

HALF MARATHON 2026

Concept Note



KENSWEED
HALF Marathon

24th Oct 2026

Running to Educate & Empower



Date: 20–24 October 2026

Race Day: Saturday, 24 October 2026

Venue: Kenswed Grounds, Kibiko, Ngong, Kajiado
County, Kenya

Fundraising Target: KES 10,000,000

Expected Participants: 2,000+ Runners and Supporters





Executive Summary

The Kenswed Half Marathon 2026 is a flagship fundraising and community engagement event organised by Kenswed Organisation to mobilise resources for higher education scholarships and vocational training opportunities for vulnerable youth across Kenya's ASAL regions and underserved urban communities.

Under the theme "**Running to Educate and Empower**," the marathon seeks to raise KES 10 million to support deserving students who have earned admission into universities and technical institutions but lack the financial means to continue their education.

Unlike traditional races, the Kenswed Half Marathon is a five-day impact festival combining sport, education, health, culture, environmental conservation, and philanthropy into one platform.

Through strategic partnerships with corporations, development agencies, media organisations, community groups, and individual donors, the event aims to create measurable and lasting change for future generations.





About Kenswed Organisation

Founded in 2012 by a seasoned marathoner, Isaac Macharia and Swedish partners. Kenswed Organisation is a Kenyan non-profit organisation committed to breaking cycles of poverty through education, healthcare, youth empowerment, and community development.

Over the past fourteen years, Kenswed has established an integrated ecosystem of social impact that includes:

- Kenswed Secondary School
- Kenswed Level 3B Hospital
- Dental Clinic
- Vocational Training Centre
- University Scholarship Program
- Mobile School Initiative
- Girl Empowerment Program
- Stap-up Accelerator Program.

Thousands of children, youth, women, and families have benefited from Kenswed's interventions across Kajiado County and beyond.





Problem Statement

Across Kenya, thousands of academically talented students complete secondary education every year but are unable to proceed to university due to financial barriers.

Similarly, many young people who would thrive in vocational and technical training are locked out of opportunities that could provide sustainable livelihoods and economic independence. The challenge is particularly severe in Arid and Semi-Arid Lands (ASALs), informal settlements, and marginalised communities where poverty, unemployment, gender inequality, and limited access to educational opportunities continue to hinder progress.

Without intervention, these young people remain vulnerable to unemployment, early marriage, exploitation, and intergenerational poverty. The Kenswed Half Marathon provides an innovative solution by mobilising communities, businesses, and philanthropists to invest directly in education and skills development.

Goal and Objectives

Goal:

To raise KES 10 million to support higher education scholarships and vocational training opportunities for vulnerable youth.

Specific Objectives

1. Raise KES 10 million for education and skills development programmes.
2. Mobilise 2,000 participants through sport for social impact.
3. Increase public awareness on education equity and youth empowerment.
4. Promote healthy lifestyles through athletics and wellness activities.
5. Strengthen partnerships between communities, corporations, donors, and development actors.
6. Advance environmental sustainability through community tree planting initiatives.



Expected Impact

Funds raised will directly support:

University Scholarship Programme	Vocational Training Programme	Long-Term Outcomes
30+ students supported annually	30+ youths trained annually	Increased access to education
Tuition assistance	ICT	Improved youth employment opportunities
Accommodation support	Tailoring and Fashion Design	Reduced poverty levels
Learning materials	Catering and Hospitality	Greater gender equity
Mentorship and career guidance	Entrepreneurship	Stronger community resilience
	Renewable Energy Technologies	





Day 1: Pasta Party.

Friday, 23 October 2026

Activities include:

- Pasta party
- Live entertainment
- Athlete networking
- Sponsor activations

Day 2: Half Marathon & Gala Night

Saturday, 24 October 2026

Activities include:

- Half Marathon Race
- Corporate Challenge
- School Challenge
- Award Ceremony
- Gala Dinner
- Donor Recognition

Race Experience and Route

The Kenswed Half Marathon offers participants a unique running experience through the scenic landscapes of Ngong and Kibiko in Kajiado County.

Start and Finish

Vet Farm Grounds



Route Highlights

Participants will experience:

- Scenic Ngong Hills views
- Community cheer zones
- Cultural entertainment stations
- Environmental awareness points
- Hydration stations
- Medical support stations

The route will be developed and certified in partnership with Athletics Kenya and relevant government agencies.

Race Support

Participants will benefit from:

- Professional race timing
- Route marshals
- Medical response teams
- Water stations
- Secure bag storage
- Pace teams





Sustainability Commitment

Kenswed is committed to delivering an environmentally responsible event.

Key commitments include:

- Tree planting.
- Waste segregation and recycling stations
- Reduced paper usage through digital registration
- Reusable event materials where possible
- Local sourcing of products and services

Our goal is to plant at least one tree for every participant registered.

Volunteer Programme

More than 150 volunteers will support event delivery.

Volunteer opportunities include:

- Route management
- Registration support
- Water stations
- Medical support
- Media and communications
- Environmental stewardship
- Guest management

Corporate partners will also have opportunities to engage employees through structured volunteer participation.



Sponsorship Opportunities.

The Kenswed Half Marathon 2026 offers a rare convergence of high-visibility brand exposure, employee engagement, and verified social impact all within a single, platform reaching over 500,000 people across television, radio, print, and digital channels.

For corporate partners, this is not a charity donation. It is a strategic investment that delivers measurable returns against your ESG commitments, strengthens your brand's community credentials, and positions your organisation alongside a cause that resonates deeply with Kenyan consumers and employees alike.

Partnership tiers range from KES 100,000 to KES 1,000,000+, with options structured to suit organisations of every scale. Each tier is designed to deliver a specific combination of brand visibility, media presence, employee participation, and impact documentation giving your CSR and communications teams the evidence they need to demonstrate real-world outcomes.

A limited number of exclusive Official Category Partnerships are also available, offering a single organisation sole ownership of a named category: Health, Media, Education, Sustainability, Hydration, Technology, Training or Hospitality. Once a category is taken, it is closed.

All partnerships include post-event impact reporting, with named beneficiary tracking so your organisation can see and share exactly whose education your investment made possible.

To receive the full Sponsorship Prospectus, including detailed tier benefits, category availability, activation opportunities, and ESG documentation support, contact us at:

Email: khalfmarathon26@kenswed.org



Participant Registration

Category	Early Bird	Standard
Individual	KES 1,500	KES 2,000
Corporate	KES 4,000	KES 5,000
School Team	KES 15,000	KES 20,000
Special Needs	KES 1,000	KES 1,500
Virtual/Diaspora	KES 10,000	KES 15,000

Participants receive:

- Official race shirt
- Race bib
- Finisher medal
- Access to Health Day activities
- Digital impact certificate

Media and Public Relations

The event seeks to reach over 500,000 people through:

- Television coverage
- Radio partnerships
- Print media
- Digital campaigns
- Influencer engagement
- Social media activations
- Community outreach

Sponsors will receive extensive visibility before, during, and after the event



Governance and Accountability

Kenswed Organisation maintains strong systems for transparency and accountability.

Oversight Structure

- Board of Directors
- Event Steering Committee
- Finance and Audit Committee
- Race Operations Committee
- Communications and Media Committee
- Health and Safety Committee

Accountability Measures

- Independent annual audits
- Post-event impact reports
- Named beneficiary tracking
- Financial reporting to sponsors and donors

Accessibility and Inclusion

Kenswed is committed to ensuring inclusive participation.

Measures include:

- Dedicated Special Needs category
- Volunteer assistance
- Accessible facilities
- Priority medical support
- Inclusive event programming

Every individual deserves an opportunity to participate and contribute to positive change.



Partnership Value Proposition

Partners receive:

- Brand visibility
- Media exposure
- Employee engagement opportunities
- Verified CSR outcomes
- ESG reporting support
- Community impact recognition
- Gala Night participation
- Named beneficiary reporting

Most importantly, partners become part of a movement that transforms lives through education and skills development.

Why should you support

The Kenswed Half Marathon 2026 is a movement that connects endurance with opportunity, athletics with education, and philanthropy with measurable impact.

Together, we can ensure that no talented student is left behind because of poverty and that every young person has the opportunity to build a dignified future through education and skills. Join us as we run to educate, empower, and transform lives.



KENSWED ORGANISATION

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