A woman with blonde hair, wearing a white lace top and a necklace with a pearl pendant, is sitting at a desk. She is writing in a notebook with a pen. The notebook has the word 'TODAY' written on it. There is a black paper clip on the desk next to the notebook. The background is a soft, out-of-focus light color.

2021

UnScripted Report

*To Teach and Empower Women to be who God created them
to be and to step into their calling and purpose.*

A report on the UnScripted events
and achievements of 2021, and the
prospects /goals for 2022.

[UNSCRIPTED.CO.KE](https://unscripted.co.ke)



Note from The Founder



For UnScripted, 2021 has been a year of new beginnings: we experienced a lot of 'new' this year.

Starting from the relaunch of our brand in January 2021, to the launching of new prospects such as the UnScripted Bible Reading Plan, the Sisterhood group and so on - we had a lot of new throughout the year.

Throughout the year, as new as we were, we aimed to establish ourselves as a ministry that aims to push women closer to God and to teach & show them who they are in Christ.

And as the year comes to an end, our goal is to keep empowering women and to continue to impact the lives of our audience

This report details all that we have that we have achieved in the year 2021, and how we aim to keep fulfilling our assignment to those whom we are called to.

Thank you for your continued support, and see you in 2022!

Renee Tikolo

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- 4 Background Story of UnScripted & 2019 Launch
- 7 2021 Relaunch
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- 13 Our Audience + Statistical Analysis of the experienced growth in 2021.
- 15 Testimonials
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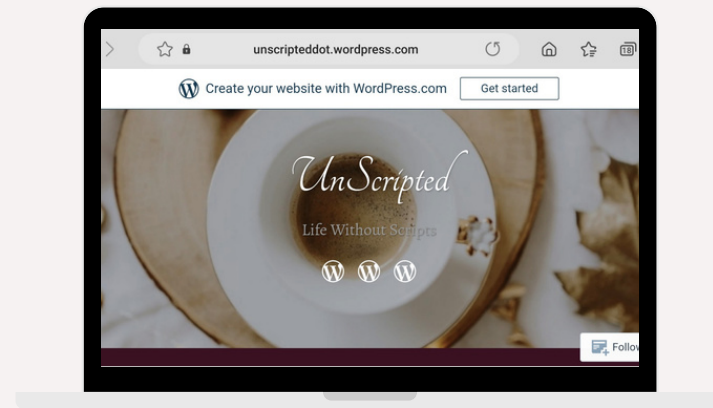
BACKGROUND STORY OF *UnScripted*

When I was 16 years old, I began to have a desire to create a space for young women where they could come together and be their authentic selves & who God created them to be. This was right after God delivered me from the bondage of insecurity, and I wanted to share what God had done for me and be able to help other teen girls like me. I wanted to share the good news with other girls, who were struggling (just like I was) that they were loved as they are, and they didn't need to pretend or put on a 'brave face', but they could come as they were and find love, grace and discover who they truly are: who God says they are

I kept meditating on the idea and tried many times to start 'a blog' and create content on Instagram, but it never worked out.

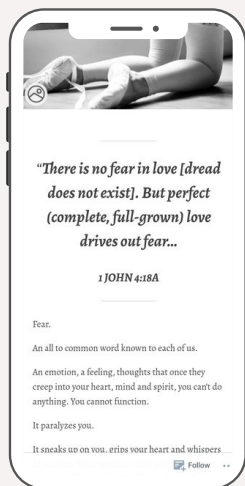
In June of 2019, right before I joined law school, I heard God clearly say, "Start the Blog."

It wasn't just an instruction: it was a command. And that night, on 21 June 2019, I created the UnScripted Blog on WordPress.com



The first UnScripted Website

It was not till November 2019 when I began to consistently post content on the blog and when I finally shared with the world that I had a blog (I let fear hold me back when it came to telling people that I had a calling on my life).



I continued on till I got an opportunity in mid-November to have a website created for me at an affordable price.

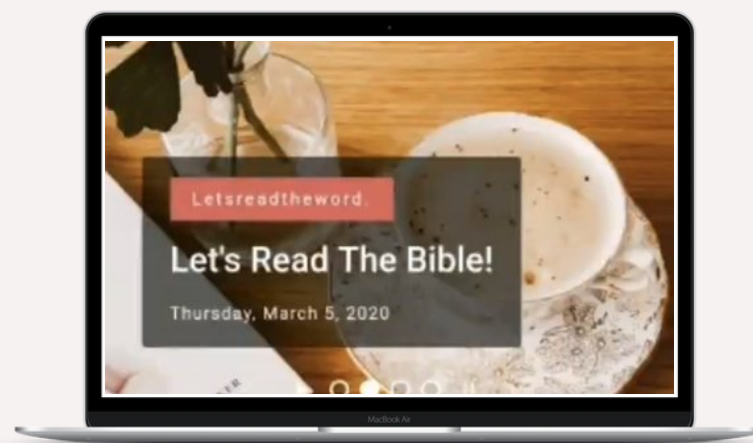
This was an open door as I had been praying and asking God to provide a way for me to have my own website (as the free plan on Wordpress.com is quite limiting, and the premium plans are expensive).

I faced a lot of difficulties during this process, but the website was done and I was able to share with the world the new UnScripted website in May of 2020.

The second UnScripted Website

For the remainder of 2020, things run fairly well for UnScripted, despite the challenges we were facing globally, nationally and as individuals as a result of the pandemic.

That's not to say that we didn't experience a number of issues: ranging from the website to lack of clarity with the voice and messaging of our brand.



So, in October 2020, I was honest with myself and with God.

I was honest with what I wanted; with the desires God had placed in my heart with regards to UnScripted - all the things I wanted to do, how I wanted the brand to look like and be described and what I wanted the website to be like.

Again, I put a demand on God by praying back scripture to Him.

I reminded Him that He was the one who began this ministry and I was simply following His lead.

And He came through.

What a faithful God.

He instructed me to write down everything that I desired and the vision I had for the UnScripted website.

And I did, and He made a way for us to have a whole new website, which met the needs that we had as a ministry.

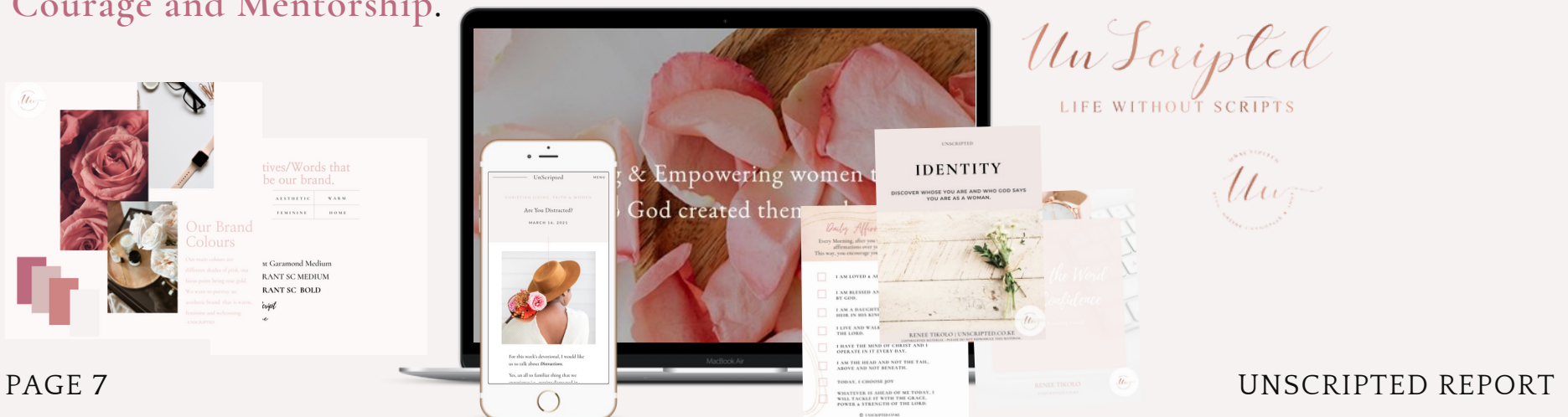
2021 Relaunch!

In January 2021, we relaunched UnScripted with clarity in our brand messaging.

However, with this amazing milestone, we experienced a number of issues, but God still came through.

By His grace and faithfulness, I was able to redo the website and it was all that I had asked God for, and more.

UnScripted is a space for young women to grow and be nourished in their faith and receive encouragement as they navigate through various season of life & womanhood. Our mission is to **empower and teach women to be who God created them to be and step out into their calling and purpose**, and our **core values are Faith, Prayer, Love, Courage and Mentorship**.



What we Did in *2021:*

A detailed report of what we achieved in the year 2021 and the impact we had in the lives of various women.



Achievement 1

UNSCRIPTED BIBLE READING PLAN

Launched in Feb 2021

The UnScripted Bible Reading Plan is a topical-scripture based 12-month Bible Reading plan.

Every month, starting from February, we studied a topic/biblical principle by reading one scripture a day that is in relation to the topic of the month.

This enabled the ladies of UnScripted to remain in the word everyday as they learnt important biblical truths, who the Father is and who He says they are

We released 7 Bible Plans with the exceptions of the following months: June, August, September and December.



RESULTS:

The response we got from the UnScripted community was overwhelmingly positive. Many ladies shared that the Bible plan enabled them to be in God's word everyday, which was something that they were struggling with.

Achievement 2

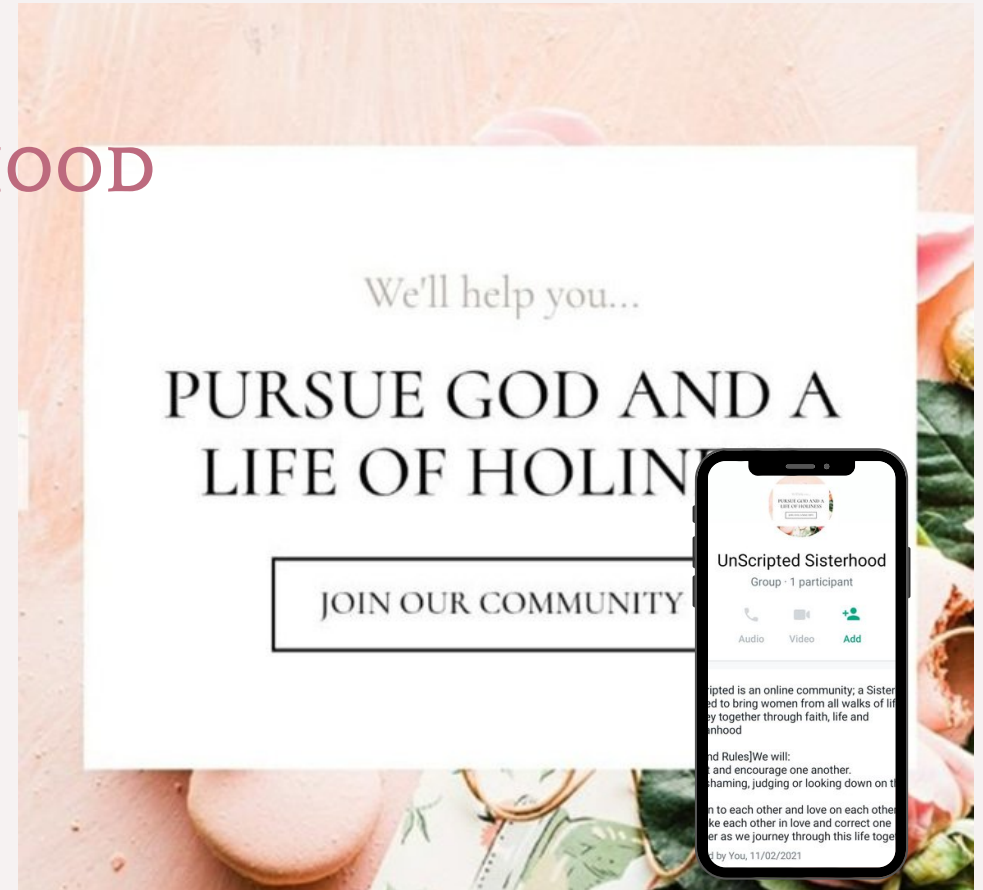
THE UNSCRIPTED SISTERHOOD WHATSAPP GROUP

One of the key aspects of UnScripted is community - community is at the heart of UnScripted and who we are.

This year, we aimed to bring that to life. in order to do so, we conducted a survey to ask our audience on what platform would they prefer to interact on and get to meet other like-minded ladies, and 42% indicated that they would prefer WhatsApp.

This was further followed by supporting responses via email with regards to the same topic.

The WhatsApp group was created thereafter.



RESULTS:

Launched in Feb 2021, we had a total of 25 ladies join the UnScripted WhatsApp group, which was a great step for us in bringing together ladies of faith who are seeking to pursue Christ.

Achievement 3

WRITE FOR UNSCRIPTED

Launched in May 2021

'Write for UnScripted!' is a passion project began by Renee, where Christian bloggers/writers are invited to share their stories/articles with the UnScripted Community by featuring them on the UnScripted blog.

The passion project was launched in May 2021, a number of guest articles were sent in, which will be shared on the blog in the coming year

WRITE TODAY. WRITE TODAY. WRITE TODAY. WRITE TODAY. WRITE TODAY. WRITE TODAY. WRITE TODAY. WRITE TODAY.

Write for UnScripted!



Are you passionate about God, His word and women?
Do you have a desire to make God's word known to His people?
Then check out this amazing opportunity!

SEND US YOUR WORK!

TOPICS THAT GUEST WRITERS COULD WRITE ON:

Personal testimonies, articles on biblical womanhood, purpose & calling, bible reading and bible study and much more!

Achievement 4

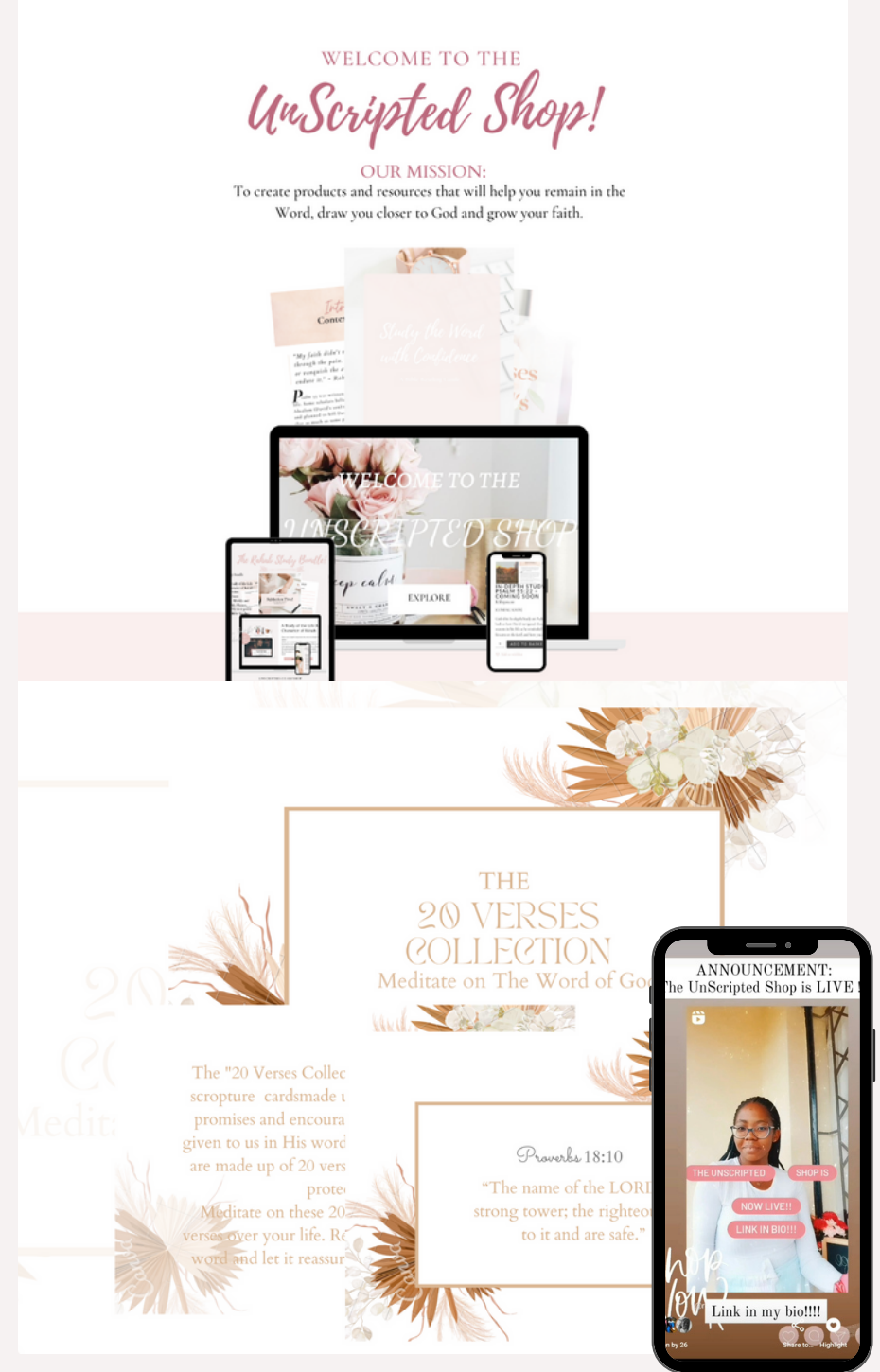
THE UNSCRIPTED SHOP

Launched in July 2021

It has always been my (Renee's) desire to own a shop - a faith based shop - from which I could sell faith based products that will encourage believers and cause them to be in the word of God, leading them to grow closer to God.

The plans for the UnScripted Shop began in October 2020, and the shop was launched in July 2021.

We advertised our launch with a giveaway, which was won by 3 ladies and thereafter launched the shop with a total of 7 ebook products - studies and printables.



Audience

85% FEMALE

Majority of our target audience is female, as my passion is for women and God has called me to minister to them.

16-26 YEARS OLD

We target ladies who are aged 16 to 26 years old, providing them with guidance and encouragement for their faith and to be who God purposed them to be.

DEMOGRAPHICS

75% KENYA | AFRICA

15% UNITED STATES | NORTH AMERICA REGIONS

10% EUROPE | REGIONS



This is a brief account of the UnScripted Audience, accompanied with a geographical analysis of our audience worldwide.

Statistical Analysis

OF THE GROWTH EXPERIENCED IN 2021

*On social media
(Instagram being the main
platform):*

+70

INSTAGRAM
FOLLOWERS

On the Website:

10%

ENGAGEMENT RATE

45

UNIQUE VISITORS

80

EMAIL SUBSCRIBERS

245

PAGE VIEWS

110

VISITORS



TOP PERFORMING POSTS FROM OUR BLOG:

- [Set Your Mind on Things Above](#)
- [5 Tips for your Devotion Time](#)
- [Are You Exhausted?](#)

Testimonials



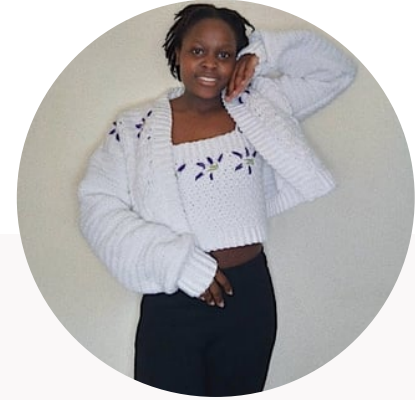
"The UnScripted Community has been extremely encouraging and challenging for me. I have been encouraged because I have finally seen that I am not alone in this journey towards being a Godly woman. There are many of us in this fight, and to have ladies that encourage your walk with God has been truly a blessing."

MARIE-VICTOIRE



"The truth-inspired blog posts from UnScripted do it for me. I am not the kind of person to be consistent in Bible plans or download books that talk about my walk with God, hence why I enjoy the blogposts. In addition to being convenient for my preferred reading style, I feel like God is communicating to me through them. And the beauty about them is, I can always go to reference them. They encourage me and motivate me as a child of God, which is really cool"

JADE AOKO



With regards to one of the products from our shop, *A Study of the Life & Character of Rahab*:

"What a good read! It was easy and simple to understand with sound doctrine with encouraging words that will give you the energy and passion to continue living for Christ. If you have lost your passion or zeal for Christ, I highly recommend you read this study!"

ANNAH KALUHI

PROSPECTS FOR 2022

REVIVAL OF THE UNSCRIPTED COMMUNITY

In the middle of 2021, we closed down the WhatsApp group and moved our interactions to a private Facebook group, however, we had less ladies join the group and minimal interactions within the group.

Our aim for 2022 is revive the UnScripted community

TARGET DATE:
To be done throughout the
year

RE-OPEN THE SHOP

Due to a number of issues with the shop, the UnScripted shop was temporarily closed. Those issues are being worked on and we aim to re-open the UnScripted Shop in January 2022.

TARGET DATE;
January 2022

COURSES & PROGRAMMES

One of the Services we aim to offer at UnScripted are mentorship courses & programmes that can teach young women more about God, who they are and how to identify the callings on their lives as well as how to actualize that.

We aim to launch these in 2022 and serve the UnScripted ladies better.


TARGET DATE:
April - July 2022

Appendix A

Feedback from the ladies of UnScripted with regards to the UnScripted Bible Reading Plan

2/5

Testimonials



★★★★★

The February Reading Plan helped me with consistency in reading the Bible. When I told you I was loving my Bible Reading it was because of that - the Plan.

Alma Zena
FRIEND | SUBSCRIBER | PART
OF THE SISTERHOOD

unscripted.co.ke

▶▶

4/5

Testimonials

Mitchelle
FRIEND | SUBSCRIBER | PART OF THE
SISTERHOOD.



★★★★★

When UnScripted announced the monthly reading plan, I couldn't contain my cool. I was at a point where I was having some trouble with consistently reading the Bible. I saw it as an opportunity to improve on my consistency and I didn't hesitate to take it. Let me tell you, it was the best decision I made. I genuinely enjoyed reading the Bible throughout the month of February. The daily verses never once felt like a hustle. When my time for devotion would arrive, I'd gladly pick up my phone and check out what the verse for the day was. The UnScripted Bible Reading Plan changed my perspective on daily Bible reading and helped me in consistency. I really thank God for using Unscripted to help me. Thank you soo much UnScripted!

Mitchelle
FRIEND | SUBSCRIBER | PART OF THE
SISTERHOOD.

unscripted.co.ke

▶▶

Appendix B

Results of the survey conducted on how to improve the community aspect of UnScripted.

When you think about '**Community**', what's the first thing that comes to mind?

7 out of 7 answered

A free space to share your burdens and get advice A place to worship and grow together

A place that feels like home, where I can be myself without feeling judged

a group of ladies walking in fellowship together

love

A group of people whom you can turn to each other and experience life as one(whole)

What does an '**ideal**' community look like to you?

7 out of 7 answered

Regular meetings to share our struggles and pray together- whether online or physically Praying for each other

Well, for me, I feel like an 'ideal' community is one which I can find people whom I relate with and to, and where deep conversations and connections can be made.

Would you like to interact with other like minded ladies??

7 out of 7 answered

Yes 6 resp. 85.7%

No 1 resp. 14.3%

What would be your ideal platform to interact with them?

7 out of 7 answered

Community/Membership Area (on the website) 5 resp. 71.4%

Regular Zoom Meetings 4 resp. 57.1%

WhatsApp group 3 resp. 42.9%

Powered by Typeform

Thank you so much for
your time!

2021 was a great year for us. We hope to see you in 2022 as the Lord increases us and takes us higher!



Contact details:

hello@unscripted.co.ke

<https://unscripted.co.ke>

***Based in Nairobi, KE**

Follow us on Social Media!

 @unscripted254

 @UnScriptedKe

 @UnScriptedKe

