Greetings!

**How underprivileged children are being supported through responsible tourism**

Underprivileged children are those affected by social circumstances such as; being orphaned, abandoned, living in impoverished conditions and lack of access to school education among others. These children therefore require assistance to access resources that will give them an opportunity to thrive in life.

Responsible tourism has the potential to support the livelihoods of these children, so that they can be able to fulfill their potential. We are delighted that Ecorated facilities have been at the forefront in providing the much needed help to underprivileged children in key tourist regions across the country. We would therefore like to highlight various ways in which the support is being provided.

**Construction of Cultural Boma ECD School in Selenkay conservancy**

It is widely acknowledged that education is the ‘bedrock’ of social and economic development of any country. The yields of education are tremendous in many levels; benefitting the individual, the community and the nation. Indeed, it is a sustainable means to alleviate poverty and bring lasting solutions.

Providing quality education to our children reflects the fact that they are entitled to fundamental human rights. Unfortunately, gaining proper education is a challenge for impoverished or
underprivileged children in certain parts of the country, where levels of poverty are high and there is inadequate infrastructure to support education.

In Selenkay conservancy in Amboseli region, children are able to access basic education through intervention from tourism enterprises. Locals in this area established a cultural boma, where guests who stay in Porini Amboseli Camp are able to visit and experience the local Maasai culture. Through the revenue generated, they have been able to establish an Early Childhood Development (ECD) school, with a population of roughly 20 children.

During our visit in March this year, we were lucky to find them in class when the sessions were in progress. Despite not having the best infrastructure in place you could see the passion in their faces, for having the opportunity to gain knowledge perhaps that they could never have had at such a tender age. The picture below is that of the class in session.

Support to children living with chronic ailments

In Nakuru region, Sisters of St. Teresa Childrens’ Orphanage provides refuge to about 50 kids who are suffering from HIV/AIDS. They strive to provide adequate nutrition and access to medical attention for these children. Eating a diet with high protein is critical for the good health of children living with this condition. However, finding food to meet these nutritional
requirements is a challenge. Serena Hotels, through one of their properties in the region-Lake Elmenteita Serena Camp intervened to address this need. All the food waste generated by the property are taken to the orphanage where it is used to rear pigs. The pigs form a much needed protein source to supplement the children’s diet.

**Provision of donations to childrens’ home**

Mji Wa Upendo Childrens Home in Naivasha is a beneficiary of sustainable tourism. Lake Naivasha Country Club has been supporting these children through donations such as; food, clothes, toiletries and soap. The kids are also invited occasionally to the facility where get to enjoy meals in a hotel setting. The pictures below were taken in one of the occasions when the kids visited.
Underprivileged children have lesser opportunities to enjoy a normal childhood. As such, they could be affected emotionally, physically and socially; limiting their ability to contribute positively to development in society. They need our support, and every donation counts towards helping them. Every effort goes towards creating a better future for these children. Be part of the positive social impact and make a child’s life even brighter!