ANNUAL REPORT · EMPOWERMENT YEAR 2024/25

Setting the pace.

The 2024/25 empowerment year, in the words of the executive who led it.

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FOREWORD

"The future is bright and SET KENYA is just getting started."

Brian O. Omukaga
Chairperson, 2024/25

It is with a profound sense of gratitude that I present this account of our collective journey as an executive team: the achievements, the challenges and the milestones of the year.

Our programmes were guided by a simple compass — aligning, adapting and attaining — so that every decision stayed tied to our vision: to empower the student youth into realizing their full potential as members of society.

Despite the setbacks, the team showed resilience. Through teamwork, collaboration and inclusion we recorded real progress, and this issue is our chance to celebrate it.

AT A GLANCE

The year in numbers.

Counted by the Secretary, the Organizing Secretary and the Chairperson — the figures behind a year of mentorship, mission and membership.

195

registered members, all in the SET Kenya WhatsApp community

32

newly registered first years

15+

high schools reached in Vihiga County

5,000+

students engaged in mentorship sessions

2 → 6

Nairobi schools mentored, up from two

63

attendees at the first Elevate Summit

~25

mentors on the year's retreat

15+

organisations, institutions and clubs at the Summit

Also recorded: about 50 active members · about 35 at weekly Fuel Fridays and Impact Labs · about 20 registered associates · 8 executive members.

THE 3AS LEADERSHIP STRATEGY

01 Aligning.

02 Adapting.

03 Attaining.

The Chairperson’s compass for the year: a framework that kept every plan, decision and programme pointed at one vision.

OUR VISION

To empower the student youth into realizing their full potential as members of the society.

THREE PILLARS OF THE VICE CHAIRPERSON’S OFFICE

Capacity for impact	Knowledge for empowerment	Leadership through inclusion

“Getting to use setbacks as fuel was our anchor.” — Victor Frankline, Vice Chairperson

EDITION 1 · 22 MARCH 2025 · JKUAT

The Elevate Summit.

"Mastering the Art of Influence."

A first in the history of SET Kenya, the Summit brought student leaders, visionaries, thought leaders, entrepreneurs, mentors and CEOs into one room for a day of learning and networking.

It was built as an intergenerational platform: a place to meet industry professionals, creators and disruptive thinkers, and to unlock the secrets of influence.

"Not just a conference — a revolution, a movement."

THEMATIC AREAS

- Personal branding and packaging
- Capacity for impact
- Visionary leadership

63

members attended

15+

organisations, institutions and clubs, within and beyond JKUAT

"This was not just an event for me; it was a long-term dream come true. I believe more editions are yet to happen." — Brian O. Omukaga, Chairperson

THE ELEVATE SUMMIT

In the room.







The Elevate Summit, Edition 1 · SCC 100, JKUAT · 22 March 2025

1–7 JUNE 2025 · VIHIGA COUNTY

The Mega Vihiga Empowerment Mission.

Unlocking Potentials.

15+
high schools visited

5,000+
students in mentorship sessions

Weeks of prayer and fasting, a fundraising drive and a sweet-selling campaign came together in one week of service. Mentors travelled to schools across the county to speak with students on diverse topics, and stayed to give back to the community around them.

Dignity

Sanitary towels donated to schools, because dignity and academic success go hand in hand.

Responsibility

A one-day clean-up of Ekwanda Market in Luanda Sub-County, leaving it cleaner and safer.

Environment

On World Environment Day, 5 June, town cleaning and tree planting with the County Government of Vihiga.

VIHIGA COUNTY · 1–7 JUNE 2025

In the field.





Mentorship sessions in schools





The mission poster, and a moment with students





Community clean-up

WHERE WE WENT

Fifteen schools.

01 Hubonaka Boys High School
02 Ebulongo Secondary School
03 Essalwa Boys High School
04 Ekwanda Boys High School
05 Ebwiranyi Secondary School
06 Essunza Secondary
07 Busakami Girls High School
08 Emusire High School
09 Esiandumba Secondary
10 Esibila Secondary
11 Ibubi Girls
12 St. Peters Itumbi High School
13 Essaba Secondary
14 Walodeya Primary
15 Esalwa Secondary

WHO WALKED WITH US

Partners in the mission.

MDG Party
Talk to Impact Global Ventures
Transformational Servant Leadership Africa (TSELA)
Leadershift International
Mwisho Bora
County Government of Vihiga
Ministry of Education

WEEKLY, FREE, FOR EVERYONE

Fuel Fridays.

Conversations that matter: capacity-building sessions curated to challenge minds, ignite purpose and ground mentors for the empowerment work, reaching members and affiliates in Kenya and beyond, including Uganda, Denmark and Zambia.

- Mental health: the two sides of depression
- Sexual perversion
- Mental transformation
- Social anxiety
- Consistency
- Smart money moves: financial management for youth empowerment

Feature articles

"Share your voice, inspire the future." Mentors' opinion pieces and success stories, published across our platforms.

Graduands tribute

The Class of 2024 celebrated, and sent into the marketplace with wisdom and expert guidance.

Membership hang tags

Rolled out for facilitators and members to build credibility, brand visibility and community.

Freshman on-boarding

A first-ever organised induction for new members, to ignite passion and challenge purpose.

ON NATIONAL TELEVISION

- K24 — GenZ Manifesto
- Tv47 — Daily Report
- NTV

LEARNING FROM OTHERS

- Capacity Conference Edition 2, Kenyatta University
- Growth 360°, JPASA JKUAT
- Global Leadership Summit 2025, CITAM Karen
- The Wave Summit, RCCG Lavington
- and four more summits and trainings

REACH IN NAIROBI

2 → 6

Schools mentored around Nairobi, up from two.

AMONG THEM

- King David
- Devki Township
- Gitothua
- Githunguri
- Mangu High School

The Organizing Secretary's office planned the missions, secured venues, coordinated transport and wrote to schools. Its starting point was a simple idea: *you can't pour from an empty cup.*

So mentors were equipped first, with training in mental health, financial literacy, leadership and governance, among other topics.

Certified

Mentors who complete a training session are awarded certificates in recognition of their commitment.

Inducted

About 10 new members joined the team, equipped with the skills and knowledge for the work ahead.

Together

A retreat brought about 25 mentors together to bond, build teamwork and learn from each other.

A feedback system, through physical meet-ups and Google Forms, now captures experiences, challenges and suggestions from school and training sessions.

THE SECRETARY'S OFFICE

One community.

Scattered chats became a single SET Kenya WhatsApp Community, organised into groups for each part of the team. Records moved from paper to ClickUp, and a culture of celebrating birthdays and milestones took root.

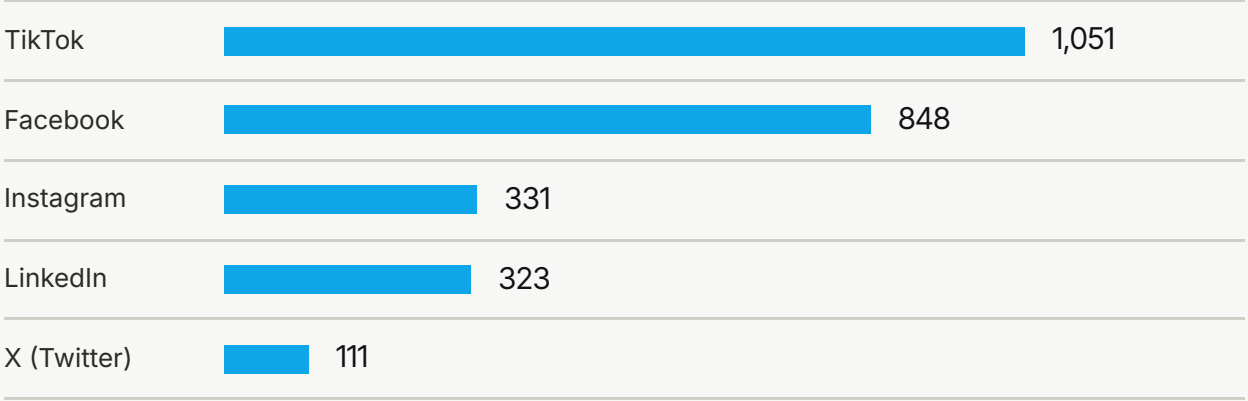
INSIDE THE COMMUNITY

- Announcements
- SET KENYA socials
- SET KENYA mentors hub
- SET KENYA communications team
- SET KENYA associates

THE PUBLICITY SECRETARY'S OFFICE

A louder voice.

A revamp moved the group to an optimised Facebook page and a LinkedIn company profile, added a WhatsApp channel, and kept a consistent brand across every platform. Followers today:



Branding advice came from Zadock Oremo of MLC Consultancy. The Camera Project, launched this year, will lift the quality of event photography.

FUNDING THE WORK

Began with limited finances.

The year opened with little in the account. A strategy for acquiring and managing funds, and a team willing to sell, build and ask, carried the mission through.

FIVE INCOME STREAMS

01 Branded SET KENYA T-shirts

02 Customised pens, also a brand-visibility tool

03 Sweets and magazines

04 Monthly member contributions

05 Partners and associate members

Camera Project

Launched to capture club moments and to become the club's main income through shoots and rentals.

Tracked in Sheets

Finances now flow through Google Sheets, with a budget template for every event and dues paid into one kitty.

The Vihiga drive

A fundraiser, with sweet sales, financed the mega mission to Vihiga County.

THE PEOPLE

Faces of the year.







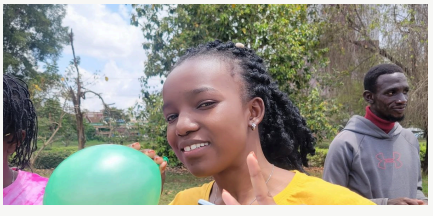












TO THE INCOMING TEAM

Looking ahead.

What held us back

01 No well-defined constitution, which blurred roles and slowed decisions.

02 Low member participation and inconsistent commitment.

03 Limited finances, and rising costs for venues and events.

04 Access to schools without a Ministry of Education recommendation letter.

05 Few volunteers for publicity work, and no defined membership structure.

06 Hard access to coaches and trainers without funds.

What comes next

01 Adopt the revised constitution and set out each docket's role.

02 Launch SET KENYA chapters in universities and colleges nationwide.

03 Seek Ministry of Education authorisation to reach more schools.

04 Form a publicity committee and a brand kit.

05 Form a finance sub-committee and diversify funding.

06 Make mentorship and training mandatory for new members.

07 Plan an annual calendar and a clear handover system.

08 Bring the Camera Project to completion.

"Leave SET KENYA stronger than you found it."

Brian O. Omukaga, Chairperson, 2024/25

ASANTENI SANA

With gratitude.

To God, for grace, strength and wisdom through every season of the year.

To our Patron, Eng. Daniel Nyongesa, for guidance and mentorship, and to Dr. Silas Wanjala for advice and encouragement.

To the associates, founders and donors whose generosity let us expand our programmes and outreach.

To the partners, institutions and clubs who walked with us, and to every member who showed up.

REPORTS COMPILED BY

Brian O. Omukaga	Chairperson
Victor Frankline	Vice Chairperson
Shivia Jemima Norah	Secretary
Michah Bidii	Organizing Secretary
Ignitious Hope Wanyonyi	Media and Publicity Secretary
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Long live the spirit of SET Kenya.

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