

PARTICK NYACHOGO

Report #K08

ABSTRACT

Patrick Nyachogo is the 26-year-old leader of Kenya Name Fruits Company, which seeks to conserve the environment, reduce malnutrition among children, and improve household income by planting fruit trees in the community and water towers. While his company is not explicitly Christian, he was educated at a Christian university (Africa Nazarene University), often teaches and serves in various ways with churches, and is writing a motivational book based on the biblical life of Joseph.

BACKGROUND

Childhood Home

Patrick was born on 12/12/1987 in Bukembu village, Nyamosore sub-location in Nyamira county. Born in a land where there were six streams all feeding Lake Victoria through the Nyando River, Patrick's childhood was a happy one full of fun, exploration, creativity and adventure. Fishing, creating toys, hunting, watching flamingos, climbing trees, eating wild fruits in the forest, and swimming in the river was his childhood experience. Patrick reports that he enjoyed his childhood.

'We never lacked anything and if we did, we invented it like if you didn't have a toy, you could make yours, we never had computers, but we could improvise our games...we could sing along the croaks of frogs in the morning and watching the flamingos on the weekends.. .we enjoyed our lives'.

Current Family

As the last born in a family of four; two brothers and two sisters, Patrick was schooled at Kimasare nursery and primary school, a local village school. Then he joined St. Charles Lwanga Nyansabako High School in 2001 and finished in 2005. He sat for his KCPE in 2000. Both of his parents are still alive.

Patrick reports that the environment has seen a lot of destruction. Given his childhood experience with the environment, he has been moved to get involved in restoring the environment. He reports that the playground where he used to play as a boy was grabbed. The river bank reeds where children could play hide and seek games has dried due to people digging trenches to divert water for irrigation. The water level has gone low, and fish have disappeared. Frogs have migrated, the river is no longer conducive for swimming, and the wetlands have dried. All this has been attributed to increased commercialization of trees. The environmental degradation has made Patrick get into action.

Countries of Residence

Though Patrick has only lived in Kenya, his two elder brothers and his sister are currently living in the USA. Patrick started planting trees at home when he was in his third year of secondary school and received assistance from his parents. He has planted many trees and is currently able

to harvest at least two hundred trees per year. The community also followed Patrick in planting trees. The community mainly wanted to plant trees as a source of energy and specifically for firewood and charcoal. Patrick realized the need to plant quick maturing trees and introduced one that could mature fast and be used as firewood.

Educational Background

Patrick joined African Nazarene University (ANU) in September of 2007 for his Bachelors of Commerce degree and graduated in June of 2011. He undertook his internship at Kenya National Library Service (KNLS) and volunteered at Kenya Youth Empowerment (KYE) initiative as an accountant. He also trained with the Kenya Development Group in Kisii on financial management and has offered his services in a number of churches. Currently, Patrick is studying in a Masters of Business Administration program at the University of Nairobi (UON).

Personal Testimony and Calling

On Christian Education, Patrick as already reported, was educated at African Nazarene University which trains students according to Christian principles. Patrick reports that the University moulded his character, competency, and community involvement. At the University he realised his leadership potential, and had an opportunity to serve and influence people. His leadership was recognized when he was awarded the Burning Servant Leadership Award in 2011. This is an international Africa Nazarene Award, awarded to a student or staff with an outstanding community work involvement/impact in all African universities.

His primary and secondary education was fully supported by his family, but his university education was supported by the Africa Nazarene University (ANU) through its work study program where a student works part time at the institution to pay part of his tuition fees. Patrick was a leader of the Wild Life Club at the University and helped propel the club to be the best among all the other clubs in the University. The club planted more than 6,000 trees at ANU and more than 16,000 outside the university, in partnership with other organisations and learning institutions.

Patrick attributes his success to God's guidance. He notes that most opportunities in life do not require finances. He believes in giving back to the community by volunteering in various activities including volunteering in a slum called Bangladesh near Rongai Centre where Africa Nazarene University (ANU) is located.

Influences

The late Prof. Wangari Mathai, a renowned environmentalist and a Nobel Laureate, had a significant influence on Patrick. Patrick notes that what Prof. Mathai did was simple, yet its impact was felt worldwide. Patrick also observes that Prof. Wangari Mathai did not require a lot of financial resources or political affiliation. Patrick has been following her since the year 2004 when she won the Nobel Peace Prize. The other leader that has influenced Patrick is Dr. Isack Kalua. Dr. Kalua is the head of Green Africa Foundation, an organisation that deals with the environment.

CURRENT MINISTRY OR VOCATION

Work/Ministry & Mission/Vision & Organization

Patrick works at Kenya Name Fruits Company. The span of the activities of this organization involves preserving the environment through tree planting, cleaning the environment and providing training in life skills. Most of the trees are currently planted in partnership with primary schools and other institutions through Kenya Name Fruits Company. Registered as a youth group in 2012, and later changed to a business entity in December 2012, Kenya Name Fruits Company conserves the environment, seeks to reduce malnutrition in children, and to improve household income by planting fruit trees in the community and water towers. Such fruit trees includes: apple, orange, mango, avocado, guava, among others. These trees provide vitamins, minerals, carbohydrates, fiber and important nutrients for the growing children and a source of income for the households and community at large. Further, the trees provide beauty and shade for compounds as the fruit also serves as food for the birds. More on this can be found at <http://kenyanamefruits.kbo.co.ke/>.

Patrick's purpose is to see a prosperous community. He knows that if the community is not well economically, then they will not take care of the environment. The vision is to see a better Africa; Africa full of positivity and not negativity, Africa that can stand up and do something the right way from the first place, a better Africa with no dust. Over the next five years, Patrick sees himself becoming a family man, a lecturer, and sees the Kenya Name Fruits Company plant more than 200,000 fruit trees in schools.

As the CEO and vision bearer of the company, Patrick leads five individuals who work closely with him on network, markets, look for funding, and organizing tree planting exercise. The central operational place for the company is Georges Shop at Nyabuto Market in Nyamira Town. However, they have a pilot office in Nairobi (house office in Buruburu Estate). The organisation conducts most of its activities through Facebook, with no central place, since after graduation all the proponents of the idea migrated to different parts of the county.

- CEO - based in Nairobi;
- Operational manager - based in Nairobi
- Finance manager - based in Nairobi.
- Secretary and public relation officer - based in Nakuru
- Coordinator - based in Juja

Funding

The organisation depends on funding from different organisations through partnerships. However, much of the funding for tree-planting exercises with local schools is based on individual contributions to facilitate transport of trees. Institutions are encouraged to purchase trees and provide the labour through the students. All the team members work on a volunteer basis with no salary and remunerations.

Apart from schools, the organisation has worked with Kenya Youth Empowerment (KYE) which supported them financially. KYE provided a platform where youth organisations were encouraged to plant trees. However, funding for KYE from USAID has come to an end.

Impact

Patrick estimates he has planted more than 20,000 general trees and 600 fruit trees since the beginning of his mission. These trees have been planted in partnership with a number of organisations in different places as indicated in the table below.

Place	Partners	No of trees
Africa Nazarene University (ANU)	ANU Students and wild life club members	6,000 to 7,000
Kiine secondary	Kiine Secondary Students and ANU students	2,500
Kiraita forest (twice)	ANU, St. Pauls and University of Nairobi (UON)	10,000
Mau forest	University students; Daystar University Kisii University, ANU, UON, St. Pauls, and Kenyatta University	15,000 to 16,000
Kisii; Kimasore and Kangoyo primary schools.	Kimasore and Kangoyo primary school students	225 fruit trees
Various other schools	School children	260 fruit trees
Total number of trees		33,985 to 35,985

The survival rate for these trees is estimated at 70%. At the time of the interview, Patrick and the African Green Foundation were planning to plant more than 25,000 fruit trees in Mt. Kenya.

Mentorship of leaders

Though the leaders are in different locations, they use Facebook as a mode of communication. However, they still meet face to face every four months to share experiences and challenges. Patrick also conducts training and mentorship for youth groups in churches in Kisii.

Partners

Patrick and his team are currently looking for partners who can assist in:

- Have more volunteers on board to conduct the environmental work for the organization to grow and realize the vision. The partner should be able to help in achieving the vision.
- A partner who can provide a central office with all the equipment, and provide wages or salaries for members. This will highly motivate the members to work and meet their needs.

- c. In finances, the partner can assist in buying and transporting trees. This requires a vehicle to hire or own one.
- d. Also, the finance will assist in building a big nursery of fruit trees.
- e. Above all, the partner should allow the group to work as partners, not employees.

SWOT: Strengths, Weaknesses, Opportunities and Threats

Strengths	Weaknesses	Opportunities	Threats (Challenges)
<ul style="list-style-type: none"> ✓ Have youth who own tree nurseries at home. ✓ Perseverance ✓ Don't loose hope easily ✓ Patience ✓ Interact with people easily 	<ul style="list-style-type: none"> ✓ Lack of nursery for trees ✓ Lack of human labour taking care of the nursery at home. ✓ Don't work under pressure ✓ Forget easily 	<ul style="list-style-type: none"> ✓ Having youths earn money from carbon trading ✓ Scholarship for further studies. 	<ul style="list-style-type: none"> ✓ Team dynamics; need to keep the 5 people at all cost. ✓ Finances to buy trees. ✓ Lack of salary to members

Reading and Writing

Patrick reads motivational, inspirational books and poems with the last one being 'Dare to Dream Again' by John Walker. He is currently reading the enemy average; '*If you remain average, you are done. You were never born to remain average*'. Patrick's reading culture is a minimum of one book a month and the most influential author is Chinua Achebe; things fall apart. Most of the books that Patrick reads are by African writers. Though he likes reading, Patrick is unable to access a number due to high cost. He gives an example of Joel Osteen materials which are expensive, and prefers reading the short free postings on his online page. In 2010, Patrick wrote a journal on 'how the earth is in dire need of our help'. This was submitted to a UN competition on environment. Currently, Patrick is writing a motivational book targeted to solve existing gap between attaining a degree and getting a first job. He is basing the book on the biblical story of Joseph.

Electronic media

Kenya Name Fruits Company operates on Facebook. This is the most used electronic site used together with Twitter, Gmail and Google plus. These are mostly used for communication, research, journals and conferences. The mobile phone is used for audio communication, internet, and accessing Facebook.

Finance

Through his company, Patrick has written a number of proposals seeking funding, but without success. The request for proposal has been sent to Equity Foundation, KCB Foundation, Kenya Airways, East African Breweries Ltd and Green Africa Foundation (GAF). Of these, only GAF

responded positively and they are in the process of partnering to plant fruit trees in Mt. Kenya region.

The group has also greatly benefited from non-financial training such as capacity building from Kenya Youths Empowerment and motivational speaking from ANU.

Political arena

Patrick views politics as life and everything that people including Christians do is political. Unfortunately, Christians have been caught up on negative politics that divide and destroy, right from the church leaders. Though Christians cannot do without politics; they need to agree to disagree, Christians should be taught how to make proper and correct decisions.

Future Plans

On future plans, Patrick hopes to help people have better lives whether through the political arena, through his company, or even through himself as an individual. This, he says will be achieved through training individuals on financial management and the need to further education. Patrick would like to study economics and later on environmental.

REPORT PREPARATION

Report prepared by Michael Bowen

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Other source of information; website-www.kenyanamefruits.kob.co.ke