

**Enhancing Housing
Conditions For Vulnerable
Older Persons In Kenya**



May 2025

GOLDEN HOMES PROJECT

Decent Shelter For Our Elders

Background

The CPF Group Foundation is a not-for-profit organization established under the Companies Act, 2015, with a primary focus on improving the lives of older persons in the communities where CPF Group entities operate. The foundation was started in 2021 with the vision to enhance the care and dignity of elderly individuals. Our mission is to drive measurable change in the well-being of older persons through impactful interventions, reflecting our commitment to the principles of Environmental, Social, and Governance (ESG) practices.

Kenya, like many other African countries, is grappling with the challenges posed by an aging population in a society that is ill-prepared to support them. With limited access to social safety nets, a significant portion of older Kenyan citizens faces hardships, including inadequate housing conditions. Many older persons live in dilapidated homes with limited access to basic amenities, putting their health and overall well-being at risk.

Project Objectives

The CPF Group Foundation aims to join hands with strategic partners to address the housing needs of vulnerable older persons in Kenya. The objectives of this initiative are as follows:

1

To improve the living conditions of vulnerable older persons by renovating or building safe and suitable housing.

2

To enhance the dignity and quality of life for older persons by providing comfortable and secure shelter.

3

To raise awareness about the needs of older persons and make a call to action for support from all key stakeholders.

Key Intervention

The Foundation intends to support a total of 100 vulnerable older persons in the first phase of the project. The support will be directed towards improving, renovating, or constructing houses to meet the specific needs of older persons, ensuring accessibility and safety. This intervention is designed to provide older persons with a conducive environment that promotes their well-being and independence.

Roles of Key Stakeholders



CPF Staff

CPF branch staff will play a crucial role in identifying and verifying potential beneficiaries within their respective counties.



Partners

The Foundation will engage with local organizations, NGOs, and partners to ensure the successful implementation of the project.



Local Leaders and Communities

The Foundation will collaborate with local leaders and authorities to ensure community buy-in, project coordination, and logistical support. The community will be involved to ensure support and sustainability of the project.

Project Sustainability

The target community will be required to provide locally available materials to support the initiative. This pilot project aligns with the Foundation core mission and values, reflecting our commitment to improving the lives of older persons. By enhancing housing conditions, we aim to create a sustainable and replicable model that can be scaled to benefit more vulnerable older persons across Kenya. This initiative underlines our dedication to ESG practices, ensuring that our profits positively impact society and the environment. It will promote local partnerships and collaborate with local organizations, community leaders, and government agencies to identify beneficiaries and ensure that support reaches those in genuine need. The project will establish a system for ongoing monitoring and evaluation to track the impact of the housing support on the well-being of beneficiaries.



Criteria for Selection Of Target Communities & Households

The selection of beneficiaries will be based on the following key criteria.

Age and Vulnerability

Older persons (over 70 years) who are in the greatest need of decent housing with preference to those with physical limitations or chronic illnesses.

Income and Financial Situation

Individuals or households with limited financial resources who cannot afford suitable housing on their own.

Location

The target older persons will be chosen at the county level. In the initial stage, the project will focus in Nyamira, Tana River, Machakos, Kajiado and Homa Bay Counties. These counties have been selected based on need and also in recognition of the county government timely payment of staff pensions.

Community Engagement

Recognize active community members and leaders among older persons who contribute positively to their communities.

Willingness to Participate

Willingness and commitment of older persons to actively participate in the process of securing and maintaining decent housing.

Support Groups

Availability of local support groups, CBOs or NGOs that are ready to partner with CPF Foundation in making the project a reality.



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CPF Group Foundation

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For more information, please send an email to foundation@cpf.or.ke
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