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#BigMeKenya



THE BIG ME CAREER LEARNING FAIR

Saturday,
19th September
09.00 AM to 3.00 PM

@BigMe Campaign BigMe Campaign @bigme.kenya

0700 653 153

BIGMECAMPAIGN@ACTIONAID.ORG

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 25 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

The Big Me Campaign developed by ActionAid aims to work with children to inspire and motivate them to pursue their dream jobs and professions, while at the same time being cognizant of their peers in marginalized areas who may lack similar opportunities. The holistic program allows pupils to explore and learn about various professions and the path to achieving their dreams.



The campaign helps foster a sense of empathy and social awareness. The aspect of mentorship is at the core of this campaign, both peer-to-peer and professional mentorship that aims to shape the learner's career path.

Over the last 8 years, the campaign has impacted over 10,000 learners and has constructed classrooms, toilets, and supported 705 learners through feeding programs in school, and impacted communities to demand their rights.

It's through this impact that the career fair coined from 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 LEARNING FAIR

The **Big Me Career Learning Fair** is a dynamic and immersive event designed to ignite curiosity and inspire young minds, from Grade 1 and beyond, about the vast spectrum of career possibilities.

This one-of-a-kind experience offers children an invaluable opportunity to engage directly with professionals from diverse fields, including doctors, engineers, pilots, artists, scientists, chefs, models, thespians, social workers, and fundraisers, among others.



Through interactive sessions, hands-on activities, and workplace simulations, children explore various professions, gaining first-hand insights into different career paths. The fair also raises awareness about the barriers to education that many children face, fostering a sense of empowerment and inclusion. Our goal is to create a vibrant and engaging platform where children can envision their futures, break down educational limitations, and contribute to a more sustainable world.



A key highlight of the event is the **Career Exhibition**, where leading industry players showcase their sectors, providing valuable exposure and knowledge to guide children's career aspirations. By bridging the gap between ambition and opportunity, the **Big Me Career Learning Fair** plays a crucial role in shaping the next generation of professionals.

THE INAUGURAL BIG ME CAREER LEARNING FAIR 2024

A Remarkable Success



On September 21, 2024, the much-anticipated Big Me Career Learning Fair took place at the Moi International Sports Centre, Kasarani Stadium, drawing an impressive turnout of over 1,600 participants. The event seamlessly blended mentorship, career exploration, and interactive learning, ensuring an enriching experience for all attendees.

Children engaged in a variety of career-themed activities, while parents, stakeholders, and partners expressed their overwhelming satisfaction with the event's execution and impact. The success of the inaugural edition underscores the significance of this initiative in empowering young learners and shaping their future career trajectories.



With this momentum, the Big Me Career Learning Fair is set to grow even bigger, inspiring and equipping more children with the knowledge and confidence to dream big and achieve their aspirations; valuable exposure and knowledge to guide children's career aspirations. The Big Me Career Learning Fair plays a crucial role in shaping the next generation of professionals, By bridging the gap between ambition and opportunity,.



THE BIG ME CAREER LEARNING FAIR 2026

- BIGGER, BOLDER, AND MORE IMPACTFUL!

Mark your calendars!



**19TH
SEPTEMBER
2026**

the Big Me Career Learning Fair returns, **bigger** and **more exciting** than ever!



This highly anticipated event will bring together over 3,500 attendees for a day of career exploration, mentorship, and inspiration.

From interactive career booths to one-on-one sessions with professionals, young learners will dive into a world of possibilities, discovering the paths that align with their passions.

Beyond career guidance, the fair proceeds will support quality education, classroom construction, and feeding programs for underserved learners. Don't miss out on this incredible opportunity to empower the next generation and shape the future of education!



OBJECTIVES OF THE CAREER FAIR

Inspiring Young Minds

Planting the seeds of ambition and curiosity in young hearts, empowering them to explore diverse professions and envision a fulfilling future.



Corporate Engagement:

Providing businesses with a platform to showcase their products and services to over 3,500 attendees while demonstrating how learners' future careers align with different industries.

Education Support:

Raising funds to ensure learners in Kenya receive quality education, with proceeds directly benefiting their academic journey.

Community Impact:

Creating a platform for Kenyans to donate funds and essential goods to support the construction of four classrooms and feeding programs for learners in need.

Who Can Participate?

- Learners from Grades 1 and above
- Caregivers & Teachers
- Corporates & Professional Bodies
- Other Partners & Stakeholders





EXPECTED OUTCOMES

1. EXPANDED CAREER AWARENESS:

Learners will explore a wide range of professions, helping them visualize and map out their career aspirations.

2. TALENT & CHARACTER DEVELOPMENT:

The event nurtures students' interests, talents, values, shaping them into future changemakers.

3. BROADER CAREER HORIZONS:

Direct engagement with professionals exposes learners to career paths they may not have previously considered.

4. INSPIRATIONAL STORYTELLING:

Personal success stories from professionals and community leaders will ignite passion and determination in young minds.

5. CORPORATE GROWTH & ENGAGEMENT:

Businesses will market and sell their products, expand their reach, and recruit future talent on-site. Universities and professional bodies will engage directly with potential learners.

WHAT YOUR CHILD WILL GET



One-on-one mentorship with a professional from their dream career



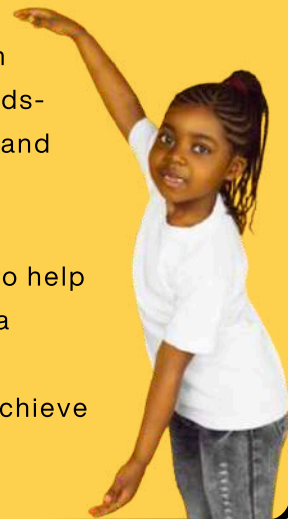
Career booth visits for hands-on guidance and inspiration



Personalized career vision board creation



The chance to help a child from a marginalized community achieve their dreams



WHAT CORPORATES WILL



GAIN

- ✓ A ready market of over 3,500 attendees to promote, market, and sell their products
- ✓ Event marketing and brand visibility through various sponsorship packages
- ✓ Platinum Sponsors will have their logo placed on a newly constructed classroom and a speaking opportunity at the groundbreaking and handover ceremonies
- ✓ Field immersion trips for senior staff members based on sponsorship packages



THE BIG ME CAREER LEARNING FAIR CORPORATE PACKAGES



PLATINUM PACKAGE

KES. 1000000 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 for a field immersion in the communities where ActionAid works.
- One senior staff member 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. 500000

- 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 member 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.

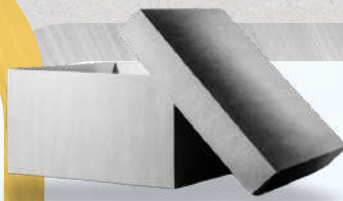


THE BIG ME CAREER LEARNING FAIR CORPORATE PACKAGES



GOLD PACKAGE KES. 300.000

- 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.
- Your logo will be added to the social media promotion and event sponsor's banner.
- Your organization will be allocated an exhibition booth (3x3m)
- 15 complimentary tickets for your team.
- Mention in press releases.



SILVER PACKAGE KES. 150.000

- The corporation gets visibility in communication materials and mentions during presentations.
- One senior staff will go for 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)
- 10 complimentary tickets for your team
- Logo to be placed strategically in the press releases.

PROFESSIONALS SHOWCASE BOOTHS AND IMMERSIVE LEARNING

Professionals will have designated booths to showcase their prowess, Various corporate entities, encompassing diverse 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 **30% discount** on any selected package within the corporation's packages.

SUPPLIERS AND AAIK PARTNERS CORNER

KES. 20.000

Shared space



THE ADOPT A SCHOOL INITIATIVE

THE VISION:

In 2022, students from **Makini School Runda** (formerly Regis Runda Academy) participated in ActionAid's Big Me Campaign; a dress-up day where learners imagine their future selves and confront the realities faced by their peers in marginalised communities. That experience didn't stop at awareness. The students visited **Paranae Primary School** in Kajiado County and **adopted it**.

What they found was sobering:



A school of **103 learners** sharing just **two classrooms**, with five classes running **in shifts**



No staffroom, and only **three teachers** for five classes.



Two dilapidated toilets shared by all pupils and staff



No clean water and no feeding programme in the drought stricken area

Rather than a one-off donation, what followed was a **structured, two-year commitment**. Immediate interventions were rolled out the following term, while longer-term fundraising continued. Over two years, Makini School Runda mobilised their parents, families, and networks, raising a total of **KES 2,469,698**.

THE ADOPT A SCHOOL INITIATIVE

THE IMPACT:

The impact was transformative:



A **permanent classroom** was constructed eliminating shift learning and reducing dangerous overcrowding



A **six-door toilet block** was constructed, providing separate, dignified sanitation for boys, girls, and teachers; directly reducing absenteeism among adolescent girls

Enrolment grew from 103 to 168 learners, reflecting renewed community confidence in the school.

On 24 July 2024, **ActionAid International Kenya** and **Makini School Runda** officially handed over the completed facilities; a moment that marked not just the end of a project, but proof of **what a structured giving model can achieve**.



This is the foundation of **The Adopt-A-School initiative**. It creates a clear, replicable pathway for corporates, individual partners and schools to drive the same kind of sustained, visible impact: school by school, gap by gap, child by child.

LAST FAIR'S PROCEEDS IN ACTION

IMPACT OF YOUR SUPPORT

At our previous Career Fair, we spotlighted **Kodida Primary School** under the **Nyokal Local Rights Programme** in **Homa Bay County**.



The staffroom and classes at Kodida Primary before rehabilitation

What started as a vision to **provide a safe ECDE learning environment** has since become a reality: the modern **classroom facility** has been **successfully completed** and **launched**.



Kodida Primary's New Classroom

The once open-air classroom under a tree is now a fully finished facility featuring **spacious interiors, tiled floors, large windows, and a veranda**, offering young learners the comfort and dignity they deserve.

This year, we turn our focus to schools in three counties: **Homa Bay County, Kajiado County** and **Makueni County**; continuing our commitment to creating better learning environments where every child can pursue their **Big Me Dreams**.



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