



Celebrating

10

Years of
Impact



tailored for
education

2011—2021

A Decade of Impact

2011 – 2021

To some it is just a uniform.

To us it is a powerful agent of change.

— Megan Kelly & Jessica Roy

Co-Founders, Tailored for Education



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Welcome



Ten years ago we asked you to help us increase school enrollment rates by providing children with \$25 school uniforms. You believed in us and our commitment to leveling the playing field for the over 250 million children not enrolled in school. Ten years later we know that school uniforms not only increase daily attendance, but also give children the confidence they need to engage with their peers and teachers. They also keep those children safe from kidnapping, gang recruitment, early marriage, and childbirth. Additionally, our process provides crucial employment for local tailors to earn fair wages. The 105,049 school uniforms you have provided have changed lives and transformed communities!

We are so grateful for your commitment, partnership, and friendship over the past 10 years. You have donated your time, your birthdays, hosted events, joined us to meet matching challenges and, most recently, provided emergency food

support to our families and employment for our tailors to bridge the gap that COVID-19 created. Most importantly, you have trusted us to ensure that children you will never meet are not forgotten about or left behind, but instead given the tools they need to reach their potential and escape a life of poverty. It is easy to tell you how grateful we are, but the gratitude from our students, parents, and tailors is truly unbounding.

Ten years, twelve countries and 105,049 uniforms later, Tailored for Education's mission to end education inequality has never been more crucial to our global future than it is today. Ten years is an incredible milestone, but there is still so much work to be done. Our goals for the next 10 years are even larger and we hope you will join us on the next leg of this incredible journey. Personally, as we reflect on the last decade, Jay-Z sums it up best, "The genius thing that we did was, we didn't give up." And we certainly are not stopping now.

With our deepest gratitude,

Megan and Jess

Impact by the Numbers

129

Grants Funded

17,419

Students served so far in 2021

*In 2021 we aim to serve a minimum of 30,000

18

Partnerships

105,049

Uniforms Provided

About You: Donor Stats

39

US States

1,600+

Individual donors

8

Countries

\$4mm

Raised in donations

Impact Facts

More engaged students = better learners

Children in the proper school uniform do not fear being sent home from school and therefore are more likely to engage with their teachers and peers.

A school uniform changes a child's life forever

When a child is in school, exposure to risks such as gang recruitment, kidnapping, child labor, and trafficking are reduced.

Higher wages for our tailors

In Nairobi, Kenya, the women who work for Halisi Creative Designs earn \$5-8 a day, well above the area's average of \$1-2 a day.

Increased enrollment

Schools with Tailored for Education uniform provision are more likely to reach full capacity by the following term than neighboring schools.

Decreased absentees & dropouts

Uniform distribution decreases the daily absentee rate from 20% to 6% and the dropout rate from 4.5% to 2.5%





Uniforms Distributed by Country

Haiti 11,761	Cambodia 27,573
El Salvador 12,527	Uganda 1,988
Honduras 7,152	South Sudan 4,029
Lesotho 1,002	Tanzania 126
Kenya 32,302	South Africa 3,013
Rwanda 2,876	India 250

Where We Work

10 Years of Impact

Moving toward education equality

- Funded our first project to provide uniforms to 200 children in La Vallee, Haiti
- Provided employment to three tailors*

2011

- Launched the Parent Contribution Fund in Cambodia with Catholic Relief Services and Kenya with Dignitas
- Provided employment to 114 tailors*

2013

- Celebrated five years!
- 35,000 uniforms distributed and \$1.2mm raised

2016

- Expanded the Parent Contribution Fund to the Flying Kites School Network in Kenya, serving over 3,000 students across four schools

2018

- Provided emergency food support to 260 families and employment for our tailors to bridge the gap that Covid created

2020

2012

- Provided 6,747 children with uniforms while expanding to El Salvador, Kenya, Honduras, Cambodia and Dominican Republic

2015

- Provided employment to 149 tailors*

2017

- Provided employment to 177 tailors*

2019

- Provided employment to 267 tailors*

2021

- Distributed 105,049 uniforms and \$4mm raised!

Student Voices



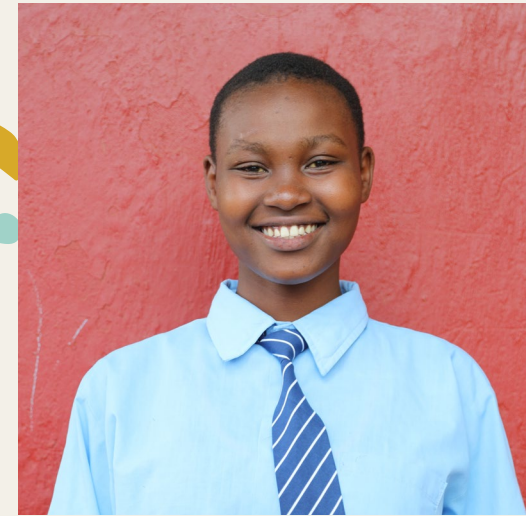
“School is important because it removes me from darkness to light and gives me motivation to do greater things in life.”

— **Halima**



“A uniform means you can work hard and forget about the past and start a new life for your future.”

— **Dennis**



“I am inspired by all the people who support my education and provide my uniform.”

— **Margaret**



“A uniform helps you get out of danger if someone tries to hurt you.”

— **Daisy**

“ My uniform gives me confidence to stand up in front of people. It gives me self-worth, self-respect, and self-value. ”

— Asha, age 17

DARJAJA ACADEMY | NANYUKI, KENYA



TAILOR SPOTLIGHT

Rose Akinyi Onyango

Faith Tailoring Center
Kisumu, Kenya

Rose Akinyi Onyango works in Obambo, Kisumu, Kenya, empowering women and young girls to be economically independent through tailoring. Founded in 2008, the Faith Tailoring Center Project provides onsite training to women who do not get a chance to continue their education. Given the background of the female participants, Rose also provides counseling services while networking with the community to provide health workshops and connections to local loan cooperatives.



Rose Onyango (far right) and her trainees

My Story

AS TOLD BY ROSE ONYANGO

Living in a rural village where girls hardly proceed beyond primary school, I decided to transform my business into a training centre in 2010. I usually have six trainees at a time and training lasts six months. The project aims to improve the

lives of women, widows, and out of school girls who do not get a chance to continue their education so that they can earn income and avoid early marriages and pregnancies.

Coming from a poor background, I only completed my primary education and got married very young. My husband took me to a tailoring course where I gained skills and became a professional tailor. I was employed in Nairobi before moving to Obambo village where I started my dressmaking business under a tree with a borrowed sewing machine. I left my house every morning for work and came home late in the evening with enough money to sustain my family. My neighbours, however, would sometimes go hungry because they

fully depended on their husbands who didn't get paid when they missed work. This inspired me.

My purpose is to empower women and young girls economically by giving them tailoring skills so they will be fully independent to provide for their families. Educating a woman is educating the world and I believe if I empower women then poverty will be reduced and the lives of the community and society as a whole will improve. The young girls who drop out of school because of early pregnancy are also supported emotionally and taught about the dangers of unprotected sex. Getting pregnant is one thing but exposing yourself to dangerous infections like STDs and HIV/AIDS is another. My project nurtures economically sustainable women, women of great character and value, responsible women who provide for their families and a society which does not stigmatize school dropouts.

Through our partnership, I have made uniforms for over 1,000 students annually. During the pandemic, I also received funds to make 5,000 masks for free distribution to the vulnerable community. These jobs keep us busy and ensure that the trainees have real experience working and perfecting their skills. It also gives us the much needed income to support our families in a sustainable way.

I keep in touch with previous trainees/ graduates of the program who have opened up their own tailoring businesses. When we have more jobs than we can handle, we forward some to them. I consider myself successful if all my graduates start their own tailoring shops or secure employment with shops and distributors. When they find gainful employment, we will have more independent women in our community. This will indicate our center is successful.



PARTNER SPOTLIGHT

Riley Orton Foundation

Kisumu, Kenya

David Omondi, Executive Director

Riley Orton Foundation (ROF) is a grassroots NPO in Kisumu, Kenya. ROF envisions girls and a community with the agency to realize their full potential. Their mission is to alleviate generational poverty amongst the most disadvantaged and marginalized rural girls and families through the provision of holistic programming focused on education, health and wellness, economic empowerment, and life skills training. This provides rural girls and families with the agency to make sustainable changes for self-sufficiency.



Students from Akili Community School

Our Partnership

AS TOLD BY DAVID OMONDI

ROF has partnered with Tailored for Education to provide school uniforms; a barrier that holds marginalized rural girls back from accessing education and achieving their full potential.

From the humble beginnings of supplying uniforms to 75 girls at Akili Preparatory School in 2014, we have grown to 4,000 students from 10 local schools in Kisumu and Siaya counties in Western Kenya. We have also impacted over 42 young women and men working as tailors in seven shops in our community, enabling them to earn income to sustain their families.

The school uniforms have been life-changing for hundreds of students, especially girls living in extreme poverty. Girls who were previously shy have reported improved self-esteem and confidence, reduced absenteeism, and have also taken up leadership roles at school. Some

students have worn tough shoes for the first time in their lives! The uniforms have brought uniformity and a sense of community to students coming from different backgrounds, allowing them to see each other as equal and to concentrate in class and improve their test scores.

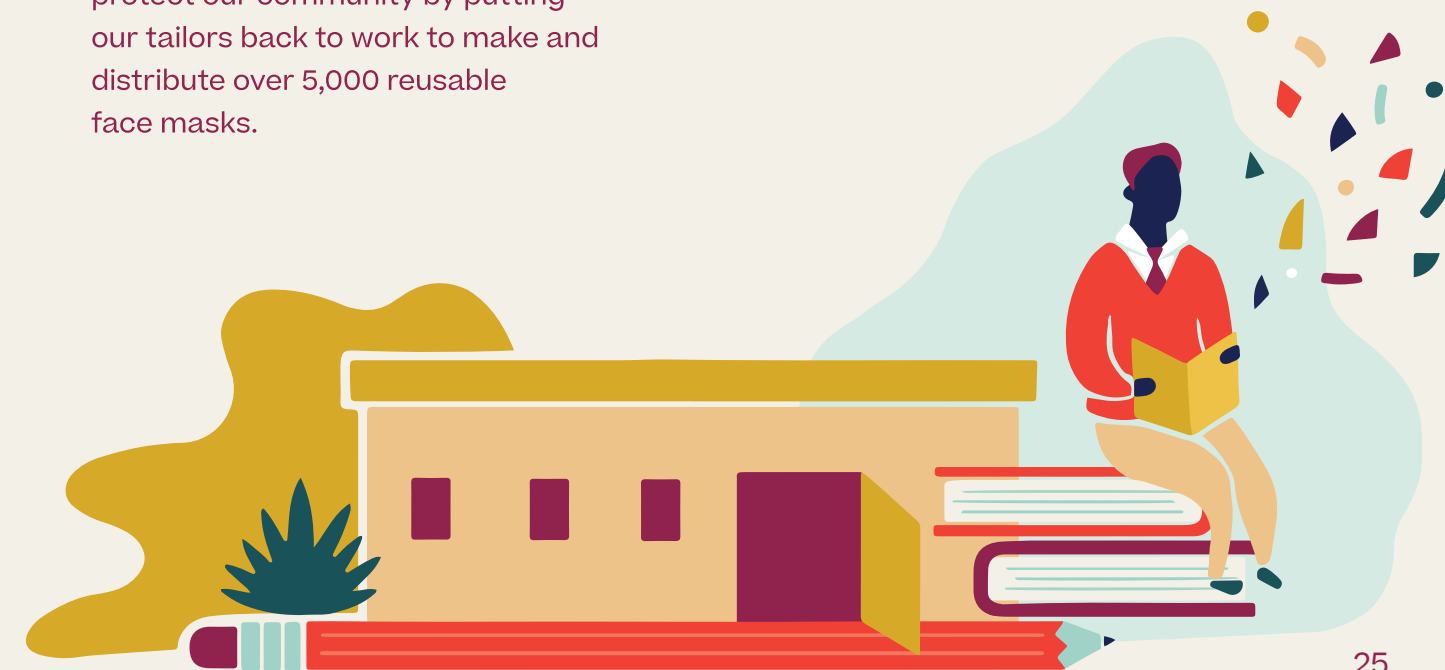
For every uniform provided, parents contribute \$1 to \$10 to support Hold a Girl's Hand initiative, a program that aims to reduce and eliminate the high absenteeism rates of rural girls who miss school because they lack uniforms, food, school fees, or during their menses. This reduces sexual and gender based violence, bolsters self-esteem, and improves sexual and reproductive health rights among rural adolescent girls.

Through this initiative, we have distributed over 6,000 packets of sanitary pads and held sexual and reproductive health awareness classes for the girls. As a result, cases of girls missing school during their

menses have declined. The number of girls who resort to transactional sex for sanitary pads, food, and underwear have also reduced. In some schools, money contributed by parents has supported the school feeding program, allowing the girls to get three nutritious meals daily.

During the pandemic, many families lost their jobs and sources of livelihood. Schools were suspended and our tailors were out of work. ROF partnered with Tailored for Education to provide food to our families and protect our community by putting our tailors back to work to make and distribute over 5,000 reusable face masks.

It has been an amazing seven years and we are very grateful to Tailored for Education for partnering with us to remove all the barriers that prevent rural girls from accessing basic education as well as the resources and support system they need to thrive and lift themselves and their families out of poverty. Thank you for your commitment to increasing school enrollment for our students and creating jobs by investing in locally made school uniforms.



PROGRAM SPOTLIGHT

Parent Contribution Fund

Our Parent Contribution Fund gives parents ownership in their child's education while creating safer, cleaner, more technologically up-to-date schools.

At the time of uniform distribution, parents who are able will contribute between \$1 to \$3. Once the funds are collected, parents along with oversight from school leaders and our partner organization, vote on how to allocate the funds to make improvements to the school.

Some of the Fund's most impactful improvements include:

Purchasing & repairing desks

Installing electricity

Building latrines

New classroom doors

School yard drainage system

Installing fencing to prevent theft and keep livestock out

New water tank

Goal posts for sports field

New desktop computers and printers



“The partnership has improved our infrastructure. All the classes have electricity, and this has really changed our teaching and learning experiences!”

— DAVID NDIRANGU MAINA, HEADTEACHER

Vision Ahead

We envision a world where every child starts life on an even playing field; for us, it starts with a uniform. No family should have to decide between putting food on the table or sending their children to school. Together we can make this a reality.

5 YEAR GOAL

500,000

more uniforms at \$27 per uniform, total cost

10 YEAR GOAL

3 Million

uniforms distributed

If you want to go fast, go alone. If you want to go far, go together.

— African Proverb





Tailored for Education
P.O. Box 171236
Boston, MA 02117



info@tailoredforeducation.org
TAILOREDFOREducation.ORG

