

The logo features the words "Big Me!" in a white, bold, sans-serif font. "Big" is positioned above "Me!". The text is set against a circular background that is red on top and yellow on the bottom, with several black diagonal stripes extending from the bottom right corner of the circle.

Big
Me!

THE BIG ME CAREER LEARNING FAIR

#BigMeKenya

Sep 2024
Saturday **21st** 8:00am-
3:00pm

 **Moi International Sports
Complex, Kasarani**

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 @BigMeCampaign  BigMe Campaign  BigMeCampaign

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About ActionAid International Kenya

ActionAid International Kenya is a non-partisan, non-religious development organization working in Kenya since 1972 to end poverty and injustices. It is among the leading anti-poverty agencies working directly with over one million poor and excluded people in 22 counties in Kenya with over 50 years of knowledge and experience working with poor communities.

ActionAid commits to working with women, children, and youth to claim and realize their constitutional rights through working within three main pillars: empowerment, solidarity, and campaigning.

The Big Me Campaign

This campaign is an initiative by ActionAid Kenya that inspires learners to envision their future careers and offers mentorship. The campaign also highlights the aspirations and challenges of peers in ActionAid-supported communities. This holistic program allows pupils to explore and learn about various professions and the path to achieving their dreams.

Over the last 5 years, the campaign has impacted over 8000 learners from Loreto Convent Msongari, St. Mary's International School, Notre Dame School, Regis School Runda, PCEA Langata School, Jabali Christian School, Rose of Sharon School, Montgomery School, Tassia School, Kyuasini Primary School among others.

The campaign has supported construction of classrooms, and toilets in Enwang'an Sidai Primary School and Paranae Primary School, supported 705 learners through

feeding programs in schools and impacted communities to demand their rights. It's through this impact that this career fair has been organized to reach out to more learners and to let them experience an actual work setup for different professions. Besides the learners imagining the profession and just dressing up the way they do, they get a chance to experience what they do in those professions.

The Career Fun Fair

This will be an exciting event designed to inspire and educate young minds ranging from grade 1 to grade 8 about the diverse world of professions. This one-of-a-kind fair aims to provide learners with a unique opportunity to interact with professionals from various fields such as doctors, engineers, pilots, artists, scientists, chefs, models, thespians, social workers, fundraisers among others, explore their work environments, and gain valuable insights into different careers. The fair will engage learners in diverse activities to raise awareness of educational barriers learners face.

Our objective is to establish a lively and inclusive platform where children learn about numerous career choices. We hope to break down educational barriers, empower learners, and contribute to a more sustainable future through engaging activities. The career learning fair aims to connect learners with many career options. To achieve this, we plan to facilitate exhibitions where various sectors can showcase and explain their roles, providing valuable insights to inform the learners' career choices.



Objectives of the Career Fair

1

The Career Learning Fair aims to plant the seeds of ambition and curiosity in young hearts and empower them to explore the world of professions and envision a fulfilling future.

2

To have corporates showcase and sell their products and what they do to over 6,000 attendees as they show the learners how their professions will be aligned in different organizations.

3

To raise funds to support learners in Kenya to achieve quality education through the event proceeds.

4

To create a platform for Kenyans to donate both monetary and in kind to support the construction of 4 classrooms in identified schools.



Who can participate?

Learners from grades 1 – 8 | Parents | Caregivers | Teachers
Corporates | Professional Bodies and other partners

Expected Outcomes

- 1. Increased career awareness:** Learners will gain exposure to an array of professions, fostering a deeper understanding of potential career paths .
- 2. Child development:** Learners will build interests, talents, and character for positive contribution to society.
- 3. Exposure to professionals from various fields** will broaden their horizons and help them explore options they may not have considered before.
- 4. Mentorship by professionals and community leaders** are expected to inspire and motivate learners to pursue their dreams with determination and perseverance.

What your child will get

- One-on-one session with a professional from their dream career
- A visit to the career booths for mentorship
- Guidance to create a career vision board.
- An opportunity to help a child from marginalized areas to achieve their dreams.

What Corporates will get?

- A ready market of over 3,000 clients to promote, market, and sell their products.
- Marketing through the event as per different packages.
- Logo placement as a major partner in the classroom that will be constructed for a Platinum sponsor and a speech during the groundbreaking and handover events.
- Field immersion trips for senior staff members as per the package

The Big Me Career Fair Corporates Packages

Platinum Package KES. 1,000,000 and Above

- Logo placement as a major partner in the classroom that will be constructed and a speech during the groundbreaking and handover events.
- The corporate gets visibility in communication materials and mentions during presentations.
- Four senior staff will go on a field immersion in the communities where ActionAid works.
- One senior staff will speak at the event for 5 minutes.
- Your logo will be placed on event sponsor banners and fliers.
- Your organization will be allocated an exhibition booth (6x3m) at a prime location at the event. 30 complimentary tickets for your team

Inclusion in the press releases

Diamond Package KES. 500,000- KES. 999,999

- The corporate gets visibility in communication materials and mentions during presentations. Two senior staff will go on a field immersion in the communities where ActionAid works.
- One senior staff will speak at the event for 3 minutes.
- Your logo will be added to the social media promotion and event sponsor banner.
- Your organization will be allocated an exhibition booth (3x3m) at a prime location at the event.
- 20 complimentary tickets for your team.

Inclusion in the press releases.

Gold Package KES. 300,000 – KES. 499,999

- The corporate gets visibility in communication materials and mentions during presentations. one senior staff will go on a field immersion in the communities where ActionAid works.
- Your logo will be added to the social media promotion and event sponsor's banner.
- Your organization will be allocated an exhibition booth (3x3m)
- 10 complimentary tickets for your team.

Mention in press releases.

Silver Package KES. 100,000 – KES. 299,999

- The corporation gets visibility in communication materials and mentions during presentations. Two senior staff can go on a one-day field visit to the communities where ActionAid works.
- Your logo will be added to the social media promotion and event sponsor's banner.
- Your organization will be allocated an exhibition booth (3x3m)
- 8 complimentary tickets for your team

Logo to be placed strategically in the press releases.

Suppliers and AAIK Partners Corner KES. 10,000 Shared space

Snacks Corner KES. 10,000 Limited Space

- Professionals showcase booths and Immersive learning.
- Professionals will have designated booths to showcase their prowess, Various corporate entities, encompassing a diverse range of professionals, will establish booths. Corporations opting to introduce their professional teams to participate in this session by providing insights into a typical day at their organization will receive a 50% discount on any selected package within the corporate's packages.

Meet one of the 5 schools that the proceeds of this event will support

Kodida Primary School is a public primary schools in Nyokal Local Rights Program in Homabay County. The school was started in the year 2009 and has a population of 350 learners. The school headteacher, Madam Florence Ogalo says,

"Kodida Primary School has 7 classrooms meant to serve 11 classes – which is not possible. We have therefore decided to have classes 2 and 3 share the same classroom while class 1 and Early Years Education (EYE) Learners (PP1 and PP2) sit under a tree.

During the rainy season, some of our pupils sitting under trees are not able to attend school properly since they must be released to rush home before the rains. Our classrooms also do not have enough desks hence we have some learners sitting on stones while 5 learners share a desk. The classrooms available are also in very poor condition which at times, prompts teachers to release all children to go back home before the rains. This means learners do not have enough time which translates to poor performance and low learning outcomes. The entire school population of 350 learners and 6 teachers share 3 door latrines – one for teachers, 1 for boys, and 1 for girls. In an ideal situation, the EYE learners should not share a latrine with their elder brothers and sisters in the upper primary. The latrine ratio for girls and boys is standing at 1:121 and 1:207 against the Ministry of Education and Department of Public Health recommended ratio of 1:25 and 1:30 respectively."

The school Patron through the community had initiated a school feeding program, but the program did not last

because of the poor yield the community got in the past harvesting season. With the school feeding program, the concentration of the learners was good, but comparing then and now, it has drastically reduced.

ActionAid Response

Education is one of the basic rights for children the world over. Many policies and regulations have been enacted by many countries to make education quality and accessible while responding to the needs of learners regardless of their economic and social backgrounds. Kenya as a country is not left out in this and has ratified multilateral treaties on commitments to education financing and quality.

ActionAid and her partners in Homabay, Makueni, and Kajiado Counties together with the school community are looking forward to carrying out intensive advocacy around education financing targeting both County and National Governments to ensure the learners in those schools benefit from appropriate learning facilities as their peers in other schools.

Through the funds raised in this campaign, we will construct classrooms and toilet blocks as a model while empowering the community in this county to advocate for the school. We hope to rekindle and reclaim the demeaning glory of Education as the greatest equalizer of the condition of children which deserves a significant public investment both at local and national governments.

Join us at the Career Fun Fair and embark on an unforgettable journey of self-discovery and inspiration!