



Unemployment
Zero

un0 Global, Inc.

Unemployment Zero

**Breaking the cycle of poverty in
underprivileged communities.**



For countless communities around the world, unemployment is more than a statistic - it is the single greatest driver of poverty, dependence, and hopelessness. *un0 Global* exists to change that. We believe that ending unemployment ends poverty. By scaling businesses, upskilling communities, and removing barriers to sustainable work, we are forging a new path where local talent, innovation, and faith converge to build thriving economies from the inside out.

Bottom Line

With a campaign goal of just under \$1 million, we can launch a movement of transformation — funding five high-impact initiatives, establishing a dedicated leadership team, and building the foundations for a sustainable system of job creation that will lift families out of poverty year after year.

Our work with colleagues in Machakos has already begun, where we are fostering awareness, developing solutions, and building out a repeatable model that scales local Kenyan businesses. With your partnership, we can expand this promising beginning and create a world where Unemployment Zero is not a mere dream but a thriving reality.



Why We Exist

Poverty in Kenya remains widespread. As of 2025, an estimated 43.8% of Kenyans live below the international poverty line of \$3.00 per day. Progress in poverty reduction has been slow in part because the majority of Kenya's economic growth has not translated into higher incomes for the poor. Another obstacle is the weak performance of the labor market. Meanwhile, formal employment accounts for only about 15% of all jobs in Kenya – meaning the vast majority of working Kenyans (around 85%) engage in informal, low-productivity work such as single-family farming, casual labor, or microenterprises. These informal jobs

tend to restrain workers to low and frequently unstable incomes, keeping many workers among the “working poor.”

Youth in Kenya face the greatest struggles – the youth unemployment rate (ages 15–24) is around **13–14%**, and about **20% of Kenyan youth are NEET (Not in Employment, Education or Training)**, a share higher than in several neighboring countries. This means a large segment of young Kenyans are idle or stuck in low-paying activities, perpetuating a cycle of poverty and frustration.

From our direct involvement in Kenya, un0 Global’s leaders and stakeholders have long supported children through a variety of children’s homes and educational programs. Over the years we have witnessed a recurring pattern: even when young people successfully complete these programs—sometimes graduating from college with strong credentials—they often face an economy unable to absorb them into meaningful work. This disconnect between education and employment perpetuates the very cycle of poverty those programs sought to break, underscoring the urgent need for job creation and sustainable economic opportunities to supplement the education initiatives.

Daniel Kimathi: “I Still Believe There Is Hope in Life.”

“When I look back,” Daniel says, “I know I didn’t reach the grades I hoped for. But I still believe there is hope in life. God has not forgotten me.”

Daniel grew up in Mbooni, Kenya, a rural community where opportunities are rare and life is expensive for single-parent families. His father passed away when he was four, leaving his mother to raise him and his younger sister alone. “Being the firstborn,” Daniel explains, “I had to take responsibility early.”

After completing Form 4, Daniel wanted to continue his studies. But his mother was struggling. “She told me we couldn’t afford school fees for both me and my sister,” he says. “So, I chose to find work and





let my Sister continue with school. It was hard, but I knew it was the right thing." At age 17, he stepped into adulthood, leaving his education behind so someone else could move forward.

He tried finding work near home, but most jobs there were casual; temporary, unpredictable, and paying just enough for the day. Eventually, he moved to Nairobi, hoping the city would hold more opportunities.

Today, Daniel works nights as a security guard for a local company. "The job is tough," he explains. "You spend the night in the cold, and I'm really too young for this kind of work. But I do it because I have to survive." His monthly pay is Ksh. 15,000, just enough for food and rent. "Barely enough," he says. "Life in Nairobi is very expensive."

Promotions are unlikely. "I have been working in this position for 3 years," Daniel says, "but corruption and tribalism can stop you from moving ahead. It's not about how hard you work." Even a small mistake can get workers fired, so every night he works with the pressure of knowing that his job is fragile.

Still, Daniel is determined. "The situation at home motivates me," he says. "I take my job seriously. I want to change my story and my bloodline's story."

He has a dream shared with a close friend, Stephen: to start a small business supplying Irish potatoes from Nyeri County to markets in Mbooni. "We saw an opportunity," Daniel explains. "We can buy from farmers at a fair price, bring the potatoes to market, and sell. It can help us, but also help other workers - and farmers."

What Daniel lacks is not motivation or vision. It is opportunity. He has no computer, no capital, and no guidance to navigate his career. "If someone could mentor us," he says, "it would mean a lot. It would change our lives."

When asked how many of his friends finished school but still cannot find work, Daniel didn't hesitate. "About twenty or more," he said. "Some of them can't even feed themselves." Only a handful of his friends have jobs that pay enough to cover basic needs. "Even graduates struggle," he adds. "Finding a good job is not easy."



Despite this, Daniel remains hopeful. He often speaks of gratitude, of faith, and of wanting to help others. "I have given hope," he said, "and may God use me too to bless others." His words reflect a young man who continues to dream in an environment where dreams are easily crushed.

Daniel's story is not unique. It is normal. And that is precisely the challenge. He represents an entire generation of hardworking, capable young adults who are ready to contribute, ready to work, and ready to build but who lack the first rung on the ladder.

At un0 Global, we believe individuals like Daniel can transform their families and communities when given even a single opportunity. He is one young man. But there are thousands just like him, waiting not for charity, but for a chance.

Vision & Mission

What would our world be like if unemployment were eradicated? un0 Global is determined to end economic oppression by scaling businesses and eliminating employment barriers for all individuals regardless of race, religion, or social status. As a Christian organization, we create economic solutions and employment opportunities forging a future where every person has the chance to thrive.

Together we can break the cycle of poverty, and inspire a global movement of dignity, productivity, and hope.

To loose the chains of injustice, untie the cords of the yoke, and to set the oppressed free. - Isaiah 58:6-7

To address unemployment, our hands-on team develops and funds high-impact initiatives that combine Level-5 leadership, disruptive innovation, and proven business strategies with accessible learning resources and leadership principles. We partner with and strengthen local organizations to unleash their capacity, accelerate job creation, and model solutions that can be replicated globally.



un0 Global offers so much more than projects & services: We can provide hope, dignity, independence, connection, and meaningful work engagement to an ever multiplying number of individuals and families year after year.

We won't rest until every person has the dignity of work and the means to prosper.

*"We must create jobs for the youths... we must connect economic security, food security" - **Dr. Akinwumi Adesina**
(President, African Development Bank)*

"Empowered, young people can be key agents for development and peace. If, however, they are left on society's margins, all of us will be impoverished. Let us ensure that all young people have the opportunity to participate fully in the lives of their societies."
- **Kofi Annan** (former UN Secretary-General)

Our Core Principles

These principles are the foundation of everything we do. They keep us centered on what matters most - creating meaningful impact, building lasting results, and staying true to our mission.

- **We Create Jobs:** Employment is the engine of transformation. Each job strengthens families, stabilizes communities, and fuels local economies.
- **We Connect People:** Sustainable impact happens when people work together. We build bridges between leaders, mentors, entrepreneurs, and communities because collaboration multiplies value.
- **We Build Trust:** In economies weakened by distrust, we are restoring collaboration through reliable, transparent, and sustainable partnerships.



- **We Foster Indigenous Leadership:** Sustainable growth comes from within the community. We focus on local talent, local resources, and culturally grounded solutions.
- **We Ensure Equal Access:** Knowledge and opportunity belong to everyone regardless of social class, race, or gender. We open doors to the information and resources people need to learn, compete, and succeed.
- **We Pay Fairly:** We honor people's work. True progress means fair pay, not success built through exploitation.
- **We Focus on Results:** We are committed to measurable outcomes - jobs created, businesses expanded, incomes raised and lives improved.
- **We Never Stop Improving:** We believe in lifelong learning and continuous improvement for individuals, businesses, and communities.
- **We Do What's Right:** Our work is guided by Biblical values and unwavering ethics in every decision and partnership. We lead by example and encourage others to follow the same path.

If Everyone Had a Job

Every morning, too many people start their day unsure of what to do – how to contribute to their community. Without work, the years are lost to poverty. But imagine if every person rose knowing exactly how to contribute - to build, teach, work, repair, create. The result would be an abundance of food, shelter, markets, roads, and opportunity for all.

When people know their purpose and are empowered to work, communities thrive. Perhaps the greatest leaders of our time will be the **teachers** who equip others with vital skills and the **business leaders** who organize and channel those skills into meaningful work.

With support from donors and allies, we are turning knowledge into opportunity and potential into economic stability - creating a model of community-led transformation that can be replicated in underprivileged regions around the world.

A Journey Started

Prior to 2024, our founder and fellow collaborators actively served with Kenya's Kids, a program dedicated to preparing children for successful adulthood. Their involvement included hands-on mentoring, program development, and board leadership. The mission was and still is highly-effective and life transforming for hundreds of children in Kenya. As exciting as it was to watch students graduate, many even completing college – over time an unsettling reality has set in. Despite their education, too many young adults were still unable to find work. This cycle of poverty persists.

Determined to bridge the gap between potential and opportunity, the team launched small-scale ventures focused on marketing, web services, and mentoring. They created resources, shared books, and even began development of the Sasa app—an innovative tool designed to empower the local market for young workers. But as our efforts grew, so did our realization that the challenge was far larger than any one program. Systemic unemployment and economic barriers required a broader vision and an expanded effort.

That realization became the spark for un0 Global—a movement built not just to create opportunities, but to connect, empower, and multiply them.

Challenged and inspired by the wisdom of “Walk This Way: Go Where God Is Leading. Join What God Is Doing” by Paul McGuinness and “If You Really Want to Help: Redefining the War on Poverty” by Kurt Kandler, un0 Global was founded on a powerful truth: real change happens when we collaborate with local leadership, when we build bridges instead of silos.

Our mission evolved to include new projects, connecting people, increased innovation, and resource development focused on sustainable, scalable systems of empowerment. What





began as a small effort to help a few young adults has grown into a large-scale initiative - uniting changemakers, entrepreneurs, and communities to tackle unemployment and transform lives from the ground up.

This is where you come in. Real change begins when compassionate people take action. Without your support and involvement, our mission cannot take flight. Even a modest contribution can spark transformation - creating a sustainable employment opportunity that leads to lasting stability for individuals, families, and entire communities. **Together, we can turn potential into purpose and build pathways out of poverty that endure for generations.**

*“Jobs are the best way out of poverty.” - **Mike Foster**
(UK Minister for Development)*

Challenges We Face

There are many factors that hinder economic growth in Machakos and other regions of Kenya and Africa. We do not pretend to understand them all, however working with local thought leaders and other organizations that have successfully implemented programs in these under-served regions, a handful of key challenges rise to the top.

Here are some of the top challenges we face in Kenya and the strengths and resources we see that are helping us to address these challenges.

Top Challenges	Top Strengths
<ul style="list-style-type: none"> • Under-developed business mindset • Language barriers • Aversion to reading and learning from books • Lack of learning resources • Distrust 	<ul style="list-style-type: none"> • Indigenous Leadership • Existing infrastructure • Good work ethic • Well educated population • Moral fabric of community • A growing “Together we can” mindset in Kenya

A Governing Board Positioned for Impact

un0 Global is launching its mission under the guidance of a **seasoned Board of Directors** whose collective experience spans business leadership, nonprofit governance, technology, and global missions. This team brings the strategic insight and real-world expertise needed to ensure a strong and sustainable start.

Board Members

- **Ted Tyree** – Entrepreneur and technologist; founder of multiple start-ups, including a healthcare data analytics firm exceeding \$25M ARR. Served six years on the board of Kenya's Kids and has led numerous mission trips to Kenya. Former CIO for a nonprofit organization (11 years).



- **Rob Cook** – Founder and Board President of 252 Underground, a ministry serving underprivileged teens for over five years. Experienced pastor and teacher dedicated to faith mentorship.
- **Tim Arrowsmith** – Leadership roles in eight startups, including companies recognized among the Fortune 500. Proven technology and operations leader.
- **Koine Kinyua** – Accountant and business leader with more than 20 years of experience. Native Kenyan and U.S. citizen providing essential cross-cultural and financial perspective.

Board of Advisors

Our Board of Advisors extends this leadership with additional experts from both the U.S. and Kenya, offering strategic guidance, cultural insight, and on-the-ground experience to advance un0 Global's mission.

The Inaugural Campaign

During our inaugural year we are laying the groundwork through five key initiatives. We are working to complete phase 1 of each of these by the end of 2026.

5 Key Campaign Initiatives	
Initiative 1: Resource Development & Awareness	Make 50 resources available Expanding access to knowledge resources that transform local thought leadership and addresses current economic challenges.
Initiative 2: Business Leadership & Mentorship	Send 10 business leaders through training Empowering business leaders through mentorship and practical training to increase sustainable local employment.
Initiative 3: Sasa Marketing Platform	Launch local market app w/ 100 professionals Local mobile directory of professional services – written by Kenyans for Kenyans.
Initiative 4: VOTEC Without Walls	Launch VOTEC training and app Vocational training provided by local businesses and coordinated through a mobile engagement platform.
Initiative 5: Free business website and marketing	Launch directory of 50 local businesses Provide free website and online marketing for local businesses – free for those that meet job development and scalability criteria.

These 5 initiatives and the capital requirements are outlined in more detail in the sections below.

In addition to these key initiative, the team at un0 Global continues to pursue and promote opportunities that align with our mission. Below are a few additional ongoing work efforts.

Other work efforts include:

- Networking with aligned partners and other resource providers



- Teaching opportunities for community awareness and engagement
- Job board for economic stimulation – Partnership with joby.africa
- Water-to-Schools: Partnering with organization for creating a business development program focused on solving a key need in many Kenyan communities.
- Art Exposition – promoting young Gen-Z artists and creating a platform for selling their art to local families and businesses.

Initiative 1: Resource Development & Awareness

Make 50 resources available

Breaking the cycle of poverty requires a transformation in how local business leaders and entrepreneurs think about existing economic challenges. In the Machakos region, many capable leaders are willing to drive change but lack access to the knowledge resources that can guide them toward sustainable, scalable business practices.

Our initiative directly addresses this gap by developing high-quality printed and digital learning materials that equip these leaders with practical insights into economic development, leadership, and innovation. We are establishing a free community lending library - both physical and online - where business leaders and entrepreneurs can access books, videos, and curated content designed to inspire new thinking and foster economic resilience.

With investment from partners like you, we can expand these resources, amplify local leadership capacity, and lay the intellectual foundation for lasting employment and enterprise growth.

- Flyers and online/printed materials - \$5k
Goal: 3 flyers
- Local library of resources - \$200 initial per book plus \$7/mo per book
Goal: 40 books available
- Online library of videos and tutorials - \$2k initial cost plus \$500/mo
Goal: 7 videos & learning resources



- App for networking with local talent - \$10k development cost plus \$1k/yr ongoing support
- Resource Engagement Team (2 Local part-time): \$400/mo per employee

Total required: \$45k

With additional need for monthly support.

Initiative #2: Business Leadership and Mentorship

Send 10 business leaders through training

Our Business Leadership and Mentorship program is designed to connect emerging and established business leaders with targeted training, seminars, and mentorship opportunities that strengthen their ability to grow and sustain successful enterprises. By equipping entrepreneurs with practical strategies for scaling operations and adopting proven best practices, we aim to expand their capacity to employ local talent and contribute meaningfully to the regional economy.

This initiative is more than skills training—it is about cultivating a new generation of leaders whose businesses create lasting employment and economic stability. By fostering a culture of mentorship and continuous learning, the program helps transform ambition into action, ensuring that economic growth is both inclusive and sustainable.

- Webinars/Networking - \$2k
- Printed materials and online resources - \$2k
- Access to leadership programs - \$2.5k/enrollment

Goal: 10 Business leaders enrolled

- App for tracking engagement - \$10k development cost plus \$1k/yr ongoing support
- Business Engagement Team (1 Local Leader): \$800/mo

Total required: \$50k

With additional need for monthly support.

Initiative 3: Sasa Marketing Platform – Connecting People, Creating Jobs

Launch local market app

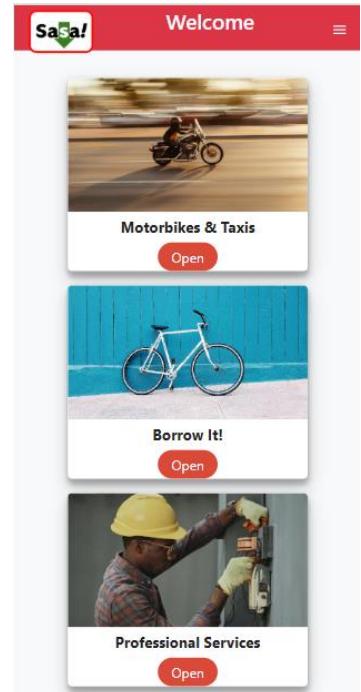
Sasa — meaning “now” in Swahili — is a mobile app **built by Kenyans, for Kenyans** to instantly connect people with reliable professional services in their community. Launching first in Machakos, Kenya, Sasa helps users find drivers, taxis, plumbers, electricians, lenders, and other service providers available right now. Customers use the app for free, while revenue is generated through low-cost service listings and local advertising.

More than a convenience tool, **Sasa is a catalyst for local economic transformation**. It directly addresses one of the region’s greatest challenges — access to work and services — by helping skilled workers find jobs and customers in real time. From drivers and tradespeople to marketing agents and managers, every layer of the Sasa ecosystem is designed to create sustainable employment and foster entrepreneurship.

Unlike traditional businesses that measure success solely by profit, Sasa’s bottom line is job creation and economic stability. The platform demonstrates that a for-profit company can operate with a social mission — providing fair income, building professional skills, and empowering local businesses to reach their markets effectively. As it grows, Sasa will serve as a model of community-led innovation that can be replicated across Kenya and other developing regions.

Program Benefits

- **Creates jobs and raises household income** across multiple skill levels.
- **Supports local businesses** through affordable, high-impact digital marketing.
- **Builds leadership and professional capacity** through mentoring and training.
- **Promotes fairness and inclusion**, giving all community members equal access to opportunity.





- **Strengthens the local economy** by keeping money and value creation within the community.

Project Budget

- App for networking with local talent - \$30k development cost plus \$5k/yr ongoing support and development
Goal: 100 professionals using app for finding customers
- Local Business Director - \$1600/mo
- Sasa Engagement Team (2 local business leaders): \$800/mo each
- Build awareness: \$4k marketing budget – flyers, ads, and hourly marketing staff
- Training materials and events - \$2.5k budget

Total required: \$80k

With additional need for monthly support over first 3 years of operation. Expectation is that local business team will be fully self sufficient by year 4.

Initiative 4: VOTEC Without Walls

Launch VOTEC training and app

VOTEC Without Walls is a community-based vocational training initiative that connects businesses willing to train with individuals eager to learn — all coordinated through a simple mobile app. Each participant is paired with a local business and a mentor who helps guide the training experience, reinforce life and employment skills, and ensure that both the trainee and the business succeed.

This model brings vocational education directly into the workplace, eliminating the barriers of distance, cost, and limited access to formal schools. Training takes place in real-world environments, helping participants gain hands-on experience while contributing to the local economy.

For local businesses, VOTEC Without Walls is both an investment and an opportunity — to build talent pipelines, strengthen the workforce, and play a direct role in shaping the next generation of skilled professionals. Business that participate in the program are given an



opportunity to extend an employment opportunity to the trainee at the end of the training program.

Together, we're turning work experience into a bridge from poverty to purpose.

- Training curriculum for 3 work skills & life skills - \$5k
- Local Business Director - \$1600/mo
- Mentors (part-time) - \$400/mo
 - Goal 5 mentors – Focused on training employees and ensure their success
- Training program enrollment per trainee - \$1k per person
 - Goal: 20 enrollments – Used to pay for mentor and training*
- App for tracking VOTEC training - \$20k development cost plus \$2k/yr ongoing support

Total required: \$90k

With additional need for monthly support

Initiative 5: Free business website and marketing

Launch directory of 50 local businesses

Many small businesses in Kenya operate with limited visibility, making it difficult to reach customers or grow beyond their local area. un0 Global's Free Online Presence & Marketing Program helps bridge that gap by providing professionally designed websites and digital marketing tools to local entrepreneurs.

The program offers free services to qualifying businesses that demonstrate potential for job creation and scalability, and extremely low-cost options for others who need support to expand. Each participating business receives an entry-level website, basic branding guidance, and access to online marketing channels that help attract customers and grow revenue.

By equipping local businesses with a strong digital presence, this initiative not only promotes entrepreneurship but also stimulates local employment and economic growth — creating more opportunities for communities to thrive.



- Local business development leader - \$800/mo
- Business training curriculum - \$5k
- Program awareness materials - \$4k
- Mobile-first business application & evaluation - \$15k development cost plus \$1k/yr ongoing support

Total required: \$35k

With additional need for monthly support

A Special Ask – Invitation to Accelerate Impact

While every donor gift helps drive local transformation, we have a special request for a few donors who wish to make an even deeper impact. We are seeking one or more partners willing to fund a small team of un0 Global staff - part-time or full-time -dedicated entirely to this mission.

By supporting the people who power this work, you allow our team to focus fully on creating jobs, mentoring leaders, and building sustainable change across communities. This investment ensures that 100% of other donor contributions can go directly to field programs and local initiatives, while simultaneously accelerating the pace of transformation. With your partnership, we can move faster, stay focused, and bring lasting economic stability to those who need it most.



Here is what that support could look like:

	Scenario 1 2 Days/wk	Scenario 2 3 Days/wk	Scenario 3 5 Days/wk
1 USA Based CEO	\$84k/yr 2 Days/wk	\$126k/yr 3 Days/wk	\$210k/yr Full-time
1 USA Based Business Development Leader	\$64k/yr 2 Days/wk	\$96k/yr 3 Days/wk	\$160k/yr Full-time
1 Kenya-Based Business Development Leader	\$19.2k/yr Full-time	\$19.2k/yr Full-time	\$19.2k/yr Full-time
1 Kenya-Based Grant Writer	\$3.8k/yr 2 Days/wk	\$5.8k/yr 3 Days/wk	\$9.6k/yr Full-time
1 Kenya-Based Administrative Assistant	\$2.3k/yr 2 Days/wk	\$3.5k/yr 3 Days/wk	\$5.8k/yr Full-time
Total:	\$174k/yr	\$251k/yr	\$405k/yr

COST: \$405,000 for full-time

A \$1.2M commitment could fund un0 Global staffing for the first 3 years.



A Transformational Campaign with Your Help

un0 Global plays an essential role in addressing unemployment and breaking the cycle of poverty. The funds raised through this inaugural campaign will directly support the programs, staffing, technology, and awareness efforts that make transformation possible. Your investment helps us build the infrastructure and leadership needed to expand opportunity and create lasting change.

Here is a summary of our campaign needs:

Inaugural Campaign Funds Needed	
Resource Development & Awareness	\$45,000
Business Leadership & Mentorship	\$50,000
Sasa Marketing Platform	\$80,000
VOTEC Without Walls	\$90,000
Free business website and marketing	\$35,000
Total	\$300,000
A Special Ask (un0 Team)	\$405,000

How You Can Help

We are inviting donors and partners to make either a one-time commitment or a multi-year pledge over a three-year period. Your contribution - large or small - plays a critical role in ensuring that this vision becomes reality.

Table of Gifts Needed		
Need donors...	In the amount of...	For a total
2	\$100,000	\$200,000
5	\$10,000	\$50,000
40	\$1,000	\$40,000
100	\$100	\$10,000
Total		\$300,000
A Special Ask		\$405,000



Thank you for taking the time to engage with us and for considering how you might join us in this life-transforming work. un0 Global's vision is ambitious - to break the cycle of poverty, create sustainable jobs, and empower communities to thrive. We know that lasting transformation requires both courage and collaboration, and we are deeply grateful for those who choose to stand with us.

Your support makes it possible for us to turn vision into reality. Together, we can accelerate opportunities, strengthen communities, and build a future where every person has the dignity of work and the means to prosper.

A handwritten signature in blue ink that appears to read "Ted Tyree".

Ted Tyree, President
un0 Global, Inc

