



GREEN-KENYA

2025

ANNUAL REVIEW



FOUNDER MESSAGE

The year 2025 began with a strong focus on strategic alignment as Green-Kenya invested in strengthening systems and solidifying the foundations of its five divisions: Women Up, Coach Education, Environmental Literacy, Social Impact, and the Football Academy. The first half of the year was dedicated to planning, restructuring, and capacity building, ensuring that our coaches and coordinators were well equipped with clear objectives, performance indicators, and inclusive, child-centered approaches. Quarter 3 marked a powerful shift from preparation to impact, as Green-Kenya expanded its reach and deepened community engagement. Through initiatives including Women Up, and Community Impact, we reached over 9,000 Children in Nairobi and Mombasa, addressing critical social issues such as gender equality, child protection, and drug abuse through sport-based interventions.



The final quarter of the year brought both notable achievements and operational challenges, including field access limitations, school closures, and holiday-related disruptions. Despite these constraints, our teams demonstrated remarkable adaptability by adjusting schedules, relocating sessions, and maintaining program continuity. These experiences strengthened our resilience and sharpened our planning and resource management capabilities. As we conclude 2025, Green-Kenya stands more strategic, more resilient, and deeply committed to leveraging sport as a catalyst for long-term, sustainable social change in the communities we serve.

**Founder
& Executive Director
Green - Kenya**



Green-Kenya is a sport-for-development organization focused on using sports as a tool to drive social impact and create positive change, especially among youth and communities. We aim to empower individuals through sports by promoting life skills, environmental stewardship, and gender equality.

G-K impact

- 9269 - Children impacted
- 112 - Coaches reached
- 1216 - Hours on-field

HIGHLIGHT OF THE YEAR

Parents Meeting

03

Piloting the Emerging Leaders Program for young athletes, with a progressive focus on building leadership capabilities and shaping player mindsets both on and off the pitch, in partnership with Mirable Training Solutions and Australian Sports Leadership.



Partnerships

04

Schools

- Thomas Burke Primary
- St Jude's catholic primary
- St Joseph international science school
- Brains wealth academy
- vision primary and kindergarten
- Epren Academy
- Peponi House School
- Hekima Educational Center
- St Diana Talent School
- Downstream Secondary School

Football academy



Women up



Coach Education



Environmental literacy



Social impact program





GREEN-KENYA DIVISIONS IN NUMBERS

Hours On-Field:	participants	Boys	Girls	No. Coaches	Male coaches	Female coaches	No. of Sessions
1216	9269	7129	2130	112	95	21	25

Mission

Giving Our Children a Green Future Through Sports

Vision

A world in which youth and adults learn, grow, and work as catalysts for positive change

SOCCER AND EDUCATION

Soccer

Soccer plays a huge role in the communities we deliver our programs on daily basis, We provide a safe space and Coaches for Children to play football daily. All the Children in our programs have never played organized football beyond G-K program

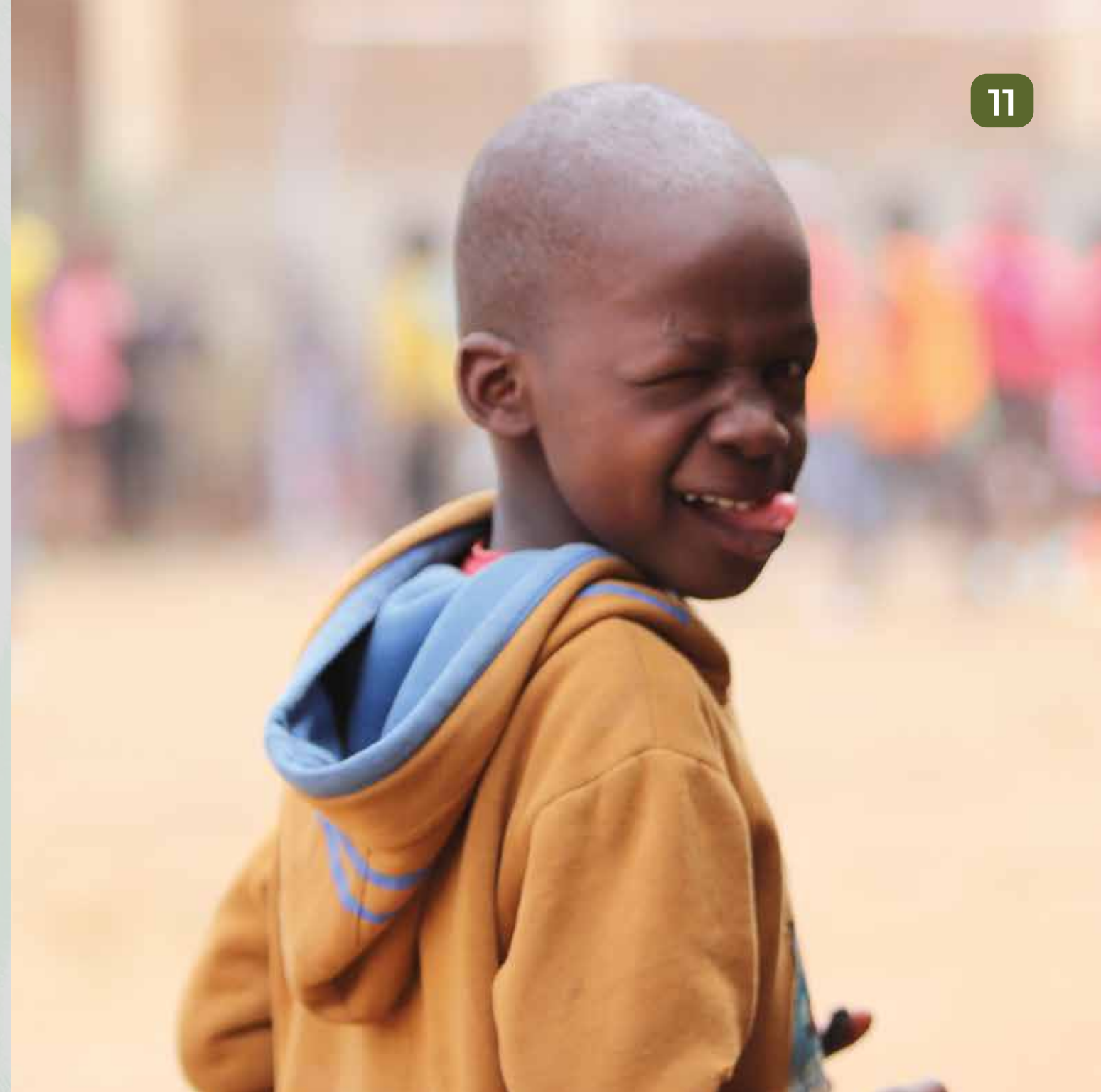
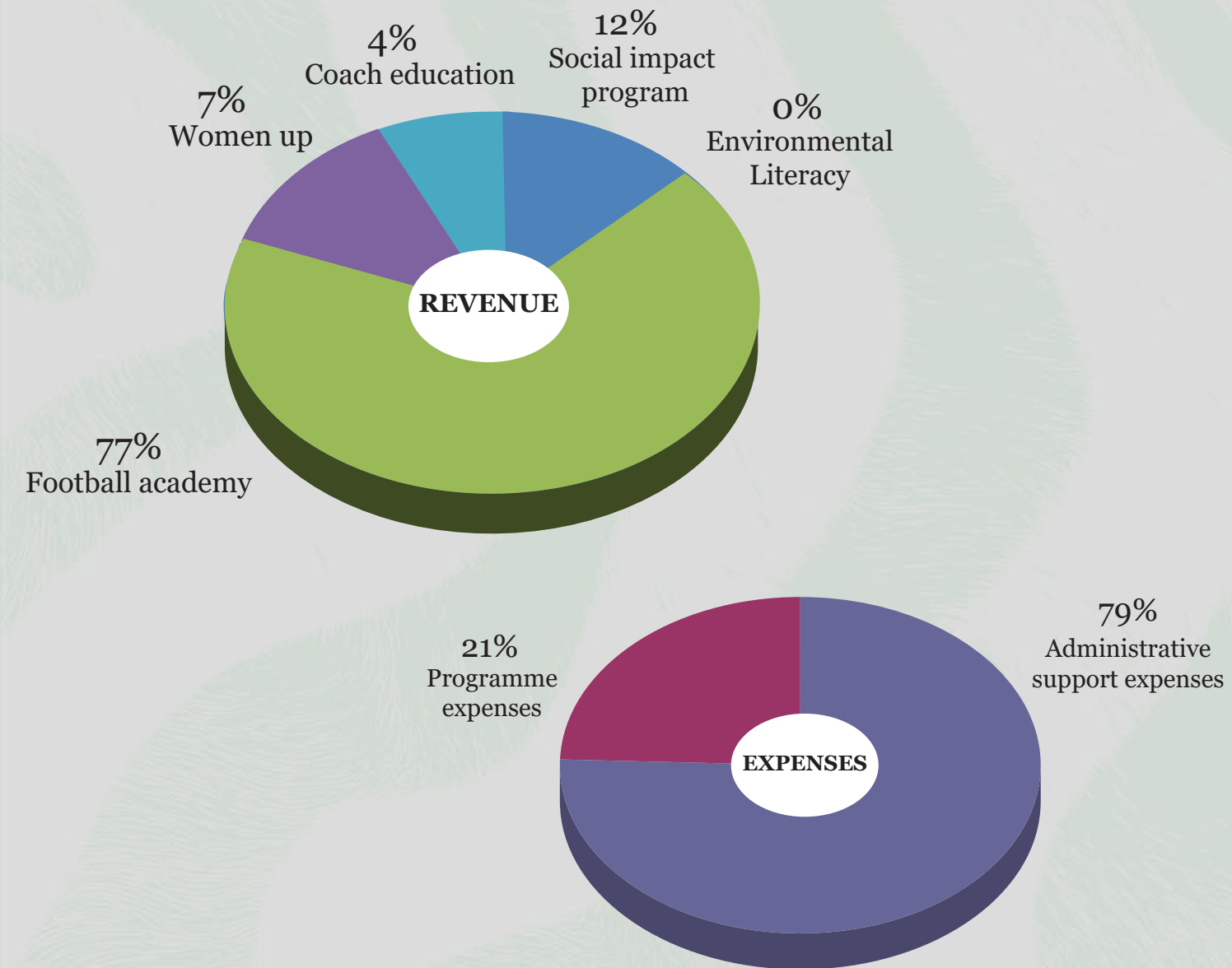
Education

We ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. We do this with the help of physical education teachers

“As we step into 2026, I am encouraged by Green-Kenya’s continued progress in advancing our mission to build a greener and more inclusive future through sports. Together with our team, partners, and community, we have strengthened programs that empower youth, promote leadership, and champion environmental stewardship. I am grateful for the collective commitment that drives our impact, and we remain steadfast in our resolve to create lasting, positive change in the lives of children and young people. I am thrilled with the football academy programme that is taking shape and making our future promising for both the organization and youth programs”.

Patrick Wanambisi
Chair of the Board, Green-Kenya





We brought 7 out of 17 United Nations Sustainable Development Goals (UN SDGs) through play.

Goal 3: Good Health and Well-being

Goal 4: Quality Education

Goal 5: Gender Equality

Goal 8: Decent Work and Economic Growth

Goal 10: Reduced Inequality

Goal 13: Climate Action

Goal 17: Partnerships for the Goals

- ✓ **Pamoja Girls**
- ✓ **Coaches Across Continents**
- ✓ **Football Coaches Australia**
- ✓ **Mirable Training Business Solutions**
- ✓ **Global Giving**
- ✓ **Australian Sports Leadership**
- ✓ **Alive and Kicking**



LOOKING AHEAD 2026

We will focus on these goals and objectives

- ✓ Eradicate gender inequality in sports and empower girls through leadership and life skills.
- ✓ Build a network of competent and ethical coaches who use sports for development.
- ✓ Foster environmental awareness and action through sports-based education.
- ✓ Leverage sports to drive social change and community development.
- ✓ Train young footballers in technical skills, leadership, and life skills.

Contact Us



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GREEN-KENYA

APPRECIATION & CALL TO ACTION

We extend our heartfelt appreciation to our Green-Kenya partners for standing with us throughout 2025. Your commitment, resources, and shared vision have transformed ideas into action restoring ecosystems, strengthening communities, and advancing a sustainable future for Children. As we look ahead, we call on you to renew this collective resolve. Together, let us deepen our partnerships, scale our impact, and boldly lead the transition toward a greener, more inclusive, and resilient Kenya for generations to come.

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Giving Our Children a Green Future through sports