

NAIROBI ATTACH



WATOTO  
WETU

CSR Pilot Program *Proposal*





## **WATOTO WETU SCHOOLS & INSTITUTIONS PROGRAM**

A Nairobi Attach collaborative initiative, bringing together organisations, schools, and institutions to build family- and child-safe environments rooted in trauma awareness, protection, wellbeing, and resilience.

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## 2. Executive Summary

Nairobi Attach is a Kenyan child mental health and safeguarding consultancy that works with schools and institutions to build trauma-aware, child-safe environments. Our programs integrate direct training, safeguarding audits, and system-level policy influence through our research arm, **Attach Lab**.

We propose a partnership with a values-aligned corporate, foundation, or development partner to deliver the **Trauma-Aware Schools Initiative** across selected schools in Kenya – WATOTO WETU SCHOOLS & INSTITUTIONS PROGRAM. This initiative addresses urgent challenges — from child abuse (affecting 1 in 3 Kenyan children before age 18, UNICEF 2019) to trauma’s impact on learning outcomes — while aligning with global CSR trends that place child wellbeing at the centre of sustainable development.

### The Program will:



#### Train teachers and leaders

Train teachers and leaders in safeguarding and trauma-informed practice.



#### Conduct protection audits

Conduct child protection audits and co-develop tailored safeguarding policies.



#### Extend impact

Extend impact through WhatsApp-based reflective practice communities.



#### Generate research

Generate research and policy briefs through **Attach Lab**, ensuring evidence translates into systemic change.



## Why This Partnership Matters

- For corporate, foundation, and development partners, it offers alignment with international CSR best practice, where corporates like IKEA, Deloitte, and NatWest are investing in child wellbeing as both a social good and a business imperative.
- For **child-focused funds and NGOs**, it reflects current priorities on child-driven solutions, amplifying children’s voices, and embedding participation into safeguarding practice. Nairobi Attach directly integrates children’s lived experiences through Attach Lab audits, ensuring that policies and trainings are shaped not only by adults, but by the realities children share.
- For Nairobi Attach and Kenyan schools, it builds safer learning environments, resilient staff, and stronger systems that protect children long-term.

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This partnership represents not only immediate program delivery but also sustainable, system-level transformation. Together, we can ensure that schools in Kenya are not only places of learning, but also places of safety, healing, and resilience for every child.

### 3. Introduction

This proposal outlines a meaningful collaboration between **Nairobi Attach** and a selected CSR or community-impact partner, designed to strengthen children’s mental health, safeguarding, and resilience in schools and communities across Kenya.

By aligning with widely recognised **CSR and funding priorities**, this partnership supports early intervention, whole-child wellbeing, and systems change — goals shared across global CSR movements.



## 4. Why This Matters — UK & Global CSR Alignment

Schools in Kenya face growing pressures: rising cases of abuse, classrooms affected by trauma, and safeguarding policies that exist on paper but not in practice. These challenges mirror global concerns, and international partners — both corporate and philanthropic — are investing heavily in child wellbeing as a cornerstone of sustainable development.

### 4.1 UK CSR Best Practice

The UK has become a leader in embedding children’s mental health and safeguarding into corporate social responsibility (CSR):

- **The Princess of Wales Business Taskforce on Early Childhood** estimates that investing in children’s early years could generate **£45.5 billion annually in social and economic benefits**. Corporates including NatWest, Deloitte, IKEA, and Co-op have aligned their CSR strategies to support childhood wellbeing.
- **Corporate–charity partnerships** such as LEGO with Save the Children, and Co-op with The Children’s Society, illustrate how CSR can both enhance brand value and deliver lasting impact in schools and communities.
- The UK Department for Education funds **Senior Mental Health Leads** and **Mental Health Support Teams** in schools, showing that investment in staff capacity and safeguarding is now viewed as a national CSR priority.



For partners, supporting Nairobi Attach is current, where **child wellbeing is no longer a side project, but a central CSR focus with proven economic and social return.**

## 4.2 Global NGO & Children's Fund Practice

Global NGOs and children's funds also prioritise systemic interventions in education, mental health, and safeguarding:

### UNICEF

UNICEF has made school safety and child mental health central pillars in its global programming, including through initiatives like Rights Respecting Schools.

### BBC Children in Need funds

BBC Children in Need funds resilience and wellbeing projects across the UK, requiring grantees to demonstrate measurable improvements in children's mental health and safety.

### Partnership for Children

Partnership for Children delivers resilience-building programmes in over 15 countries, showing how evidence-based, school-focused interventions can scale internationally.

### Oak Foundation

Oak Foundation supports global safeguarding work, with grants to organisations that prevent abuse and strengthen child protection systems at scale.

Nairobi Attach's trainings and audits align directly with these global priorities: **system strengthening, safeguarding, and measurable outcomes.**



### 4.3 Child-Driven Funds & NGO Alignment

A critical shift in recent years is that major child-focused funders now demand programs be **child-driven**. It is no longer enough to deliver services “to” children — they must be designed “with” children, embedding their lived experiences into every layer of safeguarding and wellbeing practice.

#### Global Requirements

- **UNICEF’s Child Friendly Cities Initiative** requires schools and local authorities to create spaces where children’s voices directly inform planning, monitoring, and decision-making.
- **BBC Children in Need** now requires funded projects to demonstrate how children and young people shape their design and delivery, not just how they benefit from them.
- **Oak Foundation** places survivor and child participation at the heart of its safeguarding grants, ensuring that protection systems are informed by lived realities.
- **Partnership for Children** has shown that programs designed with children’s feedback are significantly more effective in building resilience and emotional literacy.

#### Nairobi Attach’s Unique Position

Nairobi Attach is uniquely positioned here. Through Attach Lab, we:

- Conduct **safeguarding audits** that gather children’s real experiences of safety and vulnerability in schools.
- Translate these findings into **policies, codes of conduct, and safeguarding practices** that are informed by children’s perspectives.
- Feed this evidence into **policy briefs and advocacy**, ensuring that children’s voices not only shape individual schools, but influence national systems.



By supporting Nairobi Attach, partners align with the **child-driven funding movement** that is shaping the future of global child wellbeing investments. You are not just funding services for children — you are funding **systems that children themselves have helped to shape**.

## 5. About Nairobi Attach

**Nairobi Attach is more than a consultancy — it is a child-centered movement for safeguarding and mental health in Kenya.** We exist because too many children carry trauma, neglect, or unspoken abuse into classrooms, while schools and institutions often have policies on paper but lack the confidence or systems to protect them in practice.

**We believe every child deserves to be safe, seen, and supported. Our work bridges the gap between written policy and lived reality, creating spaces where children are not only protected but can also thrive socially, emotionally, and academically.**

We partner with schools, institutions, and communities to strengthen the adults around children — teachers, parents, caregivers, and leaders — so that safeguarding and mental health become shared responsibilities, lived out daily.



## Our work integrates:

### 01

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#### **Safeguarding Trainings & Audits**

Equipping staff and leaders with the skills and accountability systems to respond effectively when children are at risk.

### 03

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#### **Ongoing Community Support**

Sustaining growth through online learning circles that keep parents, teachers, and youth athletes connected and supported.

### 02

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#### **Trauma-Informed School Programs**

Helping educators understand how trauma shapes behaviour and learning, and giving them practical strategies for creating safe, supportive classrooms.

### 04

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#### **Attach Lab (Research & Policy Innovation)**

Our dedicated research arm, which ensures that children's voices and lived experiences inform policies, codes of conduct, national conversations and strategies for creating safe, supportive classrooms.

# At Nairobi Attach, we do not just train — we transform.

We turn compassion into systems, policies, and practices that protect children today and shape a safer future for tomorrow

## Spotlight on Attach Lab

Attach Lab is the **research and policy innovation arm** of Nairobi Attach. It strengthens our work by ensuring every intervention is rooted in evidence, and every program contributes to system-level change.

### Attach Lab's core functions:



#### Audits & Data Collection

Reviewing safeguarding systems in schools and institutions to identify real- world gaps.



#### Evidence Translation

Turning data into practical tools such as handbooks, child- friendly codes of conduct, and reporting protocols.



#### Policy Influence

Producing briefs and recommendations that align Kenyan practice with global standards (including Ofsted's safeguarding framework in the UK).



#### Monitoring & Evaluation

Documenting outcomes of programs for accountability to funders, schools, and government stakeholders.

For partners, this means your investment ***creates both direct impact and policy-level change*** — ensuring children are protected not just in one school, but across the system.

## 6. Proposed Program: *Trauma-Aware Schools Initiative*

Kenya's schools are under increasing pressure. Children arrive carrying trauma from poverty, loss, neglect, or violence. Too often, their distress is misinterpreted as defiance, laziness, or poor discipline. At the same time, safeguarding systems remain weak: many schools hold policies in files but lack the training and culture to protect children when it matters most. The result is that children fall through the cracks, while teachers and leaders feel ill-equipped to respond.

The **Trauma-Aware Schools Initiative** responds directly to this gap. Designed as a pilot across five Kenyan schools, it combines training, policy strengthening, and evidence from **Attach Lab** to create lasting change.



# Implementation Process

## 01

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### Safeguarding & Policy Strengthening

- **What happens:** Two-day, in- person safeguarding trainings for staff and leadership at each school. Participants learn how to identify abuse, follow statutory reporting procedures, and build a safeguarding culture. Each school appoints a *safeguarding champion* responsible for embedding these practices.
- **Implementation outcome:** Schools leave with tailored safeguarding policies, clear codes of conduct, and practical child-friendly reporting tools.

## 03

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### Attach Lab Audit & Reporting

- **What happens:** Pre- and post-program audits are carried out in each school, gathering insights from staff and students about safety and wellbeing. Attach Lab produces *data-driven reports*, handbooks, and policy briefs.
- **Implementation outcome:** Schools track progress, funders receive evidence of change, and findings feed into wider policy advocacy.

## 02

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### Trauma-Informed Practice

- **What happens:** Teachers are trained in neuroscience-informed strategies to interpret trauma-related behaviours. They join facilitated *reflection groups* where they problem-solve real classroom scenarios. Resilience-building tools are supplied for daily use.
- **Implementation outcome:** Teachers gain confidence in supporting distressed students without exclusion, creating emotionally safe learning environments.

## 04

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### Community Extension

- **What happens:** Teachers and parents join *WhatsApp-based circles* moderated by Nairobi Attach facilitators. These provide ongoing peer support, daily tips, and problem-solving spaces to sustain impact beyond training.
- **Implementation outcome:** Continuous reinforcement of practices, ensuring the program does not fade once workshops end.

## 7. Mutual Benefits

For CSR, Foundation & Development Partners	For Nairobi Attach & Schools
Aligns with CSR priorities around education, children’s wellbeing, and sustainable development.	Schools gain safer environments, confident staff, and trauma-sensitive classrooms.
Demonstrates global best practice by funding initiatives that mirror UK CSR child wellbeing projects.	Attach Lab generates evidence and policy momentum for system-wide change.
Builds reputation as a leader in child safeguarding and wellbeing.	Children experience safer spaces, improved mental health, and better learning outcomes.

## For CSR, ESG & Community-Impact Partners

### Alignment with CSR Goals

UK CSR leaders like NatWest, IKEA, and Deloitte have demonstrated that child wellbeing is not only a moral duty but a smart CSR investment, generating social and economic returns valued at £45.5bn annually (Princess of Wales Business Taskforce, 2024). Supporting Nairobi Attach situates your organisation within this global movement.

### Demonstrating Best Practice

By aligning with international standards (e.g., Ofsted safeguarding frameworks and Trauma-Informed Schools UK), your organisation shows it is investing in globally recognised solutions for local challenges.

### Brand and Reputation Strengthening

Corporates such as LEGO and The Children's Society UK highlight child mental health in CSR not only to create social change but also to build brand trust and employee engagement. Backing Nairobi Attach allows your organisation to tell a similar impact-driven story.

### Sustainable Social Impact

Funding through Nairobi Attach doesn't stop at one school; Attach Lab's audits and evidence-gathering feed into policy briefs that influence the wider education sector — multiplying your organisation's impact beyond the immediate partnership.

## For Nairobi Attach & Schools

### **Safer Learning Environments**

Evidence shows that children in trauma-informed schools have reduced behavioural incidents and improved learning outcomes (Harvard Center on the Developing Child, 2021). Kenyan schools adopting these practices will experience similar gains.

### **Confident Staff & Leaders**

Teachers trained in safeguarding and trauma-awareness report greater confidence in responding to crises, reducing both personal stress and institutional risk (London Mental Health in Schools Programme, 2022).

### **Policy Momentum via Attach Lab**

Data collected from audits feeds into Attach Lab, strengthening Kenya's national safeguarding conversation. This mirrors UK practice where Working Together to Safeguard Children sets the tone nationally, ensuring that every school is accountable.

### **Better Outcomes for Children**

Trauma-aware approaches improve emotional literacy, resilience, and trust in adults. Research from UK schools shows improved attendance and engagement when children feel emotionally safe (TISUK evaluation, 2023). Nairobi Attach brings this evidence-based practice into Kenyan contexts.

## 8. Budget (Pilot – 5 Schools)

### **Training (KES 45,000 x 5 = 225,000)**

Covers facilitation, materials, and delivery of two-day safeguarding and trauma-informed training sessions in each school.

### **Materials & Tools (KES 10,000 x 5 = 50,000)**

Provides each school with child- friendly reporting posters, safeguarding handbooks, reflection group guides, and resilience-building tools.

### **Policy Audits (KES 30,000 x 5 = 150,000)**

Funds the pre- and post-program Attach Lab audits, including staff and child interviews, systems review, and customised policy drafting.

### **Monitoring, Evaluation & Reporting (KES 25,000)**

Supports data analysis, outcome tracking, and the production of a consolidated impact report for funders and schools.

Total Program Investment

**Total: KES 450,000**

## 9. Conclusion

Together, Nairobi Attach and a values-aligned CSR or development partners can create lasting impact by investing in Kenya's children. This partnership doesn't just fund programs — it builds evidence, strengthens policy, and transforms safeguarding practice nationwide through Attach Lab.

**Every child deserves to be safe, seen, and supported. Through collaborative partnership, we can make this a reality for thousands of children across Kenya.**

### Get in Touch

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## 10. Director's Note

### **Nairobi Attach – A Child-Centered Approach**

Children are astonishingly resilient. They carry pain in ways that often defy our understanding, setting it aside just so they can keep moving forward. Yet, it is this very resilience that sometimes leaves them most at risk—because the ability to survive what has happened to them does not mean they can escape its long-term impact.

A child cannot choose how trauma will echo through their mind, body, and emotions. That is why we, as adults, must take on the responsibility of protection. It is why society sets guidelines for care—so that children can grow in safety, joy, and freedom.

And still, many slip through the cracks. Too many children endure experiences no one should have to face. Without support, they internalize these wounds, reshaping their sense of self, their trust in others, and their belief in their own worth.

Imagine if every child had a chance to release the unspoken words, the heavy feelings, and the hidden fears they carry before they grow into adulthood. Imagine environments where attachment and connection are nurtured, where a child's natural loving spirit is met with safety, reciprocity, and care. In such spaces, even the deepest hurts can begin to soften, and healing can take root.

I founded **Nairobi Attach** out of this conviction. To provide safe spaces where children—and their families—are truly heard. To share knowledge on how to meet children with compassion. To advocate for a society where listening to our children is not optional, but essential.

My hope, my commitment, is simple: that every child is protected, valued, and given the mental health equality they deserve.

**Njambi Miriam Magugu, MA**

## **Appendix 1.**

### **Ethical Standards in Interviewing Children**

At Nairobi Attach, all engagement with children — including interviews during safeguarding audits and evaluations — is governed by the highest ethical standards. We uphold the **United Nations Convention on the Rights of the Child (UNCRC, 1989)** and **Kenya’s Children Act (2022)**, ensuring that every child’s right to be heard is balanced with their right to safety and dignity.

Our practice follows **UNICEF’s Ethical Research Standards (2015)** and **WHO guidelines** for interviewing children, and includes:

- **Informed consent and child assent** using age-appropriate communication.
- **Safe, neutral environments** where children can speak freely without fear.
- **Voluntary participation** with the right to stop at any time.
- **Confidentiality and mandatory safeguarding pathways** for disclosures of harm.
- **Trauma-aware methods**, using child-friendly tools and approaches to minimise distress.

Through **Attach Lab**, we ensure that children’s voices are not only heard safely but also translated into practical systems and policies that protect them.

## **Appendix 2**

### **Child Interview Protocol (Nairobi Attach – Attach Lab)**

#### **1. Preparation**

- Conduct a **risk assessment** before interviews to identify potential harms or triggers.
- Obtain **informed consent** from parents/guardians and **child assent** from participants using age-appropriate explanations.
- Select **safe, neutral spaces** (not classrooms, dormitories, or areas where alleged harm may have occurred).
- Ensure a **trained safeguarding professional** leads the process, with trauma-awareness and child development expertise.

## 2. Safe & Respectful Engagement

- Use **age-appropriate, child-friendly methods** (drawing, storytelling, open questions, simple language).
- Begin with **icebreakers** to build trust and reduce anxiety.
- Clearly explain **rights and limits of confidentiality** (e.g., “If you tell me something that makes me worried about your safety, I may need to share it with someone who can help”).
- Avoid leading questions; allow the child’s own words and expressions to guide the narrative.

## 3. Safeguarding & Support

- Monitor for signs of **distress or fatigue**; pause or stop interviews if necessary.
- Provide **immediate emotional support** if sensitive issues arise.
- Have **referral pathways ready** (school safeguarding champion, counsellor, local child protection officer) if disclosures of harm are made.
- Ensure children know they are **not at fault** and that speaking up is a form of courage.

## 4. Documentation & Confidentiality

- Record responses **anonymously** (no identifiable names or details in reports).
- Store notes and data securely, accessible only to authorised safeguarding staff.
- Ensure findings are **aggregated** before publication, so no child can be individually identified.

## 5. Feedback & Closure

- Thank the child sincerely for their time and trust.
- Offer age-appropriate feedback on how their input will be used (“What you shared will help your school become safer for all children”).
- Provide a **safe adult contact** if the child has more to share later.

*Thank you*