusyani-Kanyangi road. The dams will serve residents of Itulani and Kimwele villages. The immediate beneficiaries of this project are 45 Households with a total population of 360 people. The dams ensure that the beneficiaries have access to clean water all year round.

We have decided to set up an independent Trust which will spearhead the mobilization, administration and allocation of private sector partner funds and individual resources towards the building of at least 100 dams in the next 2 years in various parts of Kenya starting with Eastern Province. Our target is 15 dams this year. Each dam costs Kshs.1,000,000 including material and labour. Apollo and its partners provide the material while the local population provides the labour. Apollo, APA and Amini along with our entwined partners pay for the dams. In line with our slogan, we create a new dimension in giving new meaning to life. In the future, Apollo and its partner will broaden the scope of its support to water so as to utilise technological developments in water provision.



APA/APOLLO YOUTH INITIATIVE PROGRAMME:

Helping the youth become self reliant

At Apollo we believe the stake of our country's future lie in the youth. With the necessary support and resources, young people can become self reliant and achieve their dreams whilst contributing to Kenya's development. Our support to the youth is exemplified in our partnership with the Runda Youth Sports Association (RYSA). RYSA is a voluntary self-help group of young men and women living in Mji Wa Huruma and Githogoro villages in Runda on the outskirts of the city. Its main objective is to address the challenges faced by urban youth. They do this through various platforms like soccer, environmental cleanup exercises and income generating activities.

i) Soccer

Soccer is the core activity of RYSA. Through soccer, RYSA has been able to bring together hundreds of young people from the two villages and several adjoining ones since it serves as a galvanizing and binding force for the youth. Over the years, Apollo Insurance has provided support to RYSA's soccer activities that has included uniforms, socks, balls, boots, goal post-nets and other related soccer equipment.

Having been inspired by the world famous Mathare Youth Sports Association (MYSA) with whom they partner with, RYSA has developed an age based league system that is played over the school holidays. The age clusters are under 12 years, under 14 years, under 15 years and under 17 years in addition to a senior team which comprises those over 18 years.

Apollo is proud that its partnership and support to RYSA has positively materialized with the formation of an all star senior team that has scaled the ranks of the Kenya Football Federation (KFF) divisions and is slated to join the Nationwide League which is the second top most league after the Premier League.

Winning teams in the various categories are motivated through awards which include T-shirts, soccer balls and boots and other prizes. Through soccer, RYSA has managed to instill a sense of responsibility, discipline and leadership in its members.

ii) Education

Following the launch of the Apollo/APA Bursary Fund the best boy and girl from Cheleta Primary School in the Kenya Certificate of Primary Education (KCPE) have received support towards their secondary education. The primary school mainly consists of pupils from the two villages of Mji Wa Huruma and Githogoro in Runda. The fund covers tuition and living expenses for four years of secondary education.

The first recipients of this scheme are presently in form two and their performance is regularly monitored by Apollo staff that makes regular visits to the school. We believe education is vital for life's success and we are presently exploring opportunities to enhance our support to this sector. Related to this, we plan to develop an internship programme within our offices so as to better prepare students for the work environment and give them much needed job experience.

Additionally, Apollo is sponsoring a student at Alliance Girls High School.



iii) Environmental Cleaning Exercise

A clean environment is a habitable environment and Apollo in partnership with RYSA have instituted regular environmental cleanup exercises in the villages of Mji Wa Huruma and Githogoro. These has resulted in regular communal exercises where the community partners to pick garbage around the villages. A sense of communal responsibility has been established and the regular exercises also serve as a platform to bring the community together and address common concerns.

iv) Donations

Over the years, we have made donations in cash and kind to various causes. Here, our staff has made personal contribution in cash and kind with the company matching the cash donation on a ratio of one to one basis. We have donated clothes, shoes and foodstuffs to Mji Wa Huruma Old People's Home in Runda in addition to the neighboring residents of Mji Wa Huruma.

Following the post election violence that engulfed Kenya in late 2007 and early 2008b and the displacement of thousands our, staff have collected clothes and money which have been channeled to the displaced.

iv) Mushroom Growing

We are aware that the majority of our population is young and afflicted by unemployment leading to drug abuse, crime and other social maladies. Self reliance becomes an important paradigm in this context and we endeavour to develop and promote a sense of self worth and ability to work towards improved quality of life among the youth. It is in this regards that we introduced a mushroom growing project for the Runda Youth Sports Association (RYSA).

With financial assistance from Apollo and APA and technical assistance from the Jomo Kenyatta University of Agriculture and Technology (JKUAT) 25 members of RYSA received training on how to grow mushrooms. Several kilograms have been harvested and along with our staff and friends we are supporting the selling and marketing efforts through purchasing them and identifying selling outlets.

v) Health

Good health is essential for a functional life and since basic health care is not accessible to many, Apollo and its sister company APA Insurance have organized and participated in various medical camps. We have organized medical camps at Mji Wa Huruma village in Runda where thousands of residents received medicine, basic checkups and referrals to hospitals. Apollo and its staff partnered with the Asian Foundation in facilitating medical camps for the thousands of displaced people who camped at the Jamhuri Show Ground following the December 2007 post election violence.