



2021-2025

Strategic Plan

FELLOWSHIP OF CHRISTIAN UNIONS

A five-year guide on the strategic direction based on the mandate of FOCUS Kenya in consideration of the changing operating environment and trends.



FOCUS KENYA

Reaching students and Changing Nations

Since 1973

BIG PICTURE

STRATEGIC PLAN

2021 - 2025

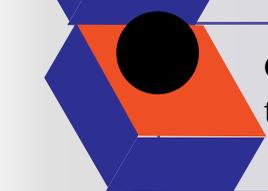


WHO WE ARE



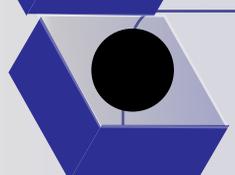
FOCUS is the umbrella body that links and networks Christian Unions in institutions of higher learning in Kenya and Associates (Graduates) involvement in society.

VISION



Christian Students and Associates Impacting the Institutions of Higher Learning, the Church and Society.

MISSION



To Reach and Equip Students in Institutions of Higher Learning and Associates for Effective Christian Living.

OUR CORE VALUES

1

FAITHFULNESS TO THE HOLY SCRIPTURES

We regard faithfulness to the Holy Scriptures as the commitment to the fulfilment of God's will as revealed in His Word in all our aspects of ministry whether in living, teaching, preaching, missions and social responsibility.

2

INTEGRITY

We regard integrity as the consistency of actions, values, methods, measures, principles, expectations and outcomes on the basis of an internal code framework of moral, spiritual or artistic value.

3

EXCELLENCE

We regard excellence as entailing merit, virtue and quality in delivering distinctive results.

4

STUDENT'S CENTRED

We regard student-centered ministry, as putting students first and having them assume a high level of responsibility in the formulation and implementation of student ministry programs.

5

TEAMWORK

We regard teamwork as involving and partnering with people with complementary skills and committed to a common purpose and approach for which they hold themselves mutually accountable.

6

CREATIVITY AND INNOVATION

We regard creativity and innovation as a commitment to remain dynamic, responsive and relevant in our ministry approaches through continuous learning, exploring and employing better and new ways of achieving our ministry goals.



A MOVEMENT

We are **committed** to building:

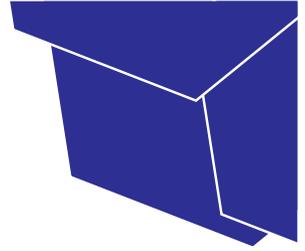
An evangelizing, Bible, missionary, student-led Movement.

A Movement committed to prayer, working primarily in universities and colleges, committed to creative thinking and serving the churches.



**A Movement
transforming
the society**

Reaching Students, Changing Nations



**Social
Transformation**

Discipleship

**4
Strategic
Areas**

**Leadership
Development**

Evangelism



1

Institutional Growth and Sustainability

2

Strategic Partnerships Development & Networking

5
STRATEGIC ENABLERS

3

Research, Innovation and Publishing

4

Investment in Digital Media & Strategies

5

Infrastructural Development



6

CRITICAL SUCCESS FACTORS

1

Mainstreaming ministry through digital platforms.

2

Strengthening and prioritizing small group approach to ministry among students.

3

Enhancing and structuring mentorship as a key strategy for discipleship, leadership development and social transformation.

4

Effective capacity building, mobilization and coordination of prayer among key stakeholders

5

Capacity building and involvement of Associates in direct student ministry.

6

Developing strategic partnerships with churches and other organizations for student ministry.



FOCUS KENYA

**STRATEGIC
PRIORITY
AREA 1**



DISCIPLESHIP

Increased number of students and associates equipped to be Christ-like in character, behavior and effective witness at a personal level and in family, church and society



STRATEGIC PRIORITY AREA 2

LEADERSHIP DEVELOPMENT

To have an increased number of students and Associates equipped for transformational servant leadership

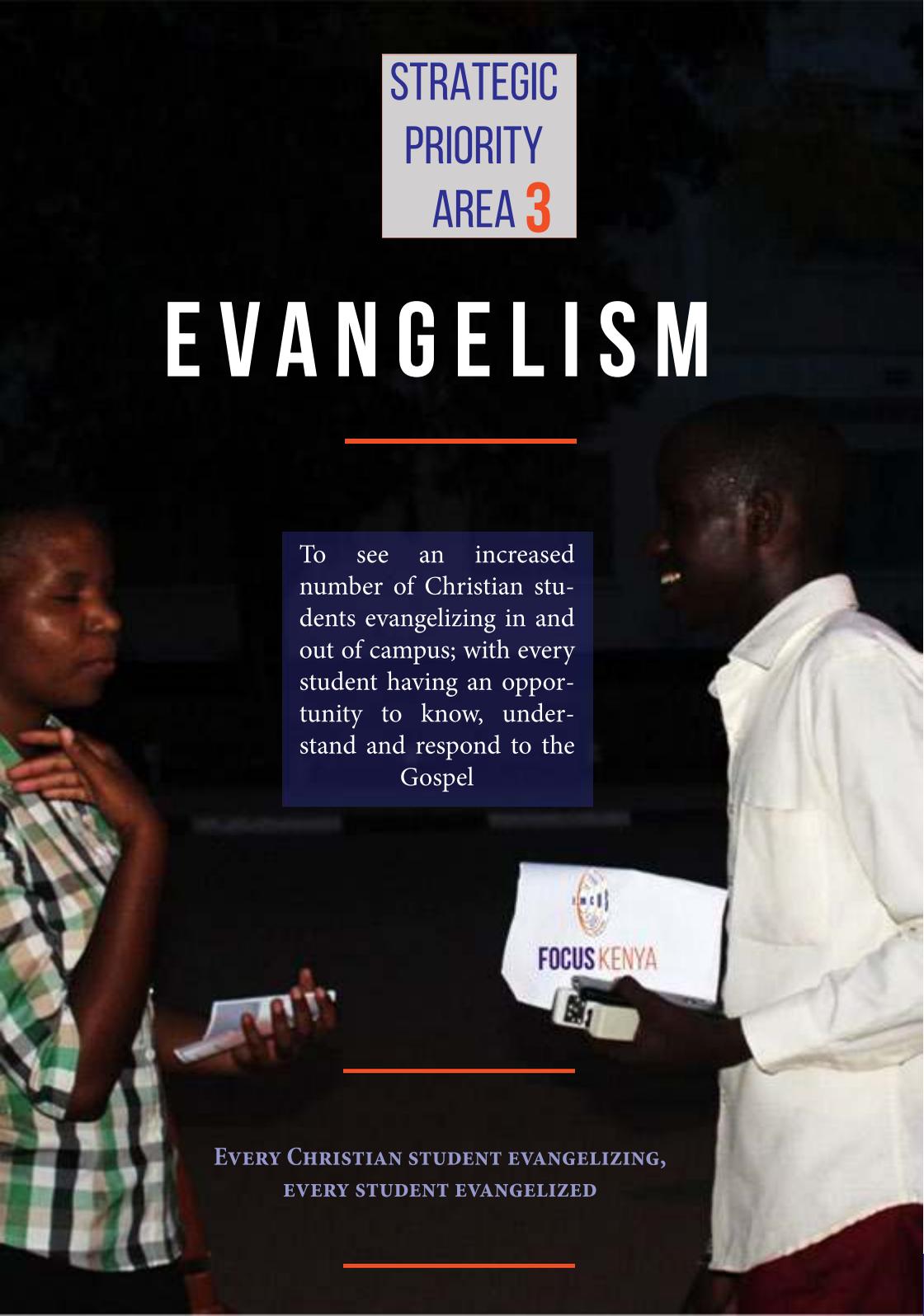
*Leaders need constant input to help them grow and develop
- John Stanko*

STRATEGIC
PRIORITY
AREA 3

EVANGELISM

To see an increased number of Christian students evangelizing in and out of campus; with every student having an opportunity to know, understand and respond to the Gospel

EVERY CHRISTIAN STUDENT EVANGELIZING,
EVERY STUDENT EVANGELIZED



**STRATEGIC
PRIORITY
AREA 4**



SOCIAL TRANSFORMATION

Improved involvement of Students and Associates in
Biblical Social Transformation

**TO BE SALT OF THE EARTH &
LIGHT OF THE WORLD**



*Strategic
Enabler
1*

**INSTITUTIONAL GROWTH &
SUSTAINABILITY**

Strengthened and sustainable FOCUS governance,
coordination and institutional capacity



STRATEGIC ENABLER 2



STRATEGIC PARTNERSHIP DEVELOPMENT & NETWORKING

Established and improved reciprocal partnerships with strategic stakeholders.



STRATEGIC ENABLER 3



RESEARCH, INNOVATION & PUBLISHING

Enhanced research, innovations and publication of Christian content to promote information driven ministry engagement.



INVESTING IN DIGITAL MEDIA & STRATEGIES FOR MINISTRY

Enhanced capacity in developing and utilizing digital tools and platforms for evangelism, discipleship, leadership development and social transformation.

STRATEGIC ENABLER 4

STRATEGIC ENABLER 5



INFRASTRUCTURAL DEVELOPMENT

Enhanced ministry capacity with relevant infrastructure



DIGITAL PLATFORMS

CRITICAL SUCCESS FACTOR



SMALL GROUP APPROACH

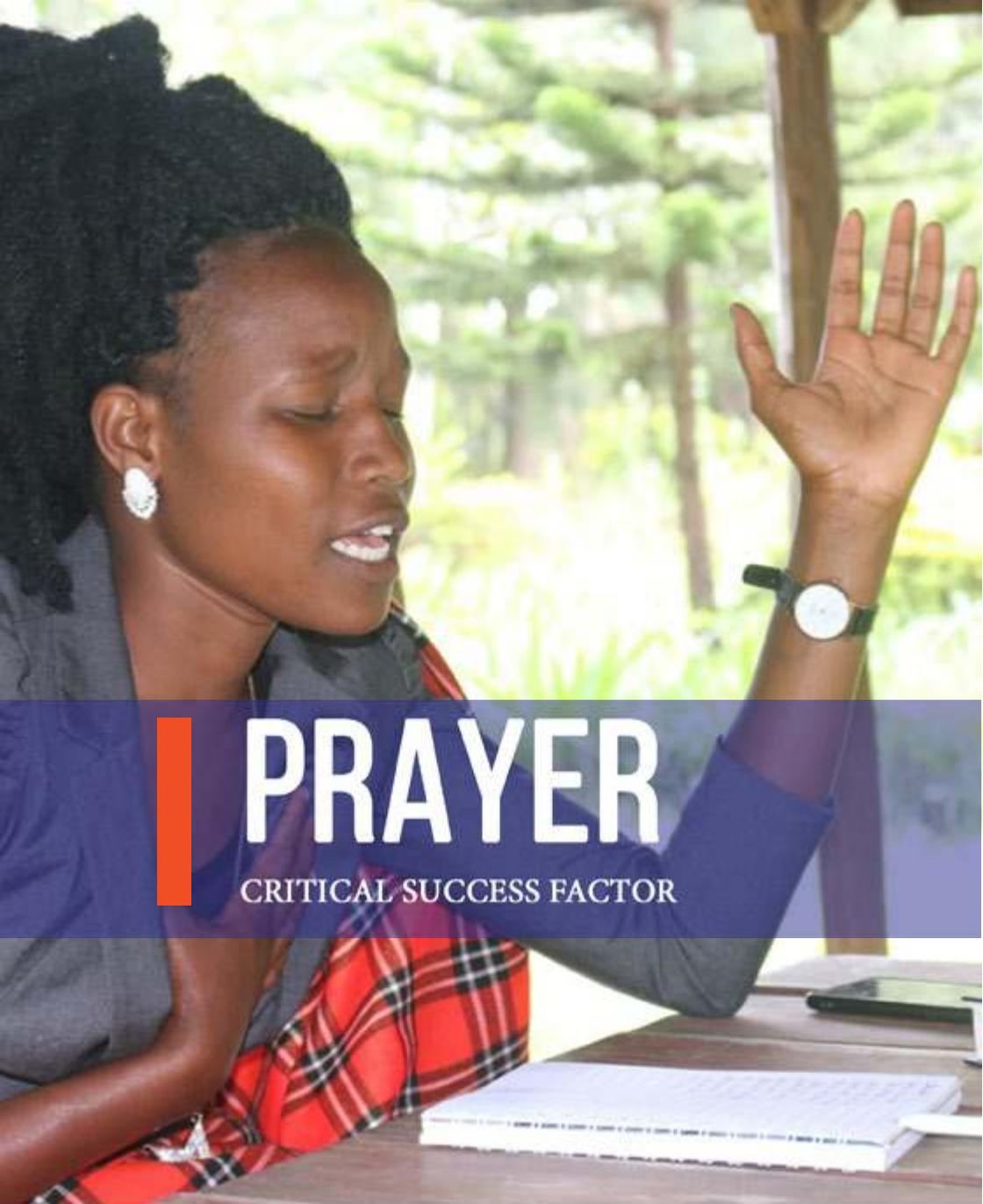
CRITICAL SUCCESS FACTOR





MENTORSHIP

CRITICAL SUCCESS FACTOR



PRAYER

CRITICAL SUCCESS FACTOR



FOCUS KENYA

A S S O C I A T E S

CRITICAL SUCCESS FACTOR

IN DIRECT
STUDENT MINISTRY





STRATEGIC PARTNERSHIPS WITH CHURCHES

CRITICAL SUCCESS FACTOR

MONITORING AND EVALUATION SYSTEMS STRATEGIC FOCUS AND PRIORITIES

1. Ministry Annual Operational Plans (MAOPS) and Reports for Secretariat.
1. CU Ministry Annual Plans (MAPs) and reports for students
2. Branch Annual Operational Plans (BAOPs) and reports for Associates.
3. Review Meetings: There will be review meetings by the Student leaders, Associate Leaders and Secretariat at least twice every year.
4. Annual Operational Planning and Budgeting: The Secretariat will develop yearly work plans and budget to implement the Strategic Plan. The work plans will be developed after review of the previous year's performance of each of the SPA and enablers. The Secretariat will review implementation of the annual work plans twice a year.
5. Midterm Review: There will be a midterm review to evaluate the progress in the SP implementation including the accomplishments, challenges, best practices drawing out lessons for performance and implementing changes for performance improvement.
6. End Term Review: There will be an End Term Review to inform the writing of the next SP.
7. Feedback and Information Sharing and Learning: The Secretariat will enhance information sharing at all levels. Lessons learnt will be documented and shared not only internally but with other key stakeholders.
8. External Audits: The Governing Council will ensure timely external audits are conducted while at the same time strengthening internal controls. This will require qualified certified accountants.
9. Resource Mobilization: The work plan will be accompanied by a detailed budget. The budget will guide the Governing Council and Secretariat to mobilize required resources. This may be by illustrating available resources, potentially identified funding sources and financial gaps over the years.



THE ULTIMATE STUDENT APP



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CONTACTS & SUPPORT

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ABSA

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Market
Branch

DIASPORA

give.ifesworld.org
Mpesa Wave Number
+254 702 909 982

STANDARD CHARTERED

A/C 0102 0730 83700
Harambee Avenue Branch

MPESA

payments.focuskenya.org
Pay Bill No: 412 412 | A/C Name: support



WR

Western Region (Kisumu)
0724 997 059

PR

Pwani Region (Mombasa)
0724 997 056

CR

Central Rift (Nakuru)
0724 997 057

NR

North Rift (Eldoret)
0724 997 058

MR

Mt. Kenya (Nyeri)
0728 067 067



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