



'Child Welfare & Family Protection in a Just Way'

CRALAF



ORGANIZATION PROFILE

**Championing Child Protection, Strengthening
Families, Advancing Justice**

Protecting Every Child. Strengthening Every Family. Advancing Justice.



About CRALAF

Who are we?

CRALAF is a Legal Aid Organization dedicated to advancing children's rights through access to justice, child protection and safeguarding, family strengthening, child online safety, research and advocacy

When were we established?

We were established in the year 2013

Legal status

The Children Rights Advocacy and Legal Aid Foundation (CRALAF) is a non-profit organization registered under Kenya's Public Benefit Organizations Regulatory Authority (PBORA) (formerly the NGO Coordination Board)



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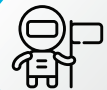


Mission, Vision & Values

01

MISSION

To advocate for, protect, and enhance the rights and welfare of children and families through accessible legal systems as we provide free legal aid and related services, working in collaboration with front-line service providers including government departments, community structures, and civil society organizations to ensure holistic and sustainable support.



02

VISION

We envision a society that protects the well-being of children through effective family strengthening mechanisms and a fair, accessible justice system.



03

VALUES

- ▶ Excellence
- ▶ Innovation
- ▶ Integrity
- ▶ Consistency
- ▶ Commitment
- ▶ Transparency



Our Story

2013

Responding to a Critical Need

CRALAF was established in response to the growing number of children in conflict with the law, children in need of care and protection, increasing family separation, and the need for timely, child-friendly, and family-centred access to justice. The organization was founded on the belief that protecting children requires not only legal intervention but also strengthening families and preserving positive parent-child relationships in the best interests of the child.

2013 – 2016

Building Access to Justice

CRALAF introduced free legal aid, alternative dispute resolution (ADR), and child-friendly justice interventions, promoting family-centred approaches that prioritized prevention, rehabilitation, and the preservation of family relationships while using litigation only as a measure of last resort.

2017–2022

Strengthening Child Protection Systems

The organization expanded its work beyond legal aid to include child protection and safeguarding, family strengthening, advocacy, research, and strategic partnerships, working closely with government institutions, the Judiciary, development partners, civil society, and communities to strengthen child protection systems.

2023–Present

Responding to Emerging Child Protection Challenges

Recognizing the evolving risks facing children in the digital age, CRALAF broadened its programmes to address child online safety, Online Child Sexual Exploitation and Abuse (OCSEA), ethical digital advocacy, climate and environmental issues affecting children, and evidence-based policy advocacy, while continuing to strengthen access to justice and family-centred interventions.

CRALAF Today – Advancing Lasting Change

Today, CRALAF is a trusted child rights organization working through legal aid, capacity strengthening, advocacy, research, and strategic partnerships to protect children, strengthen families, and promote safe, inclusive, and protective environments where every child can survive, thrive, and realize their full potential.

Our Programmes

01

Access to Justice

Promoting equitable access to justice through legal aid, legal empowerment, alternative dispute resolution, and child-friendly justice interventions in all aspect of Child Protection.

02

Family Strengthening

Empowering families and caregivers through prevention, resilience-building, parenting support, and interventions that promote safe, nurturing, and protective family environments avoiding family separation.

- ▶ *Pursue Judiciary led family centred interventions and rehabilitation*
- ▶ *Prevent mother/ child family separation*
- ▶ *Gender Equality and Equity*
- ▶ *Economic Empowerment for women and teenage mothers*

03

Child Protection and Safeguarding

(with a focus on Online Child Sexual Exploitation and Abuse (OCSEA))

Preventing and responding to violence, abuse, neglect, exploitation, and harmful practices while promoting child safeguarding and safer online environments.

04

Children, Climate and Environment

Advancing children's rights through climate action, environmental protection, disaster resilience, and promoting children's participation in environmental sustainability initiatives.

05

Research, Policy and Advocacy

Generating evidence, influencing policy and practice, strengthening public awareness, and advocating for laws, systems, and programs that uphold and protect the rights and wellbeing of children.

Our Impact

+ 12 Years Serving Children and Families

Delivering child-centred legal aid, protection, advocacy, and family strengthening interventions since 2013.

+ 7 Counties Reached

Supporting children and families through legal aid, capacity building, community outreach, partnerships, and advocacy initiatives across Kenya.

+ About 1,500 Children and Families Supported

Providing legal aid, child protection, safeguarding, referrals, family strengthening, and access to justice services.

+ About 800 Legal Aid and Child Protection Matters Supported

Offering legal advice, representation, mediation, referrals, and child-friendly justice interventions.

+ 367+ Media Practitioners and Digital Creators Engaged

Strengthening ethical reporting, child-sensitive journalism, safeguarding, and child online safety through trainings, workshops, and webinars.

+ Over 10,000 Community Members Reached

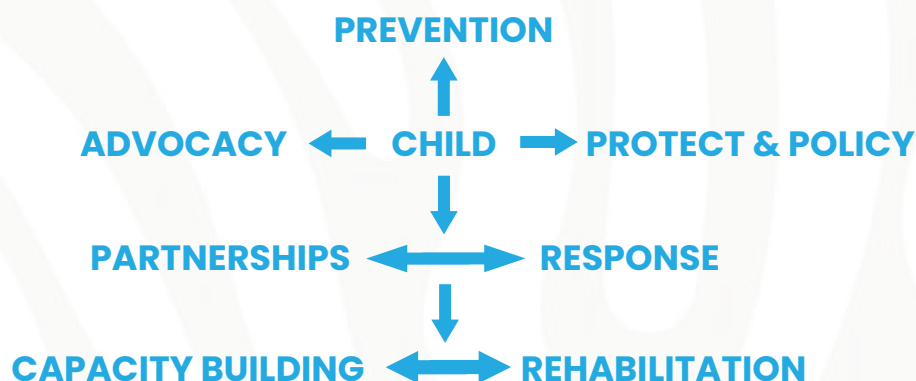
Leading campaigns and capacity-building initiatives on child online safety, ethical digital advocacy, and responsible use of technology.

+ Many Strategic Partnerships

Collaborating with government institutions, the Judiciary, independent commissions, development partners, civil society organizations, academia, private sector actors, and media organizations to strengthen child protection systems and access to justice.

Our Approach

CRALAF adopts an integrated, child-centred approach that combines prevention, protection, response, rehabilitation, capacity strengthening, advocacy, and strategic partnerships to safeguard children's rights, strengthen families, and promote access to justice. Guided by the best interests of the child, the organization prioritizes family-centred and child-friendly interventions, with litigation pursued only where it is necessary and, in the child's, best interests.



PILLAR	DESCRIPTION
Prevention	Strengthening families, community awareness, safeguarding, and early intervention.
Protection	Legal aid, child protection services, safeguarding, and case management.
Response	Child-friendly legal support, ADR, referrals, and coordinated case response.
Rehabilitation	Rehabilitation Family reintegration, psychosocial support, restorative justice, and family-centred interventions.
Capacity Building	Training institutions, media, communities, and duty bearers.
Advocacy & Policy	Research, policy engagement, legal reform, and public awareness.
Partnerships	Collaboration with government, civil society, development partners, media, and communities.

Strategic Partnerships and Collaboration

CRALAF recognizes that protecting and promoting the rights of children requires strong partnerships and coordinated action. Over the years, the organization has established and maintained strategic collaborations with national and county government institutions, the Judiciary, independent commissions, development partners, civil society organizations, academia, the private sector, and both traditional and digital media practitioners to strengthen child protection systems and improve access to justice.

CRALAF works closely with the **National Council for Children's Services (NCCS)** and the **Department of Children's Services (DCS)**, supporting child protection interventions alongside Children's Officers across the country.

The organization also collaborates with the Judiciary through its participation in several **Children Court Users Committees (CUCs)**, including in **Kiambu, Thika, Makadara, and Milimani**, contributing to the promotion of child-friendly justice and improved access to legal services.

As an active stakeholder within the **National Council on the Administration of Justice (NCAJ)**, CRALAF participates in the annual Justice Month programme by providing pro bono legal aid services through its network of advocates. In addition, the organization partners with development partners, like-minded civil society organizations, independent commissions, academic institutions, the private sector, and both mainstream and digital media to advance public awareness, policy advocacy, capacity strengthening, and evidence-informed initiatives that promote the rights, protection, and wellbeing of children.

Signature Initiatives

Family Strengthening Programme



Child Rights & Protection Media Awards



Social Media Activism Initiative



Sauti Jasiri Online



Governance

Board Members



Executive Director

**MONITORING
EVALUATION
AND LEARNING
MANAGER**



**PROJECT
ASSISTANT**



**VOLUNTEERS
& INTERNS**

**PROGRAM
FINANCE
MANAGER**



**FINANCE
OFFICER**



**ADMINISTRATION
ASSISTANT**

**PROGRAM
MANAGER**



**PROJECT
OFFICERS**



**VOLUNTEERS
& INTERNS**

Why Partner With CRALAF?

CRALAF is a trusted child rights organization with the technical expertise, institutional experience, and strategic partnerships needed to deliver sustainable, child-centred interventions. Our integrated approach combines legal aid, child protection and safeguarding, family strengthening, research, advocacy, capacity building, and strategic collaboration to address the evolving needs of children and families across Kenya

Working closely with government institutions, the Judiciary, independent commissions, development partners, civil society organizations, academia, the private sector, and both traditional and digital media, CRALAF leverages multisector partnerships to strengthen child protection systems, influence policy, and improve access to justice. Our strong governance structures, commitment to accountability, and evidence-informed programming ensure that every intervention is responsive, impactful, and guided by the best interests of the child

By partnering with CRALAF, organizations become part of a shared commitment to advancing children's rights, strengthening families, promoting safer communities and digital environments, and delivering lasting, measurable impact for children. Together, we can create sustainable solutions that protect, empower, and enable every child to reach their full potential.

- ◆ **Technical Expertise**
- ◆ **Strategic Partnerships**
- ◆ **Child Protection & Safeguarding**
- ◆ **Evidence-Based Programming**
- ◆ **Community Reach**
- ◆ **Capacity Building**
- ◆ **Access to Justice**
- ◆ **Child-Centred Approach**



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