



*Anglican Church of Kenya*



**Church Army Africa**

# The Heal Kenya Peace Campaign

***A Peace Initiative by The Anglican Church of Kenya  
through Church Army Africa-Kenya Chapter***



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# Introduction

*The constitutional blueprint for a new political and administrative architecture; arguably the most momentous and far-reaching reforms in Kenya's post independence history. At the heart of this transformation is the devolution of power to county governments and the design of arrangements that will turn the constitutional vision into a reality. Kenyans bring to this process a tremendous enthusiasm and energy, citizen engagement, is vital in ensuring that the process is enjoyed by generations to come.*

**Source:** *The World Bank*





# Background

In Kenya, there have been unresolved conflicts since colonial times and the situation has been getting worse overtime following the five years electoral cycle; 1991/1992/1997/1998, all which culminated to the Post-Election Violence (PEV) in 2007-2008.

In the 2013 elections, there was a semblance of peace but, the petition court case on presidential election arising from the outcome; the political undertones from Kenyans leading to street protests, destruction of property and violence are tell tale signs that lessons are yet to be learned.

These unending conflicts that have kept the country on the edge have been due to many reasons including: political repression to multiparty participation, impunity, Cattle rustling, business competition, corruption, ethnicity and polarization, the erosion of existing mechanisms for conflict management, long standing land and identity disputes, administrative and boundary units related to resources and ineffective mechanisms for political and social dialogue. With the promulgation of a new constitution in August 2010 leading to a devolved system of government, the devolved system of government does not either seem to have resolved the outstanding issues.

County Governments have devolved the vices/problems that have continuously eroded the cohesion of the Kenyan society and confidence in their government. There is need therefore to find a lasting solution to this crisis, find lasting peace, embracing and always employing dialogue and other peaceful means in conflict resolution. The Church is best suited to find a broad solution for broadened problems. It carries the mandate as the prophetic voice of God and can mediate between the aggrieved and the aggressor.









# The Desired Outcome.

To find a lasting solution to this crisis, find lasting peace, embracing and always employing dialogue and other peaceful means in conflict resolution.

Non-violent transformation and the consolidation of lasting peace requires prolific, varied, innovative and often creative approaches to building cultures of dialogue. Dialogue and exchange are necessary for the parties concerned to process and change the overall perception of a dispute. Striving to find creative solution strategies necessitates interaction between the parties to allow them to follow common and consistent paths. Moreover, flexible and adequate forms of action are needed. A successful project cannot be built on the shoulders of one single person. The President and The Deputy President of the republic of Kenya cannot be expected to single handedly bring lasting peace to the nation. Rather it becomes possible by the joint effort of a group of individuals working concertedly together towards the achievement of the same goal. The Church must not be left behind in such an endeavour.





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# The Church.



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The Church has a larger following than any single political entity in Kenya. It is possible for an entity with such a huge following to rally Kenyans to adopt peaceful coexistence, dialogue and solution seeking mechanisms. The Anglican Church one of the major Churches in Kenya with a very huge following and through its arm the Church Army Africa-Kenya chapter will seek to transform the thinking of the majority of Kenyans through a concerted effort led by the Kenya chapter Secretary Rev. Capt. Samuel M. Kibuti, the General Secretary of Church Army Africa, Rev. Richard Mayabi with the blessings and support of the Archbishop of the Anglican Church of Kenya together with the Kenyan individuals and companies of goodwill.

The Church Army Africa (CAA) is a community of the Anglican evangelists positively transforming societies in Africa. It is part of the worldwide community of Church army Evangelists in Europe, America and Australia and, was established in 1954 therefore has a long history of existence in Kenya. The CAA works through evangelism and discipleship, Community care, Leadership development and leveraging wealth creation (Betterment of life through socio-economic empowerment of the African people towards self reliance and sustainability). These are some of the things envisioned in Kenya vision 2030 hence the convergence of thought and mindset.

The bottom line is to positively transform society throughout Africa and Kenya in particular.

Strength of the Church army Kenya chapter includes distribution throughout Kenya with about 700-1000 Church army officers across the 37 dioceses with parishes clustered in Nyanza, Western, Rift valley Mt. Kenya, Nairobi, Coast and North Eastern Kenya. Of the 37 dioceses in Kenya each has a number of representatives.





# Our Expectation.



The Church has previously been accused of being complacent in preaching and bringing about lasting peace in Kenya. It has previously been accused of taking sides in political battles. The Church must therefore, take an active role to promote peaceful co-existence by

- being non-partisan;
- Supporting, encouraging and praying for the government of the day
- Fostering and directly encouraging peace, love and unity in line with our national anthem.

**The lessons of 2007-08 were there for all to see & learn.**

**Some of these mistakes should never happen or be repeated again.**





## The Big Idea

# The Heal Kenya Peace Campaign.

*‘Wacha Silaha-Shika Neno-Piga kura-Jenga Kenya.’*





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# The Heal Kenya Peace Campaign

## Our Acronym, Slogan, Core Values & Vision

### **HEAL Kenya,**

H=Healthy Relations, E- Equity, A= Access to Justice and L- Listening to each other.

The slogan will be: *Wacha Silaha-Shika Neno-Piga kura-Jenga Kenya.'*

### Co-Values:

Justice, peace, love, honesty, integrity, humility, teamwork and stewardship.

These will be geared towards the Vision of:

A community of Anglicans positively transforming the society throughout Kenya.  
Guided by Habbakuk 2:2 ' Write your vision clearly even the herald can read it.'

Our Vision drawn from Romans chapter 10 verse 14 will be:

***'Peace all over Kenya.'***





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# The Heal Kenya Peace Campaign



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This campaign will seek to forestall the ugly scenes of property destruction and senseless killings witnessed whenever fellow citizens are disgruntled, have a grudge or are venting their frustration and disagreement with certain events and occurrences. These destructive habits are directed towards investments which have been built over time and in the process destroying a painfully build economy over the years, derailing the blueprint for development by the Kenya government and by extension Kenyans towards achieving a middle income economy as envisioned in the Kenya vision 2030 and beyond.

The campaign to sensitize the masses is planned to take the form of Seminars in Church & Social halls, Chief's Barazas, County commissioners/deputy county commissioners and other county representatives meetings and assemblies, street caravans, Bill boards, National cohesion and integration commission among other forms of campaign.





# Objectives

We aim to directly interact with people through the 47 counties.

Our core objectives are as follows:

- **Create awareness** of the principles of devolution and peace as enshrined in our constitution
- **Build momentum** of public participation and enthrone them as the protectors of devolution and peace
- **Educate** mwananchi on the importance of unity and peace.
- **Showcase** the fruits and gains of devolved system of government through peace
- **Pass on** the peace & devolution torch in a colorful & memorable ceremony.





# Specific Objectives of The Campaign

1. To bring people of goodwill together to support this initiative
2. To source for funding towards this initiative
3. To organize meetings in various regions of Kenya to spread the message
4. To organize road shows/caravans of peace to transverse various regions of the country
5. To educate Kenyans on Patriotism/peaceful co-existence
6. To spread the gospel of respect for persons and their properties/investments
7. To host TV/Radio shows/debates
8. To prepare the masses/country for a peaceful 2017 and beyond General election
9. To construct Safe camps in counties.





# The Approach & Scope

Devolution is the central pillar in our constitution. It represents our efforts to bringing government closer to the people. With that also comes resources and representation to the grassroots which is the key element in improving the lives of the people. However, devolution without peace is endangered. Peace is therefore the vehicle to realize the essence of devolution.

The scope will cover the following:

## Sensitization workshops

- Churches
- National Prayer Rally's
- Various forms of Barazas.
- Youth activities/Cleanup campaigns
- Acting drama & skits
- Games/contests
- Talent Search Contests
- Boda Boda( Motor Bike Riders)

## Advertising Media

- Bill boards
- TV
- Radio
- Print Media
- Branding
- Caravans/Road shows





# Awareness



We shall create awareness through

## **Visibility**

- Branded Brand Ambassadors
- Campaign Posters
- Branded campaign props such as exciting tents set-up and podiums
- Merchandise to be given out

## **Strategic Placement**

- We will have the various packs placed visibly on the side of the rig displaying the respective messaging that we intend to convey
- The MCs will also regularly make references to the campaign as he interacts with the crowd.





# Education

- We will educate the mwananchi on the concept of peace and how it relates to their lives.
- We will demonstrate day to day situations through skits & games on how the mwananchi lives can shine and develop with unity.
- We will invite the mwananchi to come forward and narrate a story of how peace and unity changed their lives.
- We will also invite them to discover the brand attributes by competing in playing jigsaw puzzle game and Q & A sessions.
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# ROADSHOWS & CARAVANS





# Roadshows - Storms



## The Objective

- We will have Heal Kenya Peace Campaign bodaboda caravan storm markets before the arrival of the rig to create hype and anticipation on the day of the roadshow.

## Methodology

- They will engage the crowds in dances and skits to educate the mwananchi on devolution and peace
- They will read the excerpt from the constitution that talks about devolution and peace on fliers and posters.
- they will engage in a Q & A to gauge the crowds understanding of the principles of devolution and peace
- They will issue pamphlets that will have material on devolution peace and unity



# Roadshows – The Mobile Unit

## Description

- A branded experiential 40 foot rig that opens into an entertainment stage
- Has an LCD screen on the side to show crowd of the ongoing activities
- The screen will also be used to reinforce the messages of devolution and peace and to show short clips of the success stories of devolution
- We will have a recorded address by the governor of the county sharing the strides they have made in devolution
- The rig will have dancers, dj and MC
- The dancers will be adorned in the traditional attire of the host county and will dance to tunes of the host county
- We also propose an appearance of a local artist and influencer for each county

## Methodology

- The rig will make 4 stops in per day where it will interact with the common mwananchi
- At every stop we will invite the mwananchi to come and share their stories about what devolution has done to improve their lives and how peace can contribute to the betterment of livleyhood.

Our brand ambassados will take photos of the the ongoing campaign and share them with the digital team to have them posted on social media to drive talkability and amplify the camapaign





# A week in the County

We propose the following activities within the week that the torch will be in the county

- Tent set ups in the headquarters of the county where our teams will conduct lectures on devolution and peace.
- An open forum where the Governors and their guests will answers questions related to devolution and peace projects in the county.
- A photo showcase of the projects in each county
- Special session with our documentary teams to interview mwananchi
- The caravan will continue with a tour of the county before finally being flagged off to the next county
- A special day dedicated for prayer and peace conversations led by the clergy.
- The flagging off of the caravan to the next county



# Hand over of the devolution/peace Torch

We propose that the handover of the torch is done at the border of the counties  
we also propose that the handover be done with both governors present accompanied with the elders of the two communities

Two pillars will mark the devolution torch hand over

- Arrival of the Torch
- Departure of the Torch

## Arrival.

- We propose the following on arrival of the torch to the receiving county the governor together with clergy and the elders accompany the torch to the border.
- At the border they will exchange the following –
- a treaty stating their intention to keep the peace and share in opportunities
- sacred tools from one community to the next (The Bible, The Spear, Shield etc)
- the torch to be handed over to the receiving county team. Our storm team will be on hand to oversee the ceremony

## Departure

- The teams that accompany the torch to the border will hand over the torch together with their sacred tools and choicest harvests to the receiving county
- They will then bid them farewell and return to their county





# Logistics



## Pre Production

Before the commencement of the campaign we will ensure that the following is done;

- A Media/Press launch to create the first buzz of the peace campaign.
- Buy media space and secure the presence of the press.
- Meet the council of Governors for support.
- Pre- requisite council licenses are procured security details for the governors
- Route recce to ensure that we maximize and take advantage of market days



# The film & Documentary Crew

We propose to out source this important aspect of the campaign to a reputable organization on a third party basis.

We will agree on deliverable and key performance indicators before commencement of campaign.





# Expected Outcomes

1. Well informed Kenyans
2. Development of Peaceful/Safe Camps
3. A deciphering society
4. A flourishing economy
5. A happy citizenry
6. A Cohesive well integrated society
7. A sense of mediation and dialogue to the Mwananchi
8. A peaceful General Election
9. A publication on experiences.

## Risks

- Unable to raise enough funds/Support
- Limited organizational/campaign time
- Unreceptive Kenyans







# Budget Justification

There is need to have a fully functional coordinating Centre (rental) with state of the art communication gadgets, techno savvy staff and fully equipped to coordinate field activities and put appropriate plans and back up in place. Rent, Furniture, Computer/laptop purchase and staff salaries will need to be factored in.

The terrain expected to be covered is not all smooth but expect off-road driving necessitating 4-wheel drive vehicles (Toyota Land cruisers would be preferable). Highly trained drivers for safety, fuel cost, maintenance and servicing.

Hiring of caravans, organizing seminars, TV/Radio shows, and bill boards all cost money.

Per diems will be necessary for Principal Facilitators, co-Principal Facilitators and co-facilitators who will be moving out of Nairobi for lengthy periods of time will need sustenance allowances paid according to rank and qualifications besides lunches during seminars & Barazas.

All the resources/monies will be used prudently and accounted for following proper accounting procedures. Frequent (Quarterly) audits will be done. Safe camps will act as temporary hold shelters for citizens who feel threatened by election outcomes/other events and require capital outlay for their construction.

## Role of Facilitators

Principal Facilitators will be in charge of coordinating all proposed activities.

Co-Principal Facilitators will be in charge of various regions of the country. Co-facilitators will work closely with the co-Principal Facilitators in their regions.



# The Budget Summary

| Budget Line                           | Activities  | Cost In KES        | Cost in \$       |
|---------------------------------------|---|--------------------|------------------|
| Secretariat                           | Office Rental 18Months                                      | 3,600,000          | 78,922           |
|                                       | Utilities   | 1,800,000          |                  |
|                                       | Internet, desktop computers , laptops, office furniture etc | 2,650,000          |                  |
|                                       | <b>Sub Total</b>  | <b>8,050,000</b>   |                  |
| Vehicles/Transport                    | 4 Four wheel drive vehicles & 4 Saloon Cars                 | 42,000,000         |                  |
|                                       | 8 Fully qualified AA drivers                                |                    |                  |
|                                       | Fuel costs, maintenance & service                           |                    |                  |
|                                       | <b>Sub Total</b>  | <b>42,000,000</b>  | <b>411,765</b>   |
| Team Staff Remuneration For 18 Months | 5 Managers  | 27,000,000         |                  |
|                                       | 10 Key Staff  | 18,000,000         |                  |
| Seminars & Team Training              | 20 People Per County  | 3,600,000          |                  |
|                                       | 20 Facilitators   | 16,000,000         |                  |
|                                       | <b>Sub Total</b>  | <b>64,600,000</b>  | 633,333          |
| TV/Radio shows                        | 3 Months Advertising  | 216,000,000        |                  |
| Adverts/Bill boards                   | 80 Billboards allover the countries                         | 173,000,000.00     |                  |
| Print Media                           | 3 Months Advertising on 3 Newspapers                        | 18,000,000.00      |                  |
| Road Shows                            | Roadshows Across 40 Counties                                | 157,151,928        |                  |
| Publications/Print outs/T-shirts      |   | 79,375,000         |                  |
|                                       | <b>Sub Total</b>  | <b>643,526,928</b> | 6,309,088        |
| MISC 10%                              |   | 75,817,693         | 743,311          |
| <b>Total</b>                          |   | <b>833,994,621</b> | <b>8,176,418</b> |





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**Thank You**