



KITUI GREEN RUN

RUN FOR RAIN



A STORY OF SPORT, RAIN, DIGNITY
& DRYLAND TRANSFORMATION



GREEN AFRICA
GROUP



KNCCI Growing your
Business
together
KENYA NATIONAL CHAMBER OF
COMMERCE & INDUSTRY
Kitui Chapter



* A Public story for partners, sponsors, communities, media and global audiences.

The Question that became a Movement

There are races that begin with a gunshot. And there are races that begin with a question. Kitui Green Run began with questions that dryland communities have carried for generations:

- What if sport could do more than bring people together for a day?
- What if a race could help a community receive, store and protect the rain that gives life?

That question became a movement with a simple name that anyone can understand and remember.

Run for Rain



A dry water pan waiting for rain, storage and practical restoration.



This is not just a race for medals. It is a race for meaning. It is a public call to transform rain from a passing season into stored water, restore dignity and show visible community progress.

Where the Story began

The story dates back to February 2006, when Kitui hosted the Kitui Green Cross Country at Kitui High School. The idea was clear: identify local athletic talent, promote environmental conservation and bring people together through sport.

Athletics Kenya leadership, national officials and local leaders attended. Young people ran. Communities gathered. Trees were planted. Something small but important began. Some athletes who might never have been noticed found opportunity. Some rose to wider and international competition and changed their livelihoods. At the same time, people began to understand that sport can carry a message farther than speeches alone.

**Sport brings people together. Sport builds people.
Sport can solve real problems when it is connected to purpose.**

That early culture later connected to a national environmental moment. On 30 April 2012, President Mwai Kibaki visited Kitui for the first-ever National Tree Planting Day in that region. Around that period, the Green Africa Villages and Plant Your Age initiatives of Green Africa Foundation gained greater public visibility as a practical model for community transformation. Indeed, the President of Kenya launched both initiatives, which have gone on to transform societies.

Why Green Africa Foundation carries the Mission

Green Africa Foundation gives this story its deeper anchor. Its work has long moved through learning institutions, faith-based institutions and sports and music. These are not accidental pathways. Schools shape the future. Faith institutions build trust. Sports bring people together. Music carries memory. When these forces align with a clear community need, an event can grow into a culture. And cultures are what transform societies.



Why Rain, Not Just Water

Over time, one truth became impossible to ignore. In dryland communities, the defining question is water. Without water, homes struggle. Schools struggle. Livestock struggle. Food systems weaken. Conflict escalates. Dignity suffers. Even hope begins to tire.

This is why the theme is not simply “**Run For Water.**” Water is the need, but rain is the beginning of the story. Rain is the messenger. Rain carries the water communities need. If rain falls and disappears, vulnerability persists. If rain is captured, stored, protected and shared, it becomes drinking water, livestock water, school water, irrigation, peace and life.

Rain is the messenger. Storage is our responsibility.

That is why Kitui Green Run says Run for Rain. It is a simple public message for a very practical mission: to ensure that every drop God sends has somewhere to stay and someone to serve.



The Dam That Told the Story of Africa



The dry bed of a silted dam: where stored water should have been, only cracked earth remained.



The cracked earth formed shapes that looked like maps of Africa, turning a local dam into a continental symbol.

The defining moment occurred at Kwa Kavivu Dam near Mathunzini village. Dr. Isaac Kalua Green and his dear wife, Susan Kalua, visited the dam after witnessing a painful community conflict over water access. Piped water from Masinga Dam passed through local farms but benefited only a few people. Frustration grew. At night, pipes were vandalized and disconnected so that leaking water could supply homes and animals. What looked like a water project had become a source of deep tension.

At Kwa Kavivu, they found the root problem. The dam had died. About 39 years of silting had left only cracked mud and dry earth. No argument over pipes could solve a problem whose source had been lost. Then came a moment almost impossible to ignore. As they walked through the dry dam bed, the cracks formed shapes that looked like two maps of Africa lying side by side. It felt as though the land itself were speaking.

**Africa's drylands are not hopeless.
They are waiting for practical water systems.**

Three months later, Green Africa Group mobilized resources to desilt Kwa Kavivu Dam. Then the rains came. The dam filled again. Animals returned. People gathered. Young people began fishing. Hope returned because the rain finally had a place to settle. Today, the small dam overflows with community water and offers the most relaxing scenery. The community even revived its dam management committee to manage the resource sustainably.

The lesson was profound: water is not only a development issue but also a peace issue.

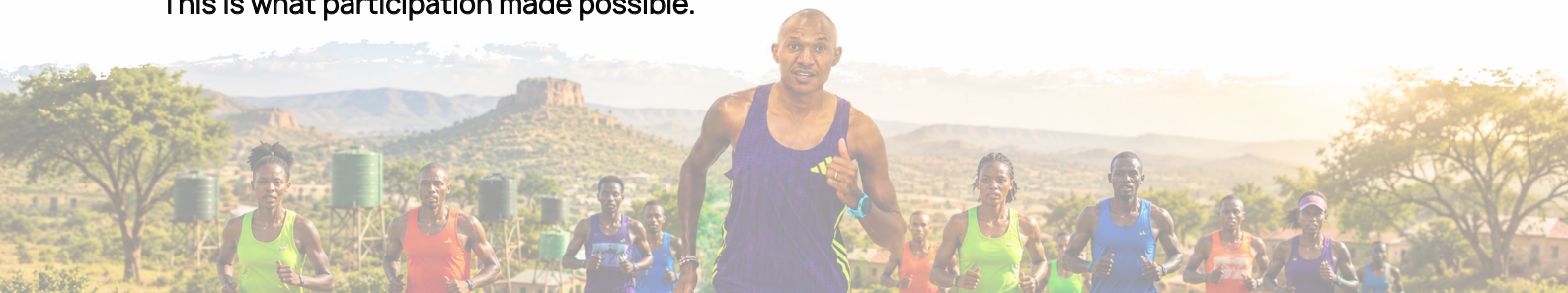
From Race Day to Visible Results

This is the soul of Kitui Green Run. The race must never end at the finish line. Every year, the movement must demonstrate what the previous year achieved. Communities should not only see runners pass. They should see water tanks, roof catchments, desilted dams, rehabilitated water pans, sand dams, gutters, protected storage and practical systems that make the next rainy season count.

The first ring of impact will begin along the race route. This is deliberate. The communities, schools and institutions that host the race must become the first living witnesses to its value. From there, the ring can grow wider year after year across Kitui County and far beyond into the arid and semi-arid regions of Kenya and across the continent of Africa.

Run. Raise. Restore. Report. Repeat.

This is the proof model. People run. Partners support. Communities receive. The Foundation reports. The movement grows. In this way, sponsors do not merely buy visibility. They join a story the public can see. A sponsor can stand beside a restored dam, a water tank, or a school catchment system and say, "This is what participation made possible."



The First Ring of Impact

The first promise of Run for Rain must begin where the runners pass by.

The race route is not only a sporting corridor. It is the first impact corridor, cutting through Changwithya West, Changwithya East and Kitui Township, which together are home to well over 120,000 people, thousands of households and dozens of public institutions whose daily relationship with water remains uncertain, difficult and, in many places, deeply inadequate.

Along this first ring alone, there are more than twenty schools and tertiary institutions, including primary schools, secondary schools, special institutions and colleges. For many of them, water is described not as reliable but as scarce, mostly unhygienic, or simply inadequate. Every morning, children arrive at school carrying ambition, while the institutions around them struggle to guarantee something as basic as clean water.

The route also passes through communities that rely on a difficult mix of shallow wells, water pans, seasonal rivers and boreholes. Some local dams and water pans, such as Kwa Kanuku, Kwa Munika, Kyamwangei and Kwa Mutia, have suffered years of silting and neglect, yet they remain the closest hope for surrounding communities. A number of boreholes have since collapsed.

That is why the route matters so much.

Run for Rain is not starting in theory. It is starting exactly where the need already exists. The communities that line the roadside, cheering runners, must also be the first to experience visible transformation through practical systems such as school water tanks, roof catchment systems, gutters and storage, dam desilting, sand dams and cleaner community water systems.

That is what gives this movement its unusual power. The route itself becomes measurable, trackable and visible. Sponsors can visit it. Investors can see it. Communities can protect it. And year after year, the public can see in person what the previous race made possible. That changes everything.

Because the race stops being symbolic and becomes practical, athletics begins creating a visible corridor of water resilience, stretching kilometer by kilometer through the drylands of Kitui.

The route, therefore, becomes more than a route. It becomes the first living proof that this is not merely a race passing through Kitui but a movement leaving water, dignity and peace behind.

Why the World Should Listen

The timing is global. Around the world, sport is increasingly recognized as a tool for sustainable development, climate action and peace. Athletics is also moving strongly toward sustainability and greater community impact. Kenya's arid and semi-arid lands cover most of the country's landmass. Kitui therefore carries a local story that the world can understand.



Drylands do not need sympathy alone. They need practical systems, community ownership and visible proof. That is why this event can be far bigger than a marathon. It can become a global platform where athletics, sustainability and dryland innovation converge. The world has seen races built on prestige. Kitui Green Run seeks to become a race built on deep purpose.

How Communities Will Own It

For communities to own Run for Rain, they must feel it is theirs. Schools must talk about it. Faith institutions must trust it. Youth groups must energize it. Women's groups must shape it. Local runners must carry it. Families must gather around it. The public should eventually say: this race passes here and serves here.

Run for Rain

That phrase must remain disciplined and consistent. Every poster, roadshow, interview, song, radio mention and website page should evoke the same memory. Complexity weakens movements. Simplicity strengthens them.

An Invitation to Run With Purpose

Kitui will run not only for medals but for rain. Not only for fitness but for dignity. Not only for one day but for a future measurable year after year. This is the story behind Kitui Green Run. It is an invitation to runners, sponsors, media, schools, institutions, families and global partners to join a movement that turns attention into action and rainfall into life.

Every kilometer becomes stored water.

Core Message Lines

- Run for Rain.
- Every kilometer becomes stored water.
- Rain is the messenger. Storage is our responsibility.
- We do not run away from drought. We run toward the rain.
- Run. Raise. Restore. Report. Repeat.
- This race passes here and it also serves here.

Public Credibility Note

Kitui Green Run is publicly presented as a climate-conscious half marathon built around the Run for Rain concept and the practical promise of converting kilometers into stored water for dryland communities. The movement also aligns with the global understanding that sport can serve development, peace, sustainability and community well-being.

Run for Rain

Every kilometer becomes stored water.

