

Ransem Foundation Stakeholder Interview Responses

1. BENEFICIARY (Young Person - Sarah, 19, from Nakuru)

Q: What challenges do you face in accessing educational/career opportunities? *"The biggest challenge is money for school fees and transport. Sometimes I have to choose between buying data bundles to research job opportunities online or saving for bus fare to attend interviews. Also, most job postings require experience but no one wants to give you that first chance."*

Q: How comfortable are you with technology and mobile devices? *"I'm okay with my phone - I use WhatsApp, Facebook, and M-Pesa daily. But I'm not great with computers. Sometimes the internet is slow or expensive, so I try to do things quickly when I have data."*

Q: What kind of support do you most need from the foundation? *"I need help with school fees, but also someone to guide me on career choices. I want to study IT but I don't know where to start or what jobs are available. Having someone who has been through this before would be really helpful."*

Q: How do you prefer to communicate? *"SMS or WhatsApp because they're cheap and work even when internet is slow. Calls are okay but expensive. Email is difficult because I don't check it often and typing on phone is hard."*

Q: What are your biggest daily concerns? *"Finding work to pay for school, helping my mother with her small business, and studying. Sometimes I worry about wasting the foundation's investment in me if I don't succeed."*

2. MENTOR (Professional - James, 32, Software Engineer from Nairobi)

Q: What motivates you to volunteer as a mentor? *"I grew up in Kibera and someone helped me get my first programming job. I want to give back. Young people have so much potential but lack guidance and connections. I can provide both technical skills and career advice."*

Q: How do you currently track your mentoring sessions? *"Honestly, it's messy. I use my phone calendar and sometimes write notes in a notebook. I forget to update the foundation on progress reports. A simple system would help me be more organized."*

Q: What challenges do you face in coordinating with mentees? *"Scheduling is hard because I work full-time and they have school. Sometimes they miss sessions without notice. Communication is also challenging - some prefer calls, others SMS, and keeping track of everyone's preferences is difficult."*

Q: How often can you realistically commit to mentoring? *"I can do 2-3 hours per week, usually evenings or weekends. I'd like to mentor 2-3 young people at a time. More than that and I can't give quality attention to each person."*

Q: What would make your mentoring more effective? *"Having clear goals for each mentee, easy way to track progress, and better communication tools. Also, knowing more about their background and interests before we start would help me prepare better."*

3. PROGRAM DIRECTOR (Grace, 28, Education Program Director)

Q: What's your biggest challenge in managing foundation programs? *"Keeping track of everything manually. I have spreadsheets for different things - beneficiary progress, mentor assignments, program budgets. It's hard to see the big picture and I spend too much time on data entry instead of actually helping people."*

Q: How do you currently track beneficiary progress? *"Paper forms, Excel sheets, and lots of phone calls. I visit schools monthly to check grades, but sometimes information gets lost or outdated. Parents call me directly with updates, but I can't always access their files immediately."*

Q: What reports do you need most frequently? *"Monthly progress reports for the board, quarterly financial reports, and annual impact reports for donors. I also need to track which programs are working best so we can allocate resources properly."*

Q: What would make your daily work more efficient? *"One system where I can see everything - who needs what, when payments are due, which mentors are available. Automated reminders would help too. I spend too much time chasing people for updates."*

Q: How do you prefer to communicate with beneficiaries? *"SMS for quick updates, phone calls for important matters. Many don't have reliable internet so email doesn't work well. I wish there was a way to send group messages easily."*

4. ALUMNI (Michael, 24, Recent Graduate working in Banking)

Q: How has the foundation impacted your life? *"They paid my school fees and connected me with a mentor who helped me get internships. Without them, I'd probably still be struggling in my village. Now I want to help other young people like me."*

Q: How do you want to stay connected with the foundation? *"I want to mentor current beneficiaries and donate small amounts monthly. I'd also like to attend networking events to meet other alumni - we can support each other professionally."*

Q: What challenges do you face in giving back? *"I don't know how to get started as a mentor, and I'm not sure my small donations are actually helping. I'd like to see how my contributions are being used and connect with people I can help."*

Q: How often would you engage with the foundation? *"I could mentor someone for a few hours each month, attend quarterly events, and maybe volunteer for special projects. I'm still building my career but I have time to give back."*

5. BOARD MEMBER (Dr. Peter, 45, University Professor)

Q: What information do you need from the foundation? *"Financial reports, program effectiveness data, and strategic progress updates. I need to understand how well we're achieving our mission and where we should focus resources."*

Q: How often do you need to access foundation information? *"Monthly for reviewing reports, quarterly for board meetings, and occasionally when donors or partners ask questions. I don't need daily access but when I need information, I need it quickly."*

Q: What concerns do you have about foundation operations? *"Ensuring we're transparent with donors, measuring real impact not just numbers, and making sure we're sustainable long-term. We need better data to make strategic decisions."*

Q: How do you prefer to receive information? *"Email reports I can review offline, with executive summaries for quick reading. Dashboard views for board meetings would be helpful. I need professional-looking reports I can share with others."*

6. ADMINISTRATIVE STAFF (Jane, 35, Office Manager)

Q: What are your main daily tasks? *"Answering phones, scheduling meetings, updating records, processing payments, and communicating with beneficiaries and mentors. I also prepare reports for the directors."*

Q: What's most frustrating about your current work? *"Doing the same data entry multiple times, searching through paper files, and dealing with outdated information. When someone calls asking about a beneficiary, it takes me forever to find their file."*

Q: How comfortable are you with technology? *"I can use basic computer programs and my phone, but I'm not technical. I need systems that are simple and don't break easily. I don't want to spend time learning complicated software."*

Q: What would help you serve people better? *"Quick access to information, automated reminders for important deadlines, and easy ways to update records. I want to spend more time helping people"*

instead of searching for paperwork."

TIPS for Using These Responses:

1. **Mix and match:** Combine different aspects from these responses
2. **Add personal details:** Give your persona a specific name, age, and background
3. **Stay consistent:** Make sure all answers align with your chosen persona's characteristics
4. **Add local context:** Include specific Kenyan locations, cultural references, or local challenges
5. **Consider technology gaps:** Remember that rural areas may have different tech access than urban areas