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Sanara

What you need to know about the Sanara Program

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Last Edited: February 2025

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1. What is Sanara?

The name Sanara is inspired by the Swahili words *sanaa* (arts) and *biashara* (business). Sanara is an exciting 3-year program for young women and men aged 18-35 years which offers training, skills development for work, chances to connect with other young creatives and industry professionals, and access to financing for creative businesses.

Through the Sanara Program, participants will have more opportunities to grow their skills and earn through dignified work as creatives. The program is available in Kakamega County, Kisumu County, Mombasa County, Nairobi County, Nakuru County, and Turkana County.

The Sanara program is by Mastercard Foundation, in partnership with HEVA, SNDBX-Ubuntu, Baraza Media Lab, and GoDown Arts Centre. HEVA Fund is the lead implementing partner of this program.

2. Who is a creative?

Any young woman or man with a talent or interest in art, music, fashion, film, photography, performance, events, design, etc. can become a professional creative.

The Sanara Program has 3 main categories for creatives:

1. Fashion, Garments And Accessories

Examples include: fashion designers, bead makers, tailors, makeup artists, hair and beauty stylists, nail technicians, tattoo artists, fashion stylists, manufacturers, and e-commerce platforms.

2. Audiovisual: Film, TV, Photography And Content Creation

Examples include: photographers, filmmakers, music producers, scriptwriters, podcasters, theatre performers, content creators, game developers, and professionals in virtual reality (VR).

3. Live Performance:

Examples include: Bands, musicians, DJs, visual artists, theatre groups, comedians, dancers, acrobats, event organizers, ticket platforms, and event venues.

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To see a full list of all creative types considered under the Sanara Program check Sanara's *Breakdown of Value Chains: Creative and Cultural Industries* document or visit our website www.hevafund.com/sanara

3. How can young women and men benefit from Sanara?

The Sanara program has several opportunities for young women and men. You can access training to help you get or improve the technical skills for your chosen creative focus area, get the business development skills to help you build sustainability, and apply for access to financing that can help your creative business or entrepreneurship grow.

You can engage with Sanara in any way that suits your current stage or need—there's no fixed starting point. Whether you're looking for funding, upskilling, or business support, Sanara offers a flexible ecosystem to help you grow.

1. Skilling for Work *(Led by Baraza Media Lab)*

Young women and men will be trained with industry-standard skills through a network of skilling partners and have access to program hubs in the 6 counties.

2. Access to Finance *(Led by HEVA Fund)*

Creative businesses will have opportunities to access suitable financing options for production, trade, and business growth.

3. Business Development Services *(Led by SNDBX-Ubuntu)*

Creative businesses will also get support with mentorship, market entry, and financial management.

4. Fair & Safe Work Environments *(Led by GoDown Arts Centre)*

Measures to build sustainable futures for all creatives in Kenya

4. Do I have to go through Sanara's opportunities in a specific order?

No. Sanara is designed to be flexible. You can:

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- Start with financing if you're ready to scale
- Join a skills training program to sharpen your craft
- Get business development support to formalise operations
- Or come in for post-financing support after securing funds

5. What is the objective of the Sanara Program?

We plan to impact 110,000 young women and men aged between 18 and 35 years - including 77,000 young women, 11,000 refugees, and 5,500 people with disabilities who are starting or working in:

- Fashion, Garments, and Accessories
- Film, Television, Content creation, Gaming and Audio-visual
- Live music, Theater and Performing Arts

Between 2024-2027 Sanara aims to:

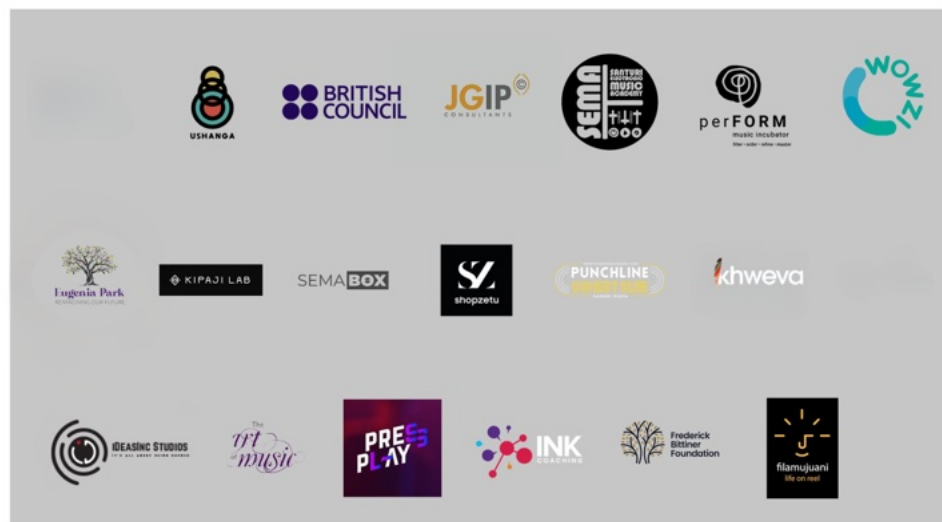
- Provide access to fair and suitable financing for creatives and cultural businesses.
- Teach young people market-relevant skills for creative jobs and advance the skills of those already working.
- Promote safe and fair work practices for young women and men in creative work.

6. Who are the Sanara Program partners?

This program by Mastercard Foundation is led by HEVA Fund and implemented together with Baraza Media Lab, SNDBX-Ubuntu and GoDown Arts Centre.

We also work together with the below trusted partners to deliver skills training for different creative focuses including fashion, music, film, intellectual property, animation, content creation, comedy, theatre, beading and more:

*These are our
Sanara Program
skilling partners:*



7. How can young women and men sign up for opportunities under the Sanara program?

Young women and men can become participants of the Sanara Program by responding to advertised application calls or sharing their contact details and areas of interest with our team. For more information you can visit our program webpage hevafund.com/sanara, follow us on social media (handles below), visit our hubs, join the Sanara Program WhatsApp Community (scan QR below).



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Social Media Handles of the program partners:				
Accounts to follow	Facebook	X	Instagram	LinkedIn
Sanara Program	Sanara Kenya	@sanara_ke	@sanarakenya	-
MastercardFoundation	@MastercardFoundation	@MastercardFdn	@MastercardFoundation	Mastercard Foundation LinkedIn
HEVA Fund	@HEVAFund	@HEVAFund	@hevafund	HEVA Fund
Baraza	@BarazaLab	@BarazaLab	@barazamedialab	Baraza Media Lab
SNDBX	SNDBX Ubuntu	sndbxubuntu	sndbxubuntu	SNDBX Ubuntu
GoDown Arts Center	@GoDownArts	@GoDownArts	@GoDownArts	GoDownArts

8. How can creatives access financing?

HEVA Fund is currently offering Ota Growth, Ota Kopa and Ota Kopa+ loans at 9% interest rate. These are tailored financing solutions designed to support creatives and creative businesses. Ota Kopa offers loans of up to KSh 999,999, while Ota Kopa+ provides loans ranging from KSh 1 million to KSh 4,999,999 and Ota Growth offers loans of up to KSh 20 million. These loans are intended to help you invest in equipment, fund new productions, expand your business, manage cash flow and more. Visit hevafund.com/ota-kopa-loans for more information and to apply.

HEVA will also invite creatives to apply for a small number of grants made for individuals, creative groups, and businesses. These grants will be shared from time to time through application calls, which will invite creatives to apply within a set time for specific types of grants.

To make sure you don't miss out, follow Sanara on social media and join our WhatsApp community for updates and announcements.

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9. Does the Sanara program offer stipends or reimbursements for participation?

The Sanara program does not offer stipends or financial compensation for participation. We are committed to making our training opportunities accessible and inclusive, and we do not charge any fees for attending our workshops or training sessions.

Please note: In certain limited cases, and at our discretion, we may offer transport reimbursements to support participation, particularly where access may otherwise be a barrier. These instances are reviewed and approved on a case-by-case basis and are not guaranteed.

Brighter Futures for Creatives in Kenya

www.hevafund.com/sanara

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