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OUR VISION
We imagine a world where girls are healthy, educated, and in control of their own destiny – free from violence, disease, and limitations based on gender.

OUR MISSION
WISER works with girls to transcend poverty, HIV/AIDS, and gender-based violence. We do this by creating environments that empower young women to drive change in their communities.
The COVID-19 pandemic, in its earliest days, was an exercise in rapid information-gathering and rapid response. All over the world, as people clamored for news and clarity - as governments and institutions released guidelines and revised guidelines - the need to move quickly to protect ourselves and those we care about was felt deeply and urgently.

This was as true within WISER as it was for the globe, as the dedicated members of our team sprang into action in a manner that we will never forget nor ever fail to be thankful for. In the course of only a few days, the WISER team, in a flurry of problem-solving and care, laid the groundwork for what would become a model of pandemic endurance and resilience for organizations across East Africa.

We believe the easiest way to understand WISER's approach to the pandemic is to relive it as our staff in Kenya saw it: day by day changes, constant adjustments for the sake of students and their families, and above all, a human-centered approach driven by a willingness to do anything possible to help.
The first case of COVID-19 is confirmed in Kenya.

MARCH 13 (THE NEXT DAY)

WISER commits to retaining all teachers and support staff at current pay scale regardless of possible COVID-19 related shutdowns.

MARCH 14 (THE NEXT DAY)

WISER begins COVID-19 prevention training for all students and staff; temperature screenings and sanitation stations are instituted immediately.

MARCH 15 (THE NEXT DAY)

Principal Dorcas convenes the WISER teachers for an all-day meeting to design a remote learning plan, should the school be forced to close. They develop what will later become a seven-month-long intervention during this session.

MARCH 18 (3 DAYS LATER)

All Kenyan schools close indefinitely; the WISER girls must be sent home.
The Tanzanian border near WISER’s campus closes indefinitely; families in Muhuru Bay are unable to travel to their usual markets for supplies and food.

WISER girls begin their remote learning, submitting assignments and receiving educational materials via WhatsApp or, for the students in the most remote areas of Muhuru Bay, via physical printouts delivered through socially distanced drop-off and pick-up procedures overseen by WISER alumni interns.

Kenyan outdoor markets are closed; a nationwide curfew is instituted, slowing the fishing economy in Muhuru Bay, which relies on night-fishing.

Principal Dorcas begins visiting the homes of WISER girls one by one to offer emotional support and counseling time as well as to collect information about the top emerging needs in the community. She stands, socially distanced, in the front yard of each home and averages 20 home visits per day.
A two-month evaluation of WISER’s remote learning plans is conducted; we learn that 86% of all WISER students are responding in real-time to the WhatsApp-based lessons and assignments. To increase this even further, WISER distributes smart phones over the next month to clusters of students who are struggling with access to reliable technology.

WISER launches a major relief program providing essential foods, sanitation products, and PPE to girls and their families on a monthly basis while they are required to be away from the WISER campus. Over 3,000 pounds of materials are distributed in the first week alone.

The Global WISER Family raises over $25,000 in support of WISER’s COVID-19 relief programs, generating a massive boost to WISER’s work and to the spirits of the WISER girls at home.
Kenyan government officials announce that Kenyan schools will be closed through the remainder of 2020. WISER commits to continuing its large-scale relief programs as long as the school closures dictate their necessity.

Wisdom, WISER's Founding Director: "We're committed to supporting our communities through this challenging time."

Wisdom wearing a mask, thumbs up.

Wisdom, WISER's Founding Director: "We're committed to supporting our communities through this challenging time."

Wisdom wearing a mask, thumbs up.

WISER reaches 92% adherence in the remote learning program that is keeping all WISER students engaged during the shutdown. 60% of the year’s curriculum has now been covered via a combination of in-person learning (prior to March) and remote learning (between March and July).

Relief distribution program surpasses 15,000 pounds in donated supplies throughout Muhuru Bay.

Nationwide reopening plan changed; schools to reopen immediately for senior-most students only: eighth-year primary school students and fourth-year secondary school students.
OCTOBER 19
(2 WEEKS LATER)

WISER campus reopens for fourth-year students; major adjustments are made to campus life to ensure COVID-19 prevention. The WISER dining hall is adapted into a third dorm space to allow for student spacing, class sizes are reduced by 33% and more than half of class sessions are held outside, all students are required to wear masks at all times, and 30+ sanitation stations are established throughout campus and the surrounding area to allow for frequent handwashing.

NOVEMBER 11
(3 WEEKS LATER)

WISER participates in AMPLIFY Girls’ study on the effects of COVID-19 closures on girls’ education across East Africa by collecting direct feedback and qualitative data from WISER students and peers.

NOVEMBER 16
(5 DAYS LATER)

The Kenyan government announces that all Kenyan schools will be back to normal operations as of January 4th, 2021. The new year will mean the full reopening of the WISER campus for the first time since March 2020.
What happens when the hardest to reach girls become even harder to reach?

WISER opened its doors to the girls in Muhuru Bay in 2010 and in 2020 we celebrated ten years of creating the best outcomes for the hardest to reach girls. We have now graduated 8 classes. Every single girl has passed her national exams and more than 90% enrolled in tertiary education. Candidly, when we started WISER we couldn’t be sure these results were possible. I recently uncovered a copy of our original targets for WISER’s outcomes written almost 15 years ago. We were understandably cautious about aiming too high given the location and history. In a school system where very few girls passed their national exams and no local girl had gone to university in 30 years, could we really expect 100% graduation and the majority of our girls to be at top colleges in Kenya?

Well, the WISER girls and our phenomenal teachers have blown by all of our cautious metrics. Determined girls, dedicated teachers, innovative educational programs, a gender-safe environment that develops leadership and self-esteem – WISER has a winning tapestry of interventions that hold up to every test.
But in 2020, WISER was tested like never before, thanks to the COVID-19 pandemic, as were so many around the globe. We knew our girls could excel on the WISER campus, but what would happen when they were sent home and our school campus closed? What happens when the hardest to reach girls are now even harder to reach? We had no choice but to innovate - quickly and wisely. We developed a new distance learning program involving the distribution of mobile phones, teaching via WhatsApp, motorcycle drivers and alumni delivering and picking up learning materials, etc and through it all, WISER just kept moving.

The class of girls who lost nearly 8 months of being on campus due to the pandemic just received their national exam scores and proved they were indomitable. All passed, and an incredible 100% are going to college or university. Not even a global crisis can slow WISER’s progress. So looking back on our original plans 15 years ago, a lesson emerges clear as day: never underestimate the WISER girls - they’re ready to do what seems impossible.

“Never underestimate the WISER girls - they’re ready to do what seems impossible.”

-Dr. Sherryl Broverman, WISER Founder & Chair
Grace Murika joined WISER as our Country Manager in a tumultuous time for Kenya. But for Grace, this work is personal - and more than worth it.

Joining WISER was an important success for my career, but it was even more important for me, personally. I grew up in a rural area and it exposed me firsthand to the social and cultural barriers that hinder girls’ education and advancement. My childhood dream was that I would one day follow a career path that would challenge the “status quo”, address these barriers, and provide equal opportunities for girls regardless of their background and socio-economic status.

My journey to the WISER campus was filled with anticipation and excitement, but nothing could have prepared me for the impact of being on the ground. The interaction with the WISER girls as they spoke of their hopes, their aspirations, and the difference WISER makes in their lives was humbling. It was also proof that WISER not only provides opportunities for girls, it is building a team of transformational women leaders.
This transformation, combined with the passion and commitment of the faculty and support staff under the leadership of Principal Dorcas, was proof that WISER was different. The reality is that the world is a better place because WISER invests in the lives of these girls. And now WISER is my home.

WISER’s holistic approach means that our girls are molded to fit into the global community, to compete for economic opportunities, and to participate in challenging the norms that stop them from reaching their full potential. Investing in WISER girls is investing in their empowerment, positive change, and a better future! I’m honored to be part of that investment.

“The reality is that the world is a better place because WISER invests in the lives of these girls.”

-Grace Murika, WISER Country Manager
It’s a warm afternoon and Madam Dorcas is walking. The schools of Muhuru Bay, normally roiling with activity (WISER most of all) are quiet. Students have been sent to their homes as Kenya enters its third week of COVID-19 lockdowns. Curfews are in effect, borders are closed, and the community is restless. It is unclear if or when schools and roadside markets will reopen. It is unclear how long Muhuru will be grappling with the threat of both hunger and the virus. And for all of these reasons Madam Dorcas is walking.

As she walks, she receives a text message: “WISER is so lucky to have you. Thank you for doing all of this outreach.”

And she texts back: “I must be there for these girls. I adore each one of them and I will always be there for them. Regardless of what it takes.”

She’s arrived at her destination: a small home with a thatched roof obscured by vines and bushes from the main road. A dog sleeps on the ground outside and a goat, tied with a thin rope that is no longer attached to its tether, wanders near an open door. She yells “hodi!” to let them know she’s here. And from out of the small home comes a girl, her face beaming. Her principal came to see her. Her hero came to ask how she is doing.
This was the scene for much of the most difficult period of Kenya’s first COVID lockdown. With the WISER girls out of school indefinitely, Madam Dorcas took it upon herself to launch a series of wellness visits designed to maintain and monitor the physical, mental, and emotional health of every WISER girl that could be reached. Over the course of only about six weeks, Madam Dorcas visited over 180 different homes around Muhuru Bay to maintain face to face contact with her WISER girls.

At WISER, we are immensely proud of our outcomes. But often, our biggest impact comes from what seems to be our simplest intervention: belief in the value of our girls. Dorcas carried out this intervention through her home visits. She believed that the WISER students must be reminded that they had not been forgotten or abandoned in any way. Someone must tell them, face to face, that although they are not within the walls of their beloved school, they are still WISER girls, and all of us are thinking of them each and every day. That is the message that Madam Dorcas managed to carry to the homes of 180 girls and their families. And we invite all of our partners and supporters to celebrate her as the unwavering and inspiration leader that she has proven to be, even in the most difficult of circumstances.
WISER’s Class of 2020 was always going to be special: it’s WISER’s tenth graduating class, with nearly double the number of students than WISER’s first. When COVID-19 shutdowns began just after their first term, they joined the rest of the world in wondering about their future. Would they even take their final exams, which determine their options for their future? What kind of scores would they get if they did?

WISER girls prove again and again that they know exactly how to meet unique challenges and beat the odds. 100% of the Class of 2020 not only passed their exam, but every single student scored high enough to qualify for tertiary education. Not only that, but WISER girls remain 2X more likely than their peers across Kenya to qualify for university scholarships—a game-changer now, as the pandemic exacerbates existing financial hardships.

The level of determination that WISER students usually show to achieve these remarkable results is always astounding. But these 54 students got these results while nearly every corner of their lives was upended by a global pandemic. They embody the exact mission that WISER was founded upon: when girls have what they need, they can overcome every barrier and beat even seemingly unbeatable odds.

“The online learning kept this class on its toes, and when they got back last October, the academic program in school was designed in such a way that all students received keen attention from respective subject teachers. This ensured progressive growth to all the candidates. This deserves congratulations - long live WISER!

-Dorcas Oyugi WISER Principal
The WISER team often speaks about our focus on hard-to-reach girls. Most often, we do this in the context of Muhuru Bay: our Kenyan home located near the Tanzanian border more than a nine hour drive away from the capital of Nairobi. Muhuru is spread out along the shores of Lake Victoria and, while it serves as the home of more than 30,000 people, homes are arranged into a series of sparse family compounds. The result is a community with close-knit familial ties and long distances between households.

It’s no surprise, then, that when WISER shifted our education programs to a mobile phone-based system, there were challenges. For students that didn’t have access to smartphones, these devices were provided by WISER. But for those students living on the farthest outskirts of Muhuru Bay, phones would prove useless in an area with no reception and no access to data.

How, then, could WISER reach these girls who could not be reached by cell phone towers? Enter: the WISER alumni.

“We were printing the materials and traveling ourselves to do the distribution for students who couldn’t access the smartphones. After they were done we would pick up their work and snap a photo, then send it to the subject teachers.”
- Purity Edgar, WISER class of 2019
Purity Edgar is one of four WISER alumni that worked as on-campus interns during the pandemic. Through their efforts, physical learning materials were delivered to the farthest reaches of WISER’s region thanks to their knowledge of the area, their dedication to their former school, and the help of a number of motorcycle taxis. Before long, the alumni became a core pillar of WISER’s COVID-era education. In fact, for many students, these young women became both a delivery service and a tutoring opportunity.

“When it came to coverage of the syllabus, while the students were at home, we assisted in explaining to them any concepts that they were not understanding,” said Purity. “It was important to us that no one felt abandoned or left out - we wanted them to sincerely feel part and parcel of what WISER was doing.”

Three months into WISER’s delivery of our curriculum via smart phones and tutoring calls, over 90% of all students were participating at full capacity and responding in real time. This milestone was unmatched in our region of Kenya. It would never have been possible without the help of the team of WISER graduates-turned-master COVID education coordinators. And of course, that’s become a worthy source of pride for these young alumni as they venture into their university degrees and, before long, their careers.

“I felt good about my involvement,” said Purity. “It helped me understand the students and it boosted my passion of one day becoming a teacher. I would chat with them and it helped me feel patient as a teacher, to think about how to help the students that I may have one day.”
OUTCOMES
EVERY GIRL
HEALTHY
HEALTH OUTCOMES

100% of students & staff participating in COVID safety training

6ft/2m

30 new water & sanitation stations

462 masks distributed

1 in 3 WISER students provided with specialized health services (beyond routine health care provision)
EVERY GIRL EDUCATED
EDUCATION OUTCOMES

- 90% of students participating full time in remote learning program created during COVID-19 lockdown
- 707 km from WISER’s campus—the furthest student with full participation in remote learning during COVID-19 lockdown
- 100% of staff retained during COVID-19 lockdown

Enrollment capacity of 240, a 12.5% increase from 2019
2,970 textbooks distributed since inception
14,850 hours of one-on-one tutoring since inception
EVERY GIRL SUPPORTED
SUPPORT OUTCOMES

180
in-person wellness visits conducted during COVID-19 lockdown by Principal Dorcas Oyugi

28,000 lbs
of food & essential items distributed to students & their families reaching 960 people during COVID-19 lockdown

4,800+
students reached with WISER student-led SRH training since inception

11,060
tenstrual supplies (reusable pads & cups) distributed since inception
Our Partnerships

The WISER team holds a firm belief that transparency and open collaboration between cause-based organizations is not only wise, but necessary. It is through dedicated partnerships that we tackle problems of a grander scale and a more complicated nature. It is thanks to these partnerships that we are able to push ourselves to higher heights and to carry on WISER’s mission in new and ever-exciting ways. We are thankful to each and every one of our partners and look forward to the successes we will continue to achieve together!

“WISER is an organization that has thrived thanks to the help of passionate partners showing a willingness to walk alongside us in this work - to find true collaboration through effort and trust.”

- Zack Fowler
WISER International
Executive Director
In 2020, WISER entered our third year of membership in AMPLIFY: a collective of community-driven organizations across East Africa collaborating to share best practices, develop community-driven metrics, and create innovative alternatives to traditional scale.

During the peak of the global COVID-19 pandemic, AMPLIFY launched a multinational research study alongside a considerable financial relief effort. Seeking to capitalize on the community-based nature of its member organizations, AMPLIFY would organize dozens of focus groups and interviews across multiple countries in an effort to understand COVID-19 related barriers that girls would face during school shutdowns that might prevent their return to an education. WISER proudly served as one such study site for this research and our team in Kenya collected data on the experiences of girls not only at the WISER Girls Secondary School, but throughout Muhuru Bay as well.

Following the study, initial results were presented at the Comparative and International Education Society annual meeting during a panel featuring WISER International's Executive Director. With the information collected during this research, WISER and AMPLIFY hope to identify ongoing challenges that girls will face long after the pandemic shutdowns have ceased and to design programs that target these challenges and empower girls to return to school.
While WISER has been focused on menstrual hygiene management and education since our founding, Saalt stepped in as a partner in 2019 to provide a unique aspect of choice for all WISER girls when it comes to menstrual hygiene products.

Through the donation of hundreds of reusable, washable Saalt menstrual cups, all WISER girls are now able to choose their preferred menstrual hygiene product, whether it be pads or cups. However, in 2020, Saalt took our partnership to the next level by funding the provision of clean water, access to health care, and holistic support for the WISER girls. Their generous support was key in enabling WISER to maintain our whole-girl approach even in the face of pandemic-related challenges.

We celebrated this deeper partnership with Saalt by highlighting the WISER girls' perspectives on managing menstruation in an all-new video produced by the Saalt team in tandem with videographer Mwarv Kirubi. The video has been featured on both WISER and Saalt’s online platforms and has amplified the voices of WISER girls who feel passionately about dispelling menstruation stigma and about providing worry-free hygiene options to all girls, no matter what.
When it became clear that in-person gatherings wouldn’t be possible for the remainder of 2020, WISER did what it does best: adapted! Rather than skip our traditional annual gala altogether, we gathered an all-star team of WISER champions--board members, former volunteers, and longtime supporters--and started to dream up a “10 Years WISER” virtual event.

Without typical logistical needs like venues, transportation, and catering, and with the added perk of being able to include WISER supporters from all over the world, our team started imagining not just one virtual “gala,” but a week of online content. We reached out to friends of WISER, like former volunteer and HIIT instructor, Dani Steinberg, and former staff member and yoga teacher, Leah Cattoti, to host online fitness classes with proceeds going to WISER. We reached out to partner high schools, colleges, and businesses to host a trivia night inspired by WISER girls’ “Crossfire” exam reviews. WISER cheerleaders from around the globe donated items ranging from handmade Kenyan jewelry to timeshares to virtual beer tastings to our online auction.
It all culminated in a Giving Hour on Zoom, where supporters gathered in virtual “tables,” heard updates on WISER’s COVID-19 response and current needs, listened to founder Sherryl Broverman and Principal Dorcas Oyugi in conversation, and reflected on the past 10 years of WISER’s impact. Despite technical glitches, differing time zones, and, of course, the sadness of not gathering in person, WISER supporters showed up in full force. We rapidly surpassed our goal and raised more than $45,000, in a time where every dollar counts toward keeping WISER girls safe, supported, and well.

WISER girls adapt to new challenges with resilience and tenacity each day, and it’s clear that their example has taught WISER supporters how to do the same.

“Our virtual event week was a new challenge and opportunity for all of us at WISER, and we are so grateful that in the middle of a global crisis, our WISER family stepped up and helped us create an evening of connection, passion, and generous support.

- Emily Dake, MPH WISER international Development Manager
WISE CHAMPIONS

CHANGE AGENTS
150,000+ LIFETIME
Anonymous • Don Sheppard

MENTORS SOCIETY
$10,000+ IN 2020
Isabelle Le Galo (in memory of her mother María Flores Canales) • Sarah & Michael Jannsch • Jennifer Moores & Cyrus Moores • Eric Wetlaufer

SCHOLARS SOCIETY
$1,000 - $9,999 IN 2020
Sandie Anderson
Kristin & Matthew Ashcraft
Sara Benjamin-Neelon
Berlfiern Family
Mary Ellen & Paul DeNoon
Chelsea & Chris Fletcher
Dawn Fischer
Darrow Goff
John & Rebecca Grantland
Deardra Griffin
Sangeeta & Vikram Gulati
Melissa Katz
Lamsam Family
Ellen Leue
Peter Lichtenthal & Dr. Perry Eisman
Margaret MacMillan
Dallas McCall
Molly & Alex McCarthy
Marc & Sandra Micek
John Moores
Fred & Amy Paulenich
Jeff Pearson & Kim Stone
Francis Reilly
Patricia Robinson
Joseph Sanginiti
Megan & Ryan Scudellari
Prashant & Ami Swaminathan
Eileen Vergino
Hardy Vieux
Ashok & Rama Vora
Michael Whelan
Frances Woodard
In Memory of Eileen Yeh
Shahrzad Zarkoob
WISER INTERNATIONAL

**REVENUE**
TOTAL: $620,630

- **35%** CORPORATE FUNDING & MATCHING $319,553
- **35%** INDIVIDUAL DONATIONS $219,715
- **27%** FOUNDATIONS $165,686
- **2%** PARTNER SCHOOL CONTRIBUTIONS $9,350
- **1%** PARTNER PROGRAM REVENUE $7,000
- **<1%** OTHER $346

**EXPENSES**
TOTAL: $470,293

- **51%** FUNDING FOR WISER NGO $241,676
- **35%** OPERATIONS $120,958
- **15%** FUNDRAISING & MARKETING $68,771
- **8%** PROGRAM SUPPORT FOR WISER NGO $38,888

1 includes event revenue / 2 Revenue related to organizing volunteer trips and partner program implementation
WISER NGO

REVENUE
TOTAL: $552,7883

- 52% FOUNDATIONS $285,902
- 44% FUNDING FROM WISER INTERNATIONAL $241,676
- 4% PROGRAM REVENUE $23,795
- <1% OTHER $1,410

EXPENSES
TOTAL: $547,942

- 45% EDUCATION & ENRICHMENT PROGRAMMING $248,198
- 20% OPERATIONS $109,856
- 14% HEALTH & WELLNESS PROGRAMMING $75,103
- 10% CAPITAL INVESTMENTS $53,729
- 8% COVID RELIEF $46,532
- 2% ALUMNI MENTORSHIP & SUPPORT $10,426
- 1% PARTNER PROGRAM EXPENSES $4,698

3 Includes nominal school fees charged to students from outside of Muhuru Bay, and revenue related to organizing volunteer trips and partner program implementation
4 Includes life insurance payout and money earned on exchange rates
5 Includes academic instruction as well as SRH training, leadership development, athletics, academic competitions, and school clubs
6 Includes non school staff and related expenses, including finance, fundraising, security, and marketing costs
7 Expenses related to organizing volunteer trips and partner program implementation
WISER International is the largest financial supporter of the WISER NGO and WISER Girls Secondary School. WISER International provides the vast majority of operations and fundraising and marketing efforts for both US-based activities and the NGO and School activities.

Partners provide fundraising as well as fees for the organization of volunteer trips to WISER. These fees are in excess of the actual costs of program implementation, providing an additional source of revenue for both WISER International and WISER NGO.

The nominal fees charged to students from outside of the Muhuru Bay area are about 1/3 of the true cost of attending WISER. These fees are charged because students from outside Muhuru Bay are from areas with higher socioeconomic status and they allow us to continue to prioritize the girls of Muhuru Bay in the recruitment, application, and admissions processes.
The WISER team is an international collection of educators, nonprofit leaders, technical experts, and passionate advocates for all things that make girls thrive. In 2020, this team courageously tackled challenge after challenge and shone brighter than ever before. Teachers led from hundreds of miles away, milestone events were moved online, and offices and classrooms were emptied. Team members partnered with each other, volunteers, and funders without the usual opportunities to connect in person. From out of these challenges came a memorable time of perseverance and gratitude for the efforts of each and every one of the people that make WISER what it is today.
WISER NGO BOARD

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