



# 2024 ANNUAL REPORT

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PRESENTED  
BY THE  
KCK EXECUTIVE



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# INTRODUCTION



## Message from the KCK President

Community Members, Mission officials led by her Excellency Madam Ambassador, Clergy, and Friends of Kenya; 2024 was a year filled with challenges, growth and collaboration for Kenya Community in Korea. I am grateful for the support we have been able to garner from our community and the constant prayers for the success of this great community we have. Thank you to our volunteers and funders for the year 2024. Your active participation and financial contributions have enabled the community remain standing in all storms

KCK serves as an umbrella organization encompassing all Kenyan individuals, students, business, professional, religious, cultural, and social organizations in the Republic of Korea. We are a non-profit organization with a mission to enhance the well-being of Kenyans in the Republic of Korea. Our extensive membership of over 600 individuals across the Republic of Korea relies on our support and services.

As you read our 2024 annual report, it is with humility and astonishment the level of leaders, mission officials, volunteers, and other stakeholders who have contributed immensely to our success thus far. We thank you all for your unwavering support to our leadership teams and our community members.

We still have work ahead of us, our goal of being a self-financing organization continues to be a priority. The welfare of our community continues to be our aim. As we look to 2024, we look forward to journeying with you. To mention just a few; the KCK branded outfit project, association's official registration, consolidating the gains we have made, attracting more members, partners, and volunteers, sensitization on visa related issues, counselling on emotional, and mental health, international students integration, business development, mentoring, and housing are the work ahead of us and we need your support. Please reach out and take some time to help. I have no doubt that we can accomplish our goals.

Please stay safe and get involved in your community. We need you, please!

Sincerely,

Mr. Wyckliffe Francis  
**KCK President**



## The 2024 KCK Executive Council



Mr. Wyckliffe Francis  
*President*



Mr. Philip Otieno  
*Deputy President*



Mr. Calvins Adalla  
*Secretary General*



Ms. Josephine Ngala  
*Public Relations Officer*



Ms. Caroline Chepkosgei  
*Deputy Public Relations Officer*



Mr. Abel Ngwani Oketch  
*Projects Coordinator*



Mr. Matthew Kioko  
*Treasurer*



Ms. Charlotte Macharia  
*Financial Secretary*



# REPORTS ON THE YEAR'S ACTIVITIES



## Report from the KCK President's Desk

In 2024, our community revamping and health took center stage as the KCK embarked on a year of exceptional engagement and upliftment within the chapters and individual members. Notable events and initiatives marked this period, showcasing the strength and unity of the community.

**Visa-in Korea Sensitization Program:** The consultation and knowledge on different types of visa in Korea, provided by Mr. Jang played a pivotal role in community members acquiring important information about their residence in Korea. This initiative focused on providing education and services aimed at enhancing the overall understanding of visa related issues by the community members.

**Kenya Community Tujuane and Summer Retreat:** These KCK annual events, served as joyous occasions that brought the community together. These events provided a platform for collective celebration and support.

**Community Engagement through Partnerships:** KCK Participation in initiatives like the Korea-Africa Summit, Seoul-Africa Festival, WeLoveU Foundation Chuseok and Walkathon project, IWIK student Exchange event, etc. brought together different segments of the community, including students and individuals, fostering a sense of unity and shared responsibility.

**Scholarships and student support:** Members of the KCK student body were fortunate to be granted various scholarships. Some of the scholarships were from: Global Elim Foundation, Woojung Foundation, WeLoveU Foundation, Korean churches and enterprises, etc.

**Annual Soccer Tournament:** The KCK Soccer Team's Participation in the Annual KAFCON Tournament brought together the Kenyan team and other African teams, using sports as a platform to share information on life in Korea. This event not only promoted physical activity to the participants, but also facilitated the recognition of our community as an important player among the foreign communities in Korea.



## The 2024 KCK Social Welfare committee

The newly constituted KCK Social Welfare committee focused on modalities and framework for the social support of KCK members vis-a-vis assisting individuals facing various challenges, including distress, family loss, illness, and crises related to arrests or deportations.

Some of the key components of KCK welfare program included:

**Visitation and Guidance:** KCK Executive together with the members from the KCK welfare support committee sometimes visited individuals undergoing distressing situations. They provided personal guidance and support to those facing difficulties, fostering a sense of community and solidarity.

**Referral Services:** The program offered practical assistance by referring individuals and families to essential services. This included guiding them to legal services, health and mental health services, childcare resources, and employment recommendations. These referrals aimed to connect people with the necessary resources to address their specific needs.

**Crisis Management:** In situations involving distress or crisis, such as family loss or hospitalization and employment challenges, the welfare support program played a vital role in offering immediate assistance. This could involve coordinating with relevant services and organizations to ensure timely support for affected individuals.

**Community Fundraising:** Leaders in the KCK welfare support program actively engaged the community in fundraising initiatives. Bringing communities together, these efforts aimed to raise funds to support families experiencing distress. This compassionate approach addressed the emotional and practical aspects of handling loss within the community. The collective approach strengthened community bonds and provided tangible assistance to those in need. In the year 2024, KCK members:

- Contributed towards the funeral of Everlyne Mwangi who passed away while undergoing treatment in Kenya.
- Contributed towards the settling of the medical bills and medical evacuation of Linda Okinyo who fell ill and got hospitalised for 6 months.
- Other forms of support have been done at the chapter and individual friendship levels.

Through these diverse initiatives and collaborative efforts, KCK has demonstrated a commitment to community wellbeing, education, and empowerment, fostering a sense of belonging and unity among the Kenya Community in Korea. The KCK Welfare Support





Program has also demonstrated a desire to holistic well-being by addressing not only immediate crises but also connecting individuals and families to ongoing support services. Through visitations, referrals, crisis management, funeral arrangements, and community fundraising, the program played a pivotal role in fostering a supportive and resilient community for Kenyans in Korea.

KCK Social Welfare committee includes the following members:



Joshua Ochieng Wera



Cynthia Nicole



Kipleting E. Surei



# Report from the KCK Secretary General's Desk

## Introduction

Esteemed members of the Kenya Community in Korea,

I am pleased to present the Secretary General's report for the 2024 Annual General Meeting.

When I assumed the role of KCK Secretary General, I committed to bridging communication gaps within our community, specifically between the KCK leadership and its members, the leadership and the embassy, and the embassy, and KCK members.

A year later, I am proud to report on the progress we've made towards fulfilling this commitment. The office of the Secretary-General is pivotal in fostering unity, addressing concerns, and representing the interests of our community.

## Key Accomplishments

- **Community Building and Networking:**
  - Organized and participated in social events, such as the KCK Seollal meeting, KCK Tujuane meeting, and the KCK sun & sands retreat in Busan.
  - Improved online platforms to facilitate communication and information sharing.
  - Partnered with other organizations in Korea for collaborative initiatives and events.
- **Support Services and Welfare:**
  - Partnered with individuals of goodwill to offer counseling and support services to KCK members facing challenges.
  - Gather and disseminate information on workshops on financial literacy, healthcare, and education.
  - Collaborated with local Korean organizations to advocate for the rights and welfare of Kenyan residents.



- **Education and Empowerment:**

- With the help of the embassy, provided information on scholarships and mentorship programs for Kenyan students through partnerships with the Woojung Foundation and WeLove Foundation Educational Support.
- Collaborated with Korean educational institutions to facilitate student exchange programs.

## **Challenges and Opportunities**

Despite our achievements, we continue to face challenges such as language barriers, cultural differences, and limited access to support services. However, these challenges also present opportunities for innovation and growth.

## **Future Outlook**

In the coming year, we aim to:

- Strengthen community bonds through increased engagement.
- Expand support services to cater to diverse needs.
- Promote Kenyan culture and heritage through innovative initiatives.
- Advocate for the rights and welfare of Kenyan residents in Korea.
- Foster stronger partnerships with local Korean organizations.

## **Conclusion**

The KCK leadership's success hinges on the collective efforts of every member. I extend my sincere gratitude to our dedicated team of leaders, the embassy, and all KCK members for their unwavering support.

Together, we have built a vibrant and supportive Kenyan community in Korea. By working collaboratively, we can overcome challenges and achieve even greater heights.

Thank you.

Adalla Calvins  
**Secretary-General**



# Report from the KCK Public Relations Office

## Introduction

This report highlights the communication and promotional activities undertaken by the Public Relations Office of the Kenyan Community in Korea (KCK) to engage members, promote events, and enhance the organization's visibility. The outlined activities span the [KCK Seollal Meeting](#) (held in February), the [2024 Tujuane Sports Day](#) (held in July), the [KCK Sun and Sands Busan Retreat](#) (held in August), and the [KCK Annual General Meeting ~ AGM](#) (held in December). Emphasis is placed on effective public relations strategies, including the revival and optimized use of the KCK website, which has been the cornerstone of these efforts.

## Communication and Promotional Activities

### 1. KCK Seollal Meeting

Held to celebrate the Korean Lunar New Year, the Seollal Meeting was An online evnt that sought to discuss community related issues, review and actualize the new KCK Constitution. Promotion was conducted through:

- A dedicated event post on the KCK website, Facebook page and the relevant KCK Kakao groups.
- Reminders concerning the same were shared accordingly.







## 2. 2024 Tujuane Sports Day

The Tujuane Sports Day encouraged physical activity and teamwork while celebrating Kenyan community bonds through sports. Promotion efforts included:

- Two sets of promotional posters with corresponding banners to announce and cancel the event due to harsh weather conditions. However, the event was rescheduled thereafter.
- The posts were shared on the KCK website, Facebook page and the relevant KCK Kakao groups accordingly.
- An event summary/news post to catalogue the day was shared on the website and KCK's other social media platforms.





### 3. KCK Sun and Sands Busan Retreat

This retreat combined leisure and networking for members at the scenic beaches of Busan. Communication strategies involved:

- A dedicated event post on the KCK website, Facebook page and the relevant KCK Kakao groups.
- Reminders concerning the same were also shared accordingly.
- An event summary/news post to document the day was also shared on the website.



The D-day:

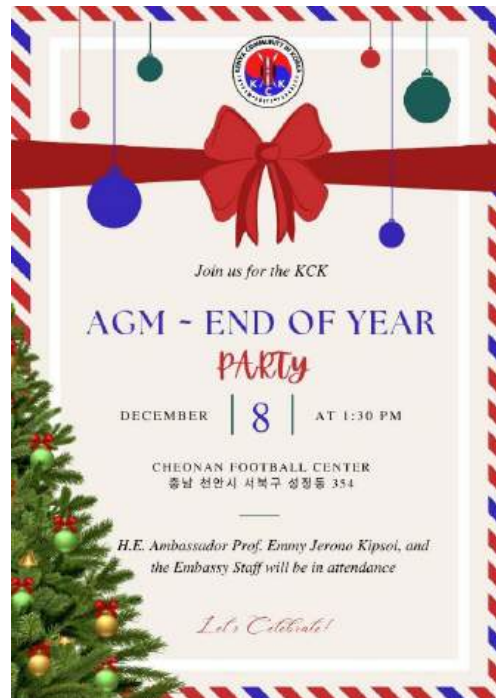




#### 4. KCK AGM Meeting

As the most significant administrative and internal-facing event, the AGM has been promoted with the goal of ensuring maximum attendance and active participation. Key efforts included:

- A series of facebook and Kakao post and reminders were shared encouraging member input.



#### 5. Public Relations Office ~ Highlights

##### Revival and Optimal Use of the KCK Website:

The most significant achievement in communication and public relations for 2024 has been the revitalization of the KCK website. The platform has become an essential hub for community updates, event promotions, and member engagement. Enhancements included:

- Visually appealing posters and banners
- Regular updates with event announcements and summaries and/or news updates

The optimized website significantly increased engagement, with a noticeable spike in shares of our website posts. Usually, the published items tend to get zero likes and zero shares but this year that has changed. The website post that has received the most traction is the post on the KCK Sun and Sands announcement with up to 5 likes, 16 shares on Facebook, and 1 post on X (Twitter).





Coupled with the strategic use of the Facebook page and Kakao groups, the KCK has indeed established itself as a cohesive and proactive community.

Below is a summary table of the various news updates and event announcements made on the website (and some of the KCK's Socials):

<b>Website Updates (hyperlinked)</b>	<b>Other Platforms Used to share the updates</b>
<b><a href="#">Chairperson's Desk - news update</a></b>	Facebook
<b><a href="#">The 2024 KCK Annual Seollal Virtual Meeting - event announcement</a></b>	Facebook; Kakao; Emails
<b><a href="#">The Start of a New Journey with the inaugural Korea-Africa summit - news update</a></b>	-
<b><a href="#">The KCK Tujuane Event - event announcement</a></b>	Facebook; Kakao; Emails
<b><a href="#">The KCK Tujuane Event Cancelled - event announcement</a></b>	Facebook; Kakao; Emails
<b><a href="#">KCK 2024 Tujuane/Ambassador's Meet and Greet! - news update</a></b>	Facebook; Kakao
<b><a href="#">KCK Social Welfare Committee - news update</a></b>	-
<b><a href="#">The 2024 KCK Sun and Sands - event announcement</a></b>	Facebook; Kakao; Emails
<b><a href="#">Cooling Off the Heat, Busan! - news update</a></b>	Facebook

## 6. The Annual Report

Last but not least, the Annual Report for the year 2024 was formatted and designed by the Public Relations Office to give a comprehensive recap of the activities of the year.





## **Conclusion**

The 2024 communication and promotional activities successfully elevated the KCK's visibility, fostered community unity, and strengthened member engagement. The revival of the KCK website stands out as the most impactful achievement, proving instrumental in streamlining communication and event promotion. Moving forward, the Public Relations Office will continue leveraging these platforms to maintain momentum and further the community's goals.

[Note to the KCK]

It has been a pleasure serving the community this year. I'm looking forward to contributing more in the year 2025.

Warm regards,

Josephine Ngala

**KCK Public Relations Officer**



## Report from the KCK Project Coordinator's Office

# PROJECT CORDINATOR'S OFFICE Abel Oketch | 01082166505

## ANNUAL REPORT

### ACTIVITIES

DATE	EVENT	SUMMARY
10 <sup>th</sup> FEB 2024	KCK Annual Seollal Virtual Meeting	On 20 <sup>th</sup> Feb 2024 KCK hosted a virtual zoom meeting for the Seollal event. The agenda for the meeting included a review of the events calendar, KCK constitutional review among other things.
7 <sup>th</sup> July 2024	TUJUANE	The event occurred on 7 <sup>th</sup> July 2024. The event was graced by our able ambassador H.E. Prof. Emmy Jerono Kipsoi. Members from from all chapters converged at Chuku center and enjoyed various games like, Soccer, athletics, tug of war, egg and sack races, local music, among other activities.
17 <sup>th</sup> August 2024	BUSAN- SUN & SANDS	On 17 <sup>th</sup> August 2024, KCK- Busan Chapter- Successfully and cordially facilitated the Community's Summer Retreat. The gathering was held along Busan's Gwangalli Beach, home to the iconic Gwangalli bridge. The members of the Kenyan Mission in Korea led by Her Excellency, Amb. Emmy Kipsoi was present and added elegance to the gathering at which Kenyans participated in a range of beach recreations, such as diving, swimming, beach volleyball, and sunbathing.



Feb 2025

Tentative date for the next year's  
Seollal event

## CONCLUSIONS/RECOMMENDATIONS

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We recommend organizing a bus for long journeys, especially to a place like Busan, can help ensure everyone travels together and reduces the stress of arranging transport individually. Booking the tickets early would definitely be important to secure the bus and get a good price.

These can be achieved by:

- **Setting a deadline for booking** so everyone has time to confirm their participation.
- **Coordinating with a bus company** that can handle the number of passengers you expect and offer group rates.
- **Creating a sign-up list** so members can confirm if they are traveling with the group, making it easier to track the number of tickets needed.

This plan could not only enhance the travel experience but also promote bonding among the members.



## Report from the KCK Office of the Treasurer

### KCK FINANCIAL PERFORMANCE AS OF 30TH NOVEMBER 2024

#### I. Income

Source	Amount (KRW)
Bal b/f (Year 2023)	269,948
KCK Membership Dues as of 30 <sup>th</sup> Nov 2024 (26 Members Paid)	480,000
Tujuane 2024 (Support from Kenya Embassy in Seoul)	250,000
<b>Total Income</b>	<b>999,948</b>

#### II. Expenses

Category	Amount (KRW)
2024 KCK Tujuane Event	430,000
Venue	132,000
Refreshments	160,000
Props	138,000
2024-2025 Website Renewal	135,959
2024 KCK Seollal Meeting Zoom Subscription	25,000
2024 KCK Summer Retreat	50,000
2024 KCK Annual General Meeting and End Year Celebration	861,000
Venue	226,000
Food and Refreshments	535,000
Certificates and Awards	100,000
<b>Total Expenses</b>	<b>1,501,959</b>

<b>Deficit</b>	<b>-502,011</b>
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***'Together We Build, Sote Pamoja'***

