



**TEAM JASHO**

# **COMPANY PROFILE**

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**2024**





# INTRODUCTION

Team Jasho Kenya is a dynamic, well-established organization dedicated to promoting health, wellness, and active living through a wide range of recreational sports, fitness events and challenges.

With a strong commitment to community engagement and holistic well-being, we strive to inspire individuals of all ages and fitness levels to embrace an active lifestyle.



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# FOUNDER MESSAGE



## Desmond Robbins Mulama

As the founder and director of Team Jasho Kenya, I am deeply passionate about promoting active lifestyles and community wellness. Through Team Jasho, we organize events and challenges that inspire individuals to embrace physical fitness and well-being while fostering a sense of camaraderie. As the captain of the TJ Running Club, I lead by example, encouraging fellow runners to achieve their personal bests, while also building a supportive environment that motivates everyone to stay active, regardless of their fitness levels. My journey is driven by a commitment to making fitness accessible, fun, and rewarding for all, and I look forward to continuing to inspire change and growth within our communities.

A handwritten signature in black ink, appearing to read 'Desmond'.



# OUR VISION

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To become a leading force in the fitness and wellness industry by fostering an environment where people can come together, challenge themselves, and celebrate a healthier way of living.

# MISSION

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To empower individuals and communities by providing innovative, inclusive, and motivating recreational fitness and wellness events that enhance physical, mental, and social well-being.





# OUR CORE VALUES

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## MOVEMENT

We believe in the power of continuous motion as a key to a healthy and fulfilling life

## WELLNESS FOCUS:

Prioritizing comprehensive wellness, from physical fitness to mental health.

## COMMUNITY ENGAGEMENT:

We cultivate a supportive and inclusive environment, uniting individuals with a shared passion for fitness.



# OUR CORE VALUES

## INCLUSIVITY:

We welcome participants of all backgrounds and fitness levels.

## SUSTAINABILITY:

Upholding environmentally conscious practices in all our events.

## SOCIAL RESPONSIBILITY:

We are committed to making a positive impact on society through charitable initiatives and community engagement.

## INNOVATION:

Constantly evolving our programs to meet modern fitness and wellness needs.





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# OUR SERVICES

## **RUNNING AND WALKING CHALLENGES:**

Designing and hosting regular programs, including the #keepmoving quarterly challenges, women/men's monthly challenges aimed at keeping individuals active year-round.



## **RACE MANAGEMENT, ADVISORY & CONSULTANCY**



Comprehensive planning and execution of races and sporting events; Logistics coordination, including venue setup, registration, and race-day operations; Volunteer recruitment and management; Expert advice on organizing environmentally conscious and community-centered events; Strategic planning for event sponsorship, partnerships, and outreach; Guidance on ensuring participant safety and optimizing race experiences; Event marketing and promotion strategies.

## **CORPORATE TEAM-BUILDING:**

Expertise that aligns perfectly with our proven track record of organizing activities that blend fitness, collaboration, and fun. We customize plans that promote physical wellness, mental rejuvenation, and team bonding through a variety of engaging outdoor activities.



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# OUR SERVICES

## SPORTS AND FITNESS TOURS

Planning unique experiences that blend travel, fitness, and exploration for different clients. From facilitating event registration, to hotel booking and travel coordination.

## COMMUNITY OUTREACH PROGRAMS:

Initiatives focused on supporting disadvantaged individuals and groups, such as school girls in need of sanitary supplies and activities for the elderly.

## WORKSHOPS AND WELLNESS DAYS:

Half-day and full-day programs integrating strength training, mindfulness, yoga, and more.





# OUR NOTABLE PROJECTS

## **TEAM JASHO RUNNING CLUB**

This club is a key part of our organization, promoting consistent community engagement through weekly group runs and participation in local and regional races. We welcome everyone from walkers to semi-elite runners, fostering a space for all to enjoy the sport while staying fit.

## **QUARTERLY #KEEPMOVING CHALLENGES**

These are virtual challenges that are an excellent way to keep people engaged in maintaining an active lifestyle year-round. They are designed to promote physical, mental, and psychological wellness and include elements such as: Goal setting and target tracking, Accountability partners, Weekly progress reports, Inclusivity and finishers medals to reward commitment and celebrate achievement.

## **THE FRIENDS OF KARURA FOREST (FKF) ANNIVERSARY RACE**

A 1500 pax annual celebration of the work that Kenya Forest Services and Friends of Karura perform in keeping Karura safe and healthy for all. Held on the last Sunday in September, the event features family-friendly 2km, 5km, 10km, and 21k race options, followed by a celebration and Berlin Marathon watch party in Amani Gardens.

# OUR NOTABLE PROJECTS

## **THE WANGARI MAATHAI HALF MARATHON**

We successfully organized and directed this iconic 2500 pax event honoring the legacy of Nobel Peace Laureate Professor Wangari Maathai. This event was significant for promoting environmental awareness and active community participation, held in Karura Forest—a place close to Professor Maathai's heart due to her conservation efforts.

## **ANNUAL TJ TRAILS CHALLENGES/EVENTS**

A series of successful out-of-town annual events involving running, walking, or cycling attracting participants with unique routes and breathtaking views. E.g. The HAVOC Trails Challenge on the shores of Lake Naivasha; The Menengai Forest Trail Tour in Nakuru; The Kitengela Run and Ride; among others. These events bring participants together for an adventurous and community-centered experience, celebrating nature and fitness.

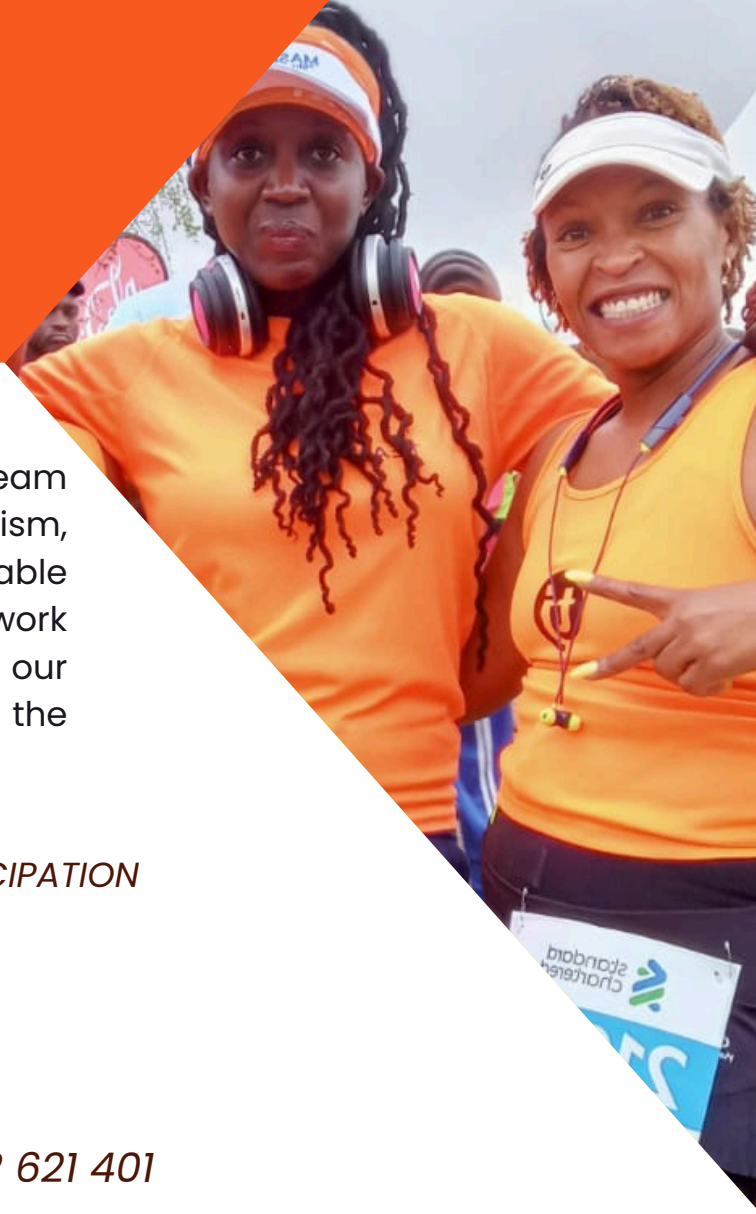
## **CORPORATE WELLNESS AND TEAM BUILDING EVENTS**

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# GET IN TOUCH



**Why Choose Us?** With years of experience, Team Jasho Kenya is known for its professionalism, creativity, and passion for delivering memorable and impactful fitness events. Our strong network of partners and community trust solidify our position as a reliable and inspiring leader in the industry.

FOR PARTNERSHIPS, EVENT INQUIRIES, OR PARTICIPATION DETAILS, PLEASE CONTACT US AT:

## **CONTACT US :**



+254 721 795 744/ +254 782 621 401



[www.teamjasho.com](http://www.teamjasho.com)



[jashoteam@gmail.com](mailto:jashoteam@gmail.com)



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