

# RUBEN CENTRE MOVING FORWARD TO 2026

The staff, coordinator's and management of all service delivery arms within Ruben Centre, underwent a mid-term review and, from this developed the strategies required to move FORWARD within the 2021-2025 Strategic Plan.

This supplement outlines their agreed commitment and the focus required to bring about CHANGE and a better, brighter future for RUBEN and the Mukuru community.

IMPROVED ACCESS TO  
QUALITY EDUCATION  
SERVICES IN  
MUKURU

## EDUCATION

1. Primary
2. Junior Secondary
3. ECD
4. RISE
5. Library
6. Sport & Recreation
7. Spec Needs
8. Counsellors

PROVISION OF QUALITY  
HEALTH CARE SERVICES  
IN MUKURU

## HEALTH

1. Health Clinic
2. Maternity
3. Rep Health
4. VCT/CCC
5. Laboratory
6. Nutrition
7. Baby Care
8. Dental
9. Therapies

EMPOWER RESIDENTS  
OF MUKURU THROUGH  
SOCIAL ECONOMIC  
DEVELOPMENT

## SEETE & HDST

1. Economic & Social Empowerment
2. Oasis of Hope
3. Adult Education
4. CHV's Program
5. Urban Farming
6. Briquette Making

ENHANCED IMPACT  
THROUGH ADVOCACY &  
NETWORKING

## ADVOCACY & NETWORKING

1. Communication
2. Networking
3. Advocacy
4. Youth Initiatives
5. Ruben FM

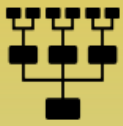
## ORGANIZATIONAL CAPACITY

Drive the impact of the 2021-2025 Plan through good management practices, and further develop the capacity and sustainability of the Centre to grow the organisation into a dynamic faith based service within the Mukuru community.

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DESPITE THE PAST ISSUES THAT THE STAFF, THE COMMUNITY AND THE CENTRE FACED IN 2020-2022 MANY OF THE STRATEGIC ACTIONS HAVE BEEN MET.



THE 2024 ORGANAGRAM – COMMITMENT TO THE NEW ROLES OF THE LEADERS AND THE REPORTING RESPONSIBILITIES ATTACHED TO THE ROLES



LEARNINGS FROM THE REVIEW AND THE WAY FORWARD



HOW WE ARE TO EMBRACE THE FUTURE

## FINDINGS OF THE MID TERM REVIEW 2023

A RESPECTED AND EXPERIENCED WORKFORCE

**RUBEN CENTRE HAS ESTABLISHED**

TEAMS THAT HAVE STRONG CONNECTIONS TO OUR COMMUNITY

LEADERS WHO STRIVE FOR A JUST AND EMPOWERED MUKURU COMMUNITY

A WORKING PRESENCE WITH THE COMMUNITY TO BUILD TOWARDS SUSTAINABILITY & A VIBRANT FUTURE

CAPACITY TO STRENGTHEN AND ADVOCATE FOR AND WITHIN THE COMMUNITY

## AGREED OPPORTUNITIES MOVING FORWARD

TO CONTINUE TO PRIORITIZE THROUGH THE COMMUNITY VOICE

TO MARKET RUBEN & CAPITALIZE ON ITS GOOD NAME

ALL STAFF TO HAVE RESPONSIBILITY & ARE BEARERS OF THE RUBEN CULTURE

CLEAR COMMUNICATION EFFECTIVE DISSEMINATION OF INFORMATION

TO STREAMLINE DATA MANAGEMENT - BUILD BETTER TECHNICAL SOLUTIONS

TO STRENGTHEN & EXPLORE OPTIONS TO DIVERSIFY OUR FUNDING BASE

THE TRUSTEES OF THE NEWLY ESTABLISHED TRUST TO OFFER GOOD GOVERNANCE BY THE BOARD OF TRUSTEES

TO BUILD ON OUR RESOURCES & EXPAND OUR SCOPE OF SERVICE RESPONSE

## THE WAY FORWARD - THE IMPLEMENTATION

OUR OBJECTIVE

OUR WAY FORWARD

OUR OPPORTUNITIES

OUR CHALLENGES



TO ENCOMPASS ALL OUR LEARNINGS INTO THE 2024-2025 STRUCTURE



BUILD BETTER SYSTEMS THAT FACILITATE CHANGE AND FOCUS ON HOW TO BRING ABOUT SUSTAINABLE CHANGE



TO TRANSITION THE WAY FORWARD AND GENERATE THE PLATFORM TO MAINTAIN SUSTAINABILITY



TRANSFORMING OUR COMMITMENTS INTO REALITY

**CHANGE - BUILDING A BETTER, BRIGHTER FUTURE FOR RUBEN AND THE COMMUNITY**

## CHANGE WILL BE ACHIEVED THROUGH

Good governance by the Board of Trustees

Responsibility and commitment from all staff to become Bearers of the Culture

Develop Communication Systems which inform all within the Ruben network

Promote and generate the 2021-2025 Strategic Marketing Planning to develop long-term sustainability outcomes

Staff to have a primary role in advocating and marketing the Ruben Centre brand internally & externally

Responsible Data Management that maximizes accountability and reporting potential

Designing and planning to maximise RC's impact in the community

Financial accountability and transparency

# RUBEN CENTRE MOVING FORWARD TO 2026

## The Strategic Plan Moving Forward

Is the inspiration and pathway to ensure continuity and improvement on the fundamental objectives and approaches of Ruben to advance the vision of a **“just and empowered Mukuru community”**.

## Our Intended Impacts

- **Effective Governance**
- **Increased Health Services**
- **Access to quality education**
- **Advocating with and for the community**
- **Stewardship and correct use of resources through good administration**
- **Developing Marketing potential and effectiveness**
- **Enhanced communication strategies**

## Step up and respond to the future

## Harness our Connections

Take actions to broaden the participation of government, partners and the wider community by developing and advocating for new initiatives across our strategic objectives

# RUBEN CENTRE MOVING FORWARD TO 2026

## Business Plan

- Expenditure aligned through work plans and approval limits
- Integration of Organizational Capacity within the funding streams of the 4 Strategic Objectives
- Develop a business model for each Strategic Objective which has an emphasis on income streaming to achieve long-term sustainability.
- Project Development to include funding strategies to develop new internal and external partnerships
- Foster closer relationships with existing partners.
- Data Collection streamlined to maximize accountability with projected and potential outcomes aligned to monitoring and evaluation plan
- HR - prioritize engagement through professional development and project capacity requirements
- Build effective Communication channels
- Align business plan to marketing strategy

## Marketing Plan

- Identify and grow the opportunities outlined in the 2021-25 Marketing Plan - giving responsibility to all staff in assuring they are achieved.
- Develop a website donation online platform - including real time donation into the website
- Use the existing achievements within the projects to transfer into marketable opportunities
- Promote the Centre Projects through Social Media with focus on the building of income generating responses
- Remodel work plans to give emphasis to social enterprise and long term financial sustainability
- Build partnerships around a business model and grow capacity to promote and develop the resource assets of the organization
- Create Fund-raising strategies IN-COUNTRY to broaden the philanthropic base within Kenya
- Raise the potential of sustainability by advocating and networking through our Ruben FM community radio