

## SHOFCO, TWIGA & JUMIA PARTNER TO SUPPORT VULNERABLE FAMILIES DURING COVID-19

Kenyans can now support vulnerable families for as little as Ksh 1,135 through Kibera Community based Organisation – SHOFCO (Shining Hope for Communities) in partnership with Twiga and Jumia. The move comes at a time when the Government of Kenya has extended restriction of movement of people by extra 21 days to curb the spread of COVID-19.

According to SHOFCO Founder, Kennedy Odede: Families in low income, high density areas like Kibera slums are the most vulnerable over this COVID-19 period. By purchasing this package on Jumia, you can help support a needy family for up to one week.



*Christine (right) with a volunteer from SHOFCO donate to a beneficiary in Kibera.*

This program offers a convenient way for customers who wish to donate during the pandemic period. Once they purchase the bundle on Jumia, Jumia will drop the bundles at SHOFCO's hubs across Nairobi, and SHOFCO will see to it that the intended families get the donations from well-wishers (employing people in the communities to do so)

*"Through this platform, well-wishers can have full confidence that we will deliver their donations to the people who need it most. Last week we dropped our first packages, which went to hundreds of families in need, and we have great data to show exactly which household received it. We are using sophisticated tracking tools to ensure end to end data transparency - and will be reporting regularly to the public. We can do so much more with the support of donors!",* says Jumia Kenya COO, Christine Sogomo



*Christine Sogomo shares a moment with one of the beneficiaries*

Twiga has discounted the price of fresh produce up to 50% making it affordable for those wishing to support needy families

*“The scale of this crisis has disrupted lives, livelihoods, communities and businesses which calls for innovating beyond the customer and dedicating resources for the increasing food security issue seen in underprivileged communities,”* notes Twiga Foods CEO, Peter Njonjo.

To help a needy family, customers will place an order on Jumia under SHOFCO (Save a Family) package worth Ksh. 1,135 or that of Ksh 1,399. Jumia will drop the packages to SHOFCO offices in Kibera where SHOFCO facilitates delivery to the family in need. SHOFCO will then report back to Jumia with details of the delivery and the benefitting the family which Jumia will use to share a regular report of the donations to donors.

**Customers can select any of the below options for donations:**

Okoa Jamii Freshi Package - Ksh 1,135	Okoa Jamii Chakula Box Package – Ksh 1,399
<ul style="list-style-type: none"> <li>● Potatoes - 3kg - 1 Unit</li> <li>● Tomatoes - 2kg - 1 Unit</li> <li>● Onions - 1kg - 1 Unit</li> <li>● Soko Maize Flour - 2kg - 1 Units</li> <li>● Dairy Top UHT Milk - 500ml x 2 Units</li> <li>● Kakira Sugar - 500g - 1 Unit</li> <li>● Fresh Fri Cooking Oil - 250ml x 1 Unit</li> </ul>	<ul style="list-style-type: none"> <li>● Soko Maize Meal - 2kg - 2 Units</li> <li>● Spaghetti Spago - 500g - 1 Unit</li> <li>● Ufuta Cooking Oil - 1L - 1 Unit</li> <li>● Nutrameal Sugar - 1kg - 1 Unit</li> <li>● Top Chef Salt - 500g - 1 Unit</li> <li>● Nutrameal Nyayo Beans - 1kg - 1 Unit</li> <li>● Nutrameal Green Grams - 1kg - 1 Unit</li> <li>● Dairy Top Milk - 500ml - 4 Units</li> <li>● Ketepa Tea leaves - 100g - 1 Unit</li> <li>● 224 Rice - 2kg - 1 Unit</li> </ul>

**Want to support a family in need?** Click [here](#) to place your donation today and get more details of the package. Corporates or NGOs can also join the program & should reach out to Jumia directly through [Christine.Sogomo@Jumia.com](mailto:Christine.Sogomo@Jumia.com)

**Tech enabled distribution**



*A Map showing distribution made last week in Kibera Area*