

MRX KWA MACHUO

PRESENTATION



#MRXKWAMACHUO



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#MRXKWAMACHUO



MRX MEDIA

We are a youth movement that focuses on empowerment through Mentorship, Financial Literacy & Talent Development. We also connect brands to the youth. We seek to:

- i) Inspire the youth
- ii) Inform the youth
- iii) Entertain the youth
- iv) Connect brands to the youth

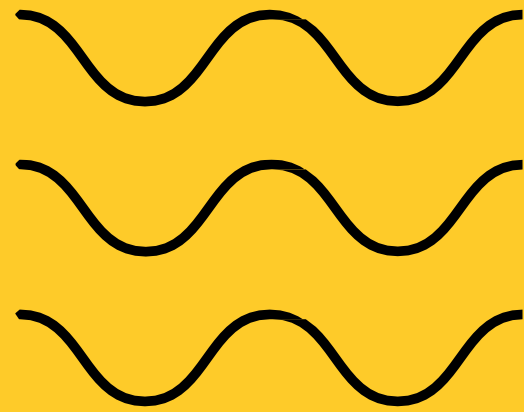


MRX KWA MACHUO



This is a vehicle in which both boys and girls in high schools all over the country will be inspired to dream, and be nurtured to live to their highest potential, through mentorship.





OVERVIEW

We are losing many high schoolers to drugs, crime, dropping out of school due to early unplanned pregnancies and other vices brought about by negative peer pressure, current social media craze and a lack of the superheroes to look up to.



MWALIMU RACHEL

Brilliant minds that could positively impact our country's leadership and growth are not reaching their highest truest form of expression. But what if we could change that?

Mwalimu Rachel has been a driving force in impacting the lives of the youth on radio and on ground for over a decade.

Through her company MRX Media, she is now rolling out a countrywide mission to go, with other mentors, to high schools to speak with boys and girls and remind them of the importance of keeping their 'crazy' dreams alive . They are what the country needs. The solution is always within.



ON GROUND

So far we've been to:

- **Parklands Arya Girls**
Agenda: MRX Mentorship Program Date:
31st March 2023
Audience: 1,500 students
- **Ngara Girls** Agenda: Cultural Day Date:
27th May 2023
Audience: 1,500 students
- **Gitwe Girls High School**
Agenda: Talent Search Day
Date: 8th July 2023 Audience:
1,500 students



ON GROUND

So far we've been to:

- **Precious Blood Girls Riruta**

Agenda: Talent Search Day

Date: 22nd July 2023

Audience: 1,500 students

- **Naivasha Girls**

Agenda: Talent Search Day

Date: 5th August 2023

Audience: 1,500 students.

- **Komathai Girls**

Agenda : Talent Search Day.

Audience : 1,500 Students

- **Sengani Girls**

Agenda : Talent Search

Date : 8th March 2024

Audience : 1,500 students



MENTORSHIP

The conversations will be around:

- Leadership
- Career talks Financial literacy
- Eradicating period poverty
- Menstrual health
- Matching talent with books
- Self image
- Depression
- Social media influence AMONG OTHERS.



GOAL

Our goal is to mentor over 1 million high schoolers by 2028. With Mwalimu Rachel's strong networks in the media industry and other sectors, we will be able to engage the students from all walks of life and with different dreams.



PARTNERS

In partnership with Binti Pads our joint mission is to distribute sanitary towels to needy girls and create awareness surrounding menstrual health.

BintiPads

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"Alone, we can do so little;
together, we can do so
much."

Helen Keller

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THANK YOU!



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