



pitstop

Creative, Marketing & Branding Agency

Graphic & Web Design

Digital Marketing

Printing & Branding

PR & Strategic Communications

General Supplies

Catalyst Charter

Issuing Department

Human Resource

Powered by Dual & All Solutions

Target Audience

Stakeholders & Employees

Approver

Chairman & Directors

Submitted November 2024

Introduction

Founded in 2008, Pitstop Limited has grown from a humble creative agency into one of the leading marketing and branding agencies in East Africa. Guided by Christian principles, our company thrives on a foundation of faith, integrity, and innovation. Over the years, we have become a trusted partner for businesses seeking transformative marketing solutions, earning a reputation for delivering exceptional results with professionalism and creativity.

At Pitstop, we specialize in providing a 360-degree suite of services designed to elevate brands and create impactful connections with audiences. Our expertise includes:-

- **Graphic Design:** Crafting unique visual identities that resonate with target markets.
- **Website Development:** Building modern, functional websites to enhance online presence.
- **Domain Registration & Hosting:** Offering reliable web solutions for seamless digital access.
- **Integrated Marketing:** Creating cohesive campaigns across digital and traditional platforms.
- **Market Entry:** Assisting global brands in navigating and establishing a foothold in East Africa.
- **Brand Strategy:** Helping businesses define their voice, mission, and positioning in the market.
- **PR & Strategic Communications:** Managing public relations to build trust and engagement.
- **Printing (Ink on Media):** High-quality printing solutions for marketing, outdoor and visibility materials.
- **Branding:** Customizing products, events, and environments to amplify brand visibility.

Our multi-sector expertise allows us to work seamlessly across industries, offering consultancy services and orchestrating dynamic market entry strategies for global brands venturing into East Africa. From financial institutions to healthcare providers, government entities to NGOs, Pitstop has consistently delivered innovative and impactful solutions that help our clients achieve their goals.

We are perhaps best known for our successful rebranding of some of the region's most recognized institutions and businesses, including:

- **NYS (National Youth Service):** A dynamic transformation of a national brand.
- **Sidian Bank:** Modernizing and revitalizing their corporate image.
- **Mediheal Hospital:** Establishing a consistent and compelling healthcare identity.
- **Equity Bank:** Supporting their growth into one of Africa's top financial institutions.
- **County Governments and Government Parastatals:** Empowering public service delivery through effective branding.
- **Political Parties and NGOs:** Helping organizations connect with audiences and achieve their missions.

With over 15 years of experience, Pitstop Limited continues to empower brands with innovative marketing strategies, unparalleled creativity, and results-driven solutions. We are not just a service provider—we are a partner in growth, helping businesses unlock their full potential and succeed in an ever-changing market. Whether It's a startup or an established organization, Pitstop is your go-to partner for all things marketing, branding, and communication.

Let Pitstop Build your Brand

Vision, Mission & Values

Vision

To remain the leading marketing and branding agency in East Africa, consistently inspiring creativity, positioning brands for success, and delivering innovative solutions that enable our customers and their businesses to thrive in an ever-changing marketplace.

Mission

To empower brands through exceptional marketing strategies, impactful designs, and innovative branding solutions that resonate deeply with their target audiences.

We strive to deliver value while upholding our commitment to honor God in every action, decision, and service we provide.

Core Values

- **Faith and Integrity:** We honor our Christian roots by upholding truth, transparency, and ethics in every interaction.
 - **Creativity:** We approach every project with fresh ideas and innovative solutions.
 - **Excellence:** We deliver high-quality services and products, exceeding client expectations.
 - **Collaboration:** We believe teamwork fosters greater creativity and stronger outcomes.
 - **Customer-Centricity:** Our clients are our partners; their success is our success.
 - **Sustainability:** We seek to minimize waste and adopt sustainable practices where
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Organization Structure

Organogram Structure and Roles for Pitstop Limited

i) Chief Executive Officer (CEO)

Role: The CEO is the highest-ranking officer in the company and is responsible for overall strategy, vision, and leadership. The CEO ensures the business achieves its financial and operational objectives.

Expectations:

- Develop and communicate the company's vision and strategic direction.
- Maintain an overview of the company's operations, finances, and growth strategies.
- Build relationships with key stakeholders, including investors, clients, and partners.
- Lead the executive team and make critical decisions for business development, expansion, and market positioning.

i) Chief Financial Officer (CFO) & Procurement

Role: The CFO manages the financial health of the company, overseeing budgets, financial planning, and risk management. The Procurement department handles the acquisition of goods, services, and raw materials necessary for the business.

Expectations:

- Oversee financial reporting and budget management.
- Develop strategies for improving profitability and cost control.
- Manage cash flow, investments, and fundraising efforts.
- Ensure procurement of materials and services are timely, cost-effective, and meet quality standards.
- Mitigate financial risks and ensure legal compliance.

Departments:

Procurement: Sourcing materials and managing supplier relationships.

i) Director of Human Resources (HR) & Operations

Role: This Director leads the HR function and oversees all operational activities, ensuring smooth day-to-day business operations. This role ensures the company is staffed effectively and that operations run efficiently.

Expectations:

Develop HR strategies for recruitment, employee engagement, retention, and development.
Ensure smooth integration of new employees, provide training and development programs.
Oversee the operational workflow, identifying areas for improvement in process efficiency.
Handle conflict resolution, employee relations, and organizational culture.

Departments:

HR: Recruitment, employee welfare, performance management.

Operations: Operations management, workflow optimization, scheduling, and logistics.

Legal and Compliance

Role: This department ensures that the business is operating within the legal framework, handling contracts, regulatory requirements, and intellectual property.

Key Roles:

Legal Counsel: Advises the company on legal matters, drafts contracts, and ensures regulatory compliance.

Compliance Officer: Ensures the company adheres to all applicable laws and internal policies.

Expectations:

Provide legal advice to the management and business development teams.
Ensure all contracts and partnerships are legally sound and protect the company's interests.
Oversee and ensure compliance with laws and regulations, minimizing the risk of legal issues.

i) Director of Business Development

Role: This Director focuses on driving business growth through partnerships, new markets, and sales strategies. They are responsible for identifying and developing new opportunities to increase revenue.

Expectations:

- Develop strategies for business growth and expansion.
- Manage and identify new business opportunities, partnerships, and markets.
- Oversee the business development team and manage key accounts.
- Negotiate contracts, set pricing strategies, and maintain customer relationships.

Departments under Business Development

a) Marketing & Sales Team

Role: This team is responsible for promoting the company's brand, generating sales leads, and managing customer relationships.

Key Roles:

- Marketing Manager:** Oversees marketing strategies and campaigns.
- Sales Representatives:** Focus on generating new business and managing existing accounts.
- Customer Relations Manager:** Maintains positive relationships with clients and handles inquiries.

Expectations:

- Generate marketing strategies that promote Pitstop's products and services.
- Identify and target potential customers, growing the client base.
- Develop and manage content, advertisements, and events.
- Track and report on sales performance.

a) Customer Service Department

Role: This department focuses on maintaining strong relationships with customers and handling customer inquiries and complaints.

Key Roles:

- Customer Service Manager:** Leads the team to ensure customer satisfaction and resolve issues promptly.
- Customer Support Representatives:** Interact with customers, providing solutions and assistance.

Expectations:

Handle customer complaints and feedback in a timely and professional manner.
Maintain high levels of customer satisfaction through effective communication.
Work closely with other departments to ensure a seamless customer experience.

a) Production Team

Role: The production team handles the manufacturing and quality assurance of products and services.

Key Roles:

Production Manager: Oversees production operations, ensures timely and efficient production schedules.

Quality Control (QC) Supervisor: Ensures products meet company standards and customer expectations.

Machine Operators: Operate machinery and equipment required for production.

Delivery Team: Manages the logistics, ensuring timely delivery of products to clients.

Expectations:

Ensure that production runs smoothly and efficiently.

Maintain high standards of quality control and resolve any issues during production.

Adhere to safety protocols in the workplace.

Efficiently manage delivery operations and customer satisfaction.

a) Creative Department

Role: This department focuses on the creative design, digital media, and content generation for all Pitstop marketing and branding efforts.

Key Roles:

Creative Head: Oversees the creative direction, ensuring all designs and digital media align with the brand's objectives.

Graphic Designers: Create visual assets for marketing and branding campaigns.

Web Developers: Design and maintain the company's digital platforms, including websites and online portals.

Social Media Representatives: Manage the company's social media presence, engage with followers, and track analytics.

Media Department: Comprising of the following roles:

- **Photographers:** Capture images for promotional materials and social media.
- **Videographers:** Produce video content for marketing and educational purposes.
- **Editorial Team:** Responsible for writing content such as blogs, newsletters, and articles.

- **Bloggers:** Create written content for the company's blog and social media channels.
- **Digital Marketers:** Implement online marketing strategies, including SEO, PPC, and email campaigns.

Expectations:

Produce high-quality creative materials for both internal and external use.
Ensure brand consistency across all media platforms.
Work closely with marketing and sales teams to create compelling content that drives engagement.

a) IT and Systems Management (Outsourced)

Role: This department ensures that Pitstop's technological infrastructure is secure, efficient, and up to date.

Key Roles:

IT Manager: Oversees all IT systems, including hardware, software, and network management.

Support Technicians: Provide IT support to staff, troubleshoot issues, and maintain systems.

Expectations:

Ensure smooth operation of all IT systems and services.
Ensure data security, network maintenance, and troubleshooting of IT issues.
Regularly update systems and software to maintain efficiency.

Summary of Organogram

CEO

- **CFO & Procurement**
 - Finance and Accounting Team
 - Procurement Department
- **HR & Operations**
 - HR Team
 - Operations Team
- **Business Development**
 - Marketing & Sales Team
 - Production Team (QC, Production Managers, Delivery Team)
 - Creative Department (Graphic Designers, Social Media, Videographers, Bloggers, Web Developers)
- **Customer Service**
 - Customer Service Manager
 - Support Representatives
- **IT & Systems**
 - IT Manager
 - IT Support Technicians
- **Legal & Compliance**
 - Legal Counsel
 - Compliance Officer

Pitstop's Unique Culture

Pitstop Limited thrives on a unique and dynamic organizational culture that sets us apart as not just a marketing and branding agency but as a values-driven company that seeks to create meaningful and lasting impacts on brands, businesses, and individuals.

3.1 Christian Foundations

At the heart of Pitstop's culture are **Christian principles** that guide how we operate and interact with clients, suppliers, and team members. These principles shape our approach to business, ensuring that everything we do reflects **integrity, respect, and compassion**.

Prayer and Reflection:

We begin our operations, meetings, and activities with prayer or moments of reflection. This fosters a sense of unity, gratitude, and focus, helping us approach each day with clarity and purpose.

Respect and Inclusion:

While our values are rooted in Christian principles, we respect and honor people of all faiths, beliefs, and cultural backgrounds. Our environment is one of inclusivity, ensuring that everyone feels valued and appreciated.

Kingdom Business:

Our work is anchored in **Kingdom Business values**, meaning we strive to conduct ourselves with **zero tolerance for corruption, utmost ethical practices, patience, tolerance, and humility**. Every decision we make reflects a commitment to a higher purpose beyond profit, prioritizing trust and long-term relationships.

3.2 Commitment to Creativity

Creativity is the **lifblood of Pitstop**. It defines who we are and drives everything we do. We foster an environment where creativity is not only encouraged but celebrated.

Thinking Outside the Box:

We challenge ourselves to develop innovative, out-of-the-box solutions that set our clients apart in competitive markets.

Challenging the Status Quo:

Our team constantly questions conventional norms to craft **fresh, impactful, and unique strategies** that resonate with audiences and make a difference for our clients.

Empowering Creative Freedom:

Every team member is encouraged to experiment, take calculated risks, and bring their best ideas forward to fuel our collective creativity.

Customer-Centric Innovation:

We don't create for the sake of it; our creativity is always grounded in understanding our customers' needs, pain points, and goals, ensuring every solution we design adds value.

3.3 Collaboration and Teamwork

At Pitstop, we believe that **collaboration is the key to success**. Teamwork is deeply ingrained in our culture, and every member of the team is considered a critical part of the whole.

Open Communication:

We maintain an environment where every voice is heard, and ideas flow freely. Open communication fosters trust, transparency, and innovation within our teams.

Mutual Respect:

Respect is the foundation of our interactions. Whether it's between team members, clients, or suppliers, we treat everyone with dignity and professionalism.

Team Synergy:

We encourage a strong sense of unity and shared goals, ensuring that all departments work seamlessly together to achieve outstanding results for our clients.

Supportive Environment:

We provide an environment where team members feel supported and motivated to excel, creating a workplace where productivity and positivity thrive.

3.4 Continuous Learning

We believe that **growth is a journey**, not a destination. At Pitstop, we are dedicated to empowering our team to reach their full potential through learning and development opportunities.

Training and Development:

We actively invest in our team by offering training programs, workshops, and certifications that sharpen their skills and keep them at the forefront of industry trends.

Knowledge Sharing:

We encourage a culture of mentorship and collaboration, where team members share knowledge, ideas, and expertise to uplift one another.

Adaptability:

In a rapidly changing industry, we strive to keep our team equipped with the latest tools, technologies, and methodologies to remain innovative and competitive.

Personal and Professional Growth:

We support our team members' aspirations, helping them align their personal career goals with the company's vision.

3.5 Valuing Our Suppliers

Our suppliers are integral to our success, and we approach every supplier relationship with **integrity, respect, and professionalism.**

Honoring Contracts:

We are committed to honoring all agreements made with our suppliers, ensuring transparency and fairness in every transaction.

Ethical Onboarding:

We carefully select suppliers who share our values of quality, reliability, and ethical practices, creating partnerships built on trust and mutual benefit.

Shared Vision:

At Pitstop, we view our suppliers as collaborators, not just service providers. We actively involve them in our vision and goals, fostering partnerships that contribute to the success of our projects and campaigns.

Timely Payments:

We prioritize maintaining healthy relationships by ensuring prompt payments and clear communication to avoid misunderstandings.

3.6 Commitment to Our Customers

Our customers are at the core of everything we do, and we are **dedicated to exceeding their expectations** in every way possible.

Customer-Centric Approach:

We put our customers first, ensuring that their needs, goals, and challenges are fully understood and addressed with tailored solutions.

Excellence in Service Delivery:

We pride ourselves on providing **exceptional customer service**, delivering on time, within budget, and to the highest standards of quality.

Building Long-Term Relationships:

Our focus is not just on transactions but on building lasting partnerships based on trust, respect, and consistent performance.

Going the Extra Mile:

Whether it's a simple design or a complex campaign, we go above and beyond to deliver results that delight our clients and set their brands apart.

Transparency and Accountability:

We believe in open and honest communication with our clients, keeping them informed every step of the way and taking responsibility for delivering on our promises.

Innovative Problem Solving:

When challenges arise, we work closely with our customers to find creative, effective solutions that align with their goals and vision.

Code of Ethics & Integrity Policies

Pitstop's Commitment to Integrity and Excellence

Since its inception, Pitstop has upheld the highest standards of integrity, honesty, and fair dealings. These values have been deeply ingrained in the Company's operations and corporate culture, ensuring full compliance with all applicable laws. Pitstop's employees embody these principles daily, creating a foundation of trust that has strengthened the Company's reputation over the years. Today, this reputation remains one of Pitstop's most valuable assets and is integral to its continued growth and success.

The Pitstop Corporate Business Principles

At the heart of Pitstop's operations lies its Corporate Business Principles, which define the core values and ethical guidelines the Company is committed to. These principles serve as the foundation for all business practices, fostering an environment where integrity, excellence, and accountability thrive. The **Code of Business Conduct** supports the implementation of these principles by outlining clear, non-negotiable minimum standards of behavior.

This Code provides a roadmap for navigating potential challenges, ensuring that all actions align with Pitstop's mission, values, and legal obligations. While the Code does not cover every possible scenario, it serves as a reference point for measuring actions and making informed decisions.

Whenever employees face uncertainty regarding the proper course of action, they are encouraged to seek guidance. Ultimately, the responsibility to "do the right thing" lies with each employee, reflecting the shared commitment to Pitstop's values and ethical standards.

Guiding Principles for Employees

All Pitstop employees, associates, officers, and directors are expected to adhere to the following key principles that define their roles and responsibilities within the Company:

1. **Protect the Company's Reputation**
 - o Avoid any conduct, action, or behavior that could harm or pose a risk to Pitstop's reputation.
 - o Maintain professionalism and integrity in all interactions with clients, suppliers, and team members.
2. **Act Legally and Honestly**
 - o Comply with all applicable laws and regulations.
 - o Conduct business transparently, fairly, and truthfully in all situations.
3. **Prioritize the Company's Interests**
 - o Place the interests of Pitstop ahead of personal or external interests.
 - o Make decisions that align with the Company's goals and vision.
4. **Commitment to Zero Tolerance for Corruption**
 - o Refrain from engaging in any corrupt practices, bribery, or unethical actions.

- Foster a culture of honesty and accountability throughout all business operations.

1. **Accountability and Ownership**

- Take full responsibility for individual actions and decisions.
- Strive for excellence and continuous improvement in all tasks.

2. **Professionalism**

All team members are expected to demonstrate the highest level of professionalism in every interaction, whether with clients, colleagues, or suppliers. This includes maintaining a courteous, respectful, and business-like demeanor at all times, upholding the values of Pitstop Limited, and consistently working towards the best interests of the company.

3. **Respect for Deadlines**

At Pitstop, we thrive in a dynamic and fast-paced environment where delivering projects on time is paramount. Meeting deadlines is not only essential for maintaining our reputation but also for ensuring the ongoing success and growth of the company.

All team members are expected to prioritize their tasks and deliver their work within the agreed timelines.

Pitstop's Core Cultural Pillars

The culture at Pitstop is built on foundational principles that drive success, collaboration, and ethical practices. These pillars define how the Company operates, interacts with stakeholders, and achieves its mission.

1. **Christian Foundations**

Pitstop is a Christian-based organization, and its principles shape every aspect of the Company's operations. These values foster an environment of respect, integrity, and compassion, ensuring that all dealings are ethical and inclusive.

Prayer and Reflection: The Company encourages starting the day's operations, meetings, or activities with moments of prayer or reflection to center its team and reaffirm its mission.

Respect and Inclusion: While rooted in Christian values, Pitstop respects and welcomes people of all faiths and backgrounds, promoting inclusivity and mutual understanding.

Kingdom Business Principles: Pitstop operates as a Kingdom Business, meaning its decisions are guided by principles such as zero corruption, tolerance, patience, honesty, and servant leadership.

2. **Commitment to Creativity**

Creativity is the lifeblood of Pitstop's operations. The Company strives to continuously innovate and deliver solutions that inspire and captivate audiences. Employees are encouraged to:

Think Outside the Box: Challenge conventional methods and develop groundbreaking ideas.

Question the Status Quo: Identify new approaches to solving problems and delivering value.

Create Impactful Solutions: Design creative strategies that meet and exceed client expectations.

3. Collaboration and Teamwork

Pitstop values its employees as vital contributors to its success. Teamwork and collaboration are fundamental to creating a productive and positive work environment.

Open Communication: Employees are encouraged to express ideas and provide feedback freely.

Mutual Respect: A culture of respect and understanding is fostered among team members, clients, and suppliers.

Shared Goals: The Company's success is built on shared objectives and a collective effort to achieve them.

4. Continuous Learning and Growth

Pitstop is committed to the professional growth of its employees, ensuring they stay at the forefront of industry trends and advancements.

Training and Development: Employees are supported in pursuing workshops, certifications, and training programs that enhance their skills.

Career Progression: Opportunities for growth and career advancement are prioritized within the Company.

Knowledge Sharing: Team members are encouraged to share insights and best practices to foster collective growth.

5. Valuing Suppliers

Pitstop recognizes the importance of building strong relationships with suppliers. These partnerships are nurtured with integrity and mutual respect.

Honoring Contracts: The Company ensures that all agreements with suppliers are honored promptly and transparently.

Ethical Onboarding: Suppliers are vetted based on ethical standards, quality, and alignment with Pitstop's vision.

Shared Vision: Suppliers are treated as partners who share in the Company's commitment to excellence and innovation.

6. Commitment to Customers

Pitstop's customers are at the heart of everything it does. The Company is dedicated to delivering exceptional value and exceeding client expectations.

Customer-Centric Approach: Solutions are tailored to meet the unique needs of each client.

Timely Delivery: Projects are executed with efficiency and attention to detail, ensuring deadlines are met.

Building Long-Term Relationships: Pitstop seeks to establish enduring partnerships by consistently delivering quality and value.

Section 1: Compliance with Laws, Rules, and Regulations

We uphold the law in all circumstances.

At Pitstop Limited, both the company and its employees are committed to abiding by the law at all times. It is imperative that we comply with all applicable local, national, and international laws, rules, and regulations relevant to our operations. Our commitment to compliance extends to internal rules and regulations, which are often more stringent than the basic legal requirements. Employees are expected to uphold the company's values by ensuring that their actions align with these laws and internal policies. Compliance is not negotiable, and adherence to legal and regulatory frameworks is essential to maintaining the company's integrity, reputation, and operational success.

Section 2: Conflicts of Interest

We act in the best interests of Pitstop Limited.

A **Conflict of Interest** occurs when an employee's personal interests, or the interests of a third party, interfere with or appear to interfere with the employee's duty to act in the best interests of Pitstop. This could lead to a situation where it becomes difficult for the employee to make decisions impartially.

1. Employees should avoid any situation that could lead to a **Conflict of Interest**.
2. If an employee identifies a potential or actual Conflict of Interest, they are required to disclose it promptly to their Line Manager, Human Resources (HR), or Legal Consultants. This ensures that the matter can be addressed in a transparent and fair manner.

It is essential that employees understand the significance of transparency when it comes to conflicts and take proactive steps to resolve them. By doing so, we foster an environment of trust and fairness, which is fundamental to Pitstop's success.

Section 3: Corporate Opportunities

We prioritize the advancement of Pitstop's business.

Employees of Pitstop are prohibited from engaging in any activities that could potentially compete with the company. This includes using business opportunities discovered during the course of employment for personal gain unless the company has expressly waived its interest in the opportunity.

1. If an employee comes across a business opportunity that could potentially benefit Pitstop, they are obligated to inform their Line Manager, who will then assess whether the company is interested in pursuing the opportunity.
2. If Pitstop decides not to pursue the opportunity, the employee may pursue it independently, provided that it does not directly or indirectly compete with the company's operations.

This policy ensures that the company's interests are safeguarded and that employees maintain their focus on Pitstop's long-term objectives.

Section 4: Antitrust and Fair Dealing

We believe in the value of fair competition.

Pitstop is committed to competing successfully in the marketplace while fully complying with all applicable **antitrust**, **competition**, and **fair dealing** laws. Employees must adhere to the following principles:

Commercial policies, prices, and strategies are to be set independently. Agreements, formal or informal, with competitors or non-related parties to fix prices or allocate markets are strictly prohibited.

Pitstop does not engage in market allocation with competitors and ensures that market opportunities are achieved through fair competition.

Pitstop guarantees fair dealings with customers, suppliers, and partners.

Employees, particularly those involved in marketing, sales, purchasing, or regularly interacting with competitors, must be familiar with relevant competition laws. When in doubt, the Legal Department should be consulted.

By abiding by these principles, we support healthy competition and ensure that we uphold ethical business practices.

Section 5: Confidential Information

We value and safeguard both our own and others' confidential information.

Confidential information refers to any non-public information that could be of value to competitors or might impact Pitstop's operations, including but not limited to trade secrets, proprietary processes, marketing strategies, financial data, salary details, and intellectual property.

Employees must safeguard confidential information both during and after employment. Unless legally required or authorized by management, no confidential information should be disclosed.

Employees should be vigilant in preventing unintentional disclosures, particularly when handling sensitive data.

Pitstop extends this confidentiality obligation to third parties, including customers, suppliers, and joint venture partners, ensuring that any confidential information shared with the company is handled with the same level of care as Pitstop's own data.

By protecting confidential information, Pitstop ensures its competitive advantage and the trust of its business partners.

Section 6: Fraud, Protection of Company Assets, Accounting

We demand integrity and respect for the company's assets.

Employees are prohibited from engaging in any fraudulent activities or dishonest conduct that could compromise the integrity of Pitstop's financial reporting or assets. Fraudulent actions can lead to serious legal consequences, including criminal charges.

Pitstop's financial records are vital for effective business management and for meeting obligations to stakeholders. All financial records must be accurate and comply with Pitstop's accounting standards.

Employees are responsible for protecting the company's physical and intellectual assets, including information systems, trademarks, and proprietary knowledge, from theft, damage, misuse, or destruction.

Pitstop reserves the right to monitor and inspect its assets, including email, data, and files stored on company systems.

Upholding these standards is essential to maintaining financial integrity and protecting the company's reputation.

Section 7: Bribery and Corruption

We unequivocally condemn bribery and corruption.

Employees must never offer or accept bribes or other improper financial benefits in any form, whether through intermediaries or directly, to gain or retain business advantages.

This policy applies to all interactions with third parties, whether public or private. Employees should avoid actions that could create the appearance of improper influence or preferential treatment.

Bribery or improper influence, including offering gifts, services, or contracts to related parties, will result in disciplinary action and potentially criminal charges.

Pitstop maintains a strict policy against political contributions from corporate funds, and any deviation from this policy must be approved by the CEO and the Board.

By rejecting bribery and corruption, we ensure that all business dealings are conducted ethically and transparently.

Section 8: Gifts, Meals, and Entertainment

We engage in business based on competence and quality.

Employees must not allow gifts, meals, or entertainment to influence business decisions or create an impression of improper influence.

Gifts, meals, and entertainment must be reasonable, appropriate under the circumstances, and in line with Pitstop's market-specific policies.

Gifts of cash, loans, kickbacks, or other financial advantages are strictly prohibited.

In case of doubt, employees should consult their Line Manager or the Legal or Compliance Departments to ensure that they are acting within company policy.

Section 9: Discrimination and Harassment

We foster a workplace that respects diversity and personal dignity.

Pitstop is committed to providing a workplace free from discrimination and harassment. Employees are expected to respect each other's rights, regardless of origin, nationality, religion, race, gender, age, or sexual orientation.

Discrimination or harassment, whether verbal, physical, or otherwise, is unacceptable. Employees who believe that they have been subjected to such behavior should raise their concerns with the HR Department.

By maintaining a respectful and inclusive environment, Pitstop promotes a culture of mutual respect and professionalism.

Section 10: Failure to Comply

We are all responsible for adhering to the Code.

Employees are individually responsible for ensuring compliance with this Code and should seek guidance from their Line Manager, HR, or the Legal or Compliance departments when necessary.

Failure to comply with this Code may result in disciplinary action, up to and including dismissal, and in some cases, legal or criminal sanctions.

Each employee's commitment to the Code is crucial in maintaining the company's integrity and ethical standards.

Section 11: Reporting Illegal or Non-Compliant Conduct

We take accountability for ensuring that we all act with integrity.

Employees are encouraged to report any actions or practices that they believe violate this Code or are illegal.

Reports can be made to Line Managers, HR, Legal, or Compliance departments. In certain cases, concerns can be raised directly to higher management, including the CEO.

Pitstop ensures that all complaints are properly investigated and that employees who report violations in good faith are protected from retaliation.

By fostering an open and transparent environment, we ensure that unethical or illegal conduct is addressed swiftly and fairly.

HR Policy Manual

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1. Introduction

1.1 Purpose of the HR Policy Manual

The purpose of this HR Policy Manual is to provide clear, concise, and professional guidelines for all employees of **Pitstop Limited**. This manual serves as a reference for employees and management in understanding expectations, rights, and responsibilities within the company. It aims to create a consistent, transparent, and respectful work environment for all staff.

1.2 Scope

This policy manual applies to all full-time, part-time, temporary, and contract employees of Pitstop Limited. It covers all matters related to employment practices, conduct, performance, benefits, and workplace standards.

1.3 Policy Statement

Pitstop Limited is committed to fostering a fair, inclusive, and respectful work environment. We aim to create an atmosphere of trust, accountability, and professionalism that encourages individual growth and the overall success of the company.

2. Employment Practices

2.1 Equal Employment Opportunity

Pitstop Limited is an Equal Opportunity Employer. We are committed to ensuring equal opportunities for all employees, regardless of race, gender, ethnicity, sexual orientation, religion, disability, or any other characteristic protected by law. Discrimination in any form is prohibited.

2.2 Recruitment & Selection

The recruitment and selection process shall be fair, transparent, and non-discriminatory. All job postings, interviews, and selection processes shall focus solely on an individual's qualifications and ability to perform the job.

2.3 Employment Status

 Employees may be categorized as:

Full-Time Employees: Regular employees working full-time hours (45 hours/week).

Part-Time Employees: Employees working less than 40 hours per week.

Temporary Employees: Employees hired for a specific project or time frame.

Contract Employees: Employees hired under a contract with specific terms.

2.4 Job Classifications

Job classifications are based on roles, skills, and responsibilities. Employees will be informed of their job classification during the recruitment process, and the classification will be reviewed annually.

2.5 Employee Probation

All new employees will undergo a probationary period of three (3) months. During this period, the company will assess the employee's performance, behavior, and overall fit within the organization. A performance review will be conducted at the end of the probationary period, after which the employee may be confirmed or terminated.

3. Employee Conduct & Expectations

3.1 Professionalism & Work Ethic

All employees are expected to demonstrate professionalism, integrity, and a strong work ethic at all times. This includes adherence to deadlines, effective communication, and the ability to work collaboratively.

3.2 Attendance & Punctuality

Employees are expected to report to work on time and maintain regular attendance. Excessive tardiness or absenteeism may result in disciplinary action.

3.3 Code of Conduct

Employees must comply with company policies, rules, and regulations. Any behavior that undermines the professional work environment, such as harassment, insubordination, or theft, will be grounds for disciplinary action.

3.4 Conflict Resolution

Pitstop encourages open communication and the resolution of workplace conflicts through discussion and mediation. Employees are encouraged to resolve conflicts directly with one another and may involve management or HR if needed.

3.5 Anti-Discrimination & Harassment Policy

Discrimination, harassment, or any other form of inappropriate behavior is strictly prohibited. The company has a zero-tolerance policy for any form of harassment, whether sexual, verbal, physical, or otherwise.

3.6 Substance Abuse Policy

The use or possession of illegal drugs or alcohol while at work is prohibited. Employees found in violation of this policy will face disciplinary action.

3.7 Personal Appearance & Dress Code

Employees must maintain a professional appearance. A smart-casual dress code is required, with specific guidelines for client-facing roles. The company reserves the right to establish more formal dress codes for certain departments as needed.

4. Compensation & Benefits

4.1 Salary Structure & Pay Periods

Employees will be compensated according to the company's salary structure, which will be based on job classification, qualifications, and experience. Salaries will be paid on a [bi-weekly/monthly] basis.

4.2 Overtime & Work Hours

Employees are expected to work 45 hours per week. Overtime will be paid at a rate of Kshs. 200/hour for hours worked beyond the regular working hours, subject to company approval.

4.3 Employee Benefits

Eligible employees will have access to a range of benefits, including Government health insurance (SHIF), Government retirement savings (NSSF), and paid leave. Benefits may vary based on employment status (full-time vs. part-time).

4.4 Leaves & Time Off

Employees are entitled to 21 days of paid vacation annually, as well as paid sick leave and statutory holidays. Leave requests must be submitted in advance.

4.5 Bonus and Incentive Programs

Performance-based bonuses may be awarded at the discretion of the management. Additional incentives may be provided for achieving specific business goals or targets.

5. Training & Development

5.1 Training Programs

Pitstop is committed to the continuous development of its employees. Training programs will be offered periodically to ensure that employees maintain relevant skills.

5.2 Professional Development

The company supports ongoing professional development and will encourage employees to attend seminars, workshops, and courses related to their roles. Financial support may be available for certain professional development activities.

5.3 Career Progression

Career growth opportunities within Pitstop are based on merit. Employees will have access to internal job postings and opportunities for advancement.

6. Performance Management

6.1 Performance Evaluation

Employees will undergo an annual performance review, which will be used to assess performance, set objectives for the next year, and provide constructive feedback.

6.2 Promotion Policy

Promotions are based on individual performance, experience, and contribution to the company's goals. Internal candidates are encouraged to apply for open positions.

6.3 Disciplinary Procedures

Employees will be disciplined in a manner that is consistent, fair, and based on the severity of the infraction. Possible disciplinary actions include verbal warnings, written warnings, suspension, or termination.

7. Health & Safety

7.1 Workplace Safety Policy

Pitstop is committed to providing a safe work environment. Employees must adhere to all safety protocols and report unsafe conditions immediately.

7.2 Reporting Accidents and Injuries

Any accidents or injuries that occur in the workplace must be reported immediately to HR or the designated safety officer.

7.3 Emergency Procedures

Emergency evacuation plans will be communicated to all employees. Regular drills will be conducted to ensure that employees know how to respond in case of emergencies.

8. Workplace Environment

8.1 Diversity & Inclusion

Pitstop fosters an inclusive workplace where employees from diverse backgrounds feel valued. We celebrate differences and encourage all employees to contribute their unique perspectives.

8.2 Anti-Bullying & Harassment Policy

Bullying or harassment of any kind is strictly prohibited. The company encourages employees to report any instances of harassment without fear of retaliation.

8.3 Confidentiality & Data Protection

Employees must maintain confidentiality regarding company information, client data, and intellectual property. A breach of confidentiality will result in disciplinary action.

8.4 Employee Welfare

Pitstop supports the well-being of its employees by offering health and wellness programs, providing a supportive environment, and maintaining open lines of communication.

9. Termination of Employment

9.1 Voluntary Termination

Employees may resign at any time with written notice of one month. Upon resignation, the employee is expected to return all company property.

9.2 Involuntary Termination

The company may terminate an employee's employment for reasons such as performance issues, violation of company policies, or restructuring. Proper documentation will be provided to the employee.

9.3 Exit Procedures

Upon termination, an exit interview will be conducted to gather feedback. Employees must complete all clearance procedures and return all company property.

10. Policy Violations and Consequences

10.1 General Guidelines

Any violation of the policies outlined in this manual will be subject to review and potential disciplinary action. Disciplinary actions will be determined on a case-by-case basis and will be consistent with the severity of the violation.

10.2 Types of Violations

Violations may include but are not limited to:

- Discrimination or harassment
- Substance abuse
- Theft or dishonesty
- Violations of safety protocols
- Insubordination

10.3 Consequences of Violations

Consequences for violations may include verbal warnings, written warnings, suspension, demotion, or termination, depending on the severity and frequency of the violation.

Acknowledgment

I, _____ have received, read, and understood the contents of the Pitstop Limited HR Policy Manual. I agree to abide by the policies and procedures outlined above.

Employee Signature: _____

Date: _____

Occupational Health and Safety (OHS) Policy Manual

1. Introduction

1.1 Purpose

To provide a safe and healthy workplace for all employees, contractors, visitors, and stakeholders by minimizing risks, preventing injuries, and fostering a culture of safety.

1.2 Scope

This policy applies to all employees, contractors, and visitors working at or interacting with [Company Name] facilities and activities.

1.3 Objectives

- Protect the health, safety, and well-being of all employees, contractors, and visitors.
 - Comply with all applicable legal and regulatory occupational health and safety requirements.
 - Continuously improve health and safety management systems.
-

2. Leadership and Commitment

2.1 Management Responsibilities

- Ensure compliance with OHS regulations and standards.
- Provide necessary resources for implementing safety measures.
- Review and assess the effectiveness of the OHS policy annually.

2.2 Employee Responsibilities

- Follow all safety procedures and report hazards or incidents promptly.
- Participate in training and emergency drills.
- Take reasonable care of their health and safety and that of others.

2.3 Contractor and Visitor Responsibilities

- Adhere to all OHS requirements while on company premises.
- Report any unsafe conditions or incidents to a designated supervisor.

3. Legal Compliance

3.1 Regulatory Framework

Occupational Health and Safety (OHS) is primarily governed by the **Occupational Safety and Health Act, 2007 (OSHA, 2007)**. This law, along with subsidiary regulations, provides a framework for ensuring the safety, health, and welfare of workers in all workplaces across the country.

3.2 Industry Standards

Adherence to recognized industry standards (e.g., ISO 45001, OSHA standards) in all operational aspects.

4. Risk Management

4.1 Hazard Identification

Regular workplace inspections to identify and evaluate hazards.
Employee feedback on potential risks.

4.2 Risk Assessment and Mitigation

Assess risks associated with identified hazards and prioritize control measures.
Apply the hierarchy of controls: eliminate, substitute, engineer controls, administrative controls, and personal protective equipment (PPE).

4.3 Incident Reporting and Investigation

All incidents, near misses, and unsafe conditions must be reported within [timeframe, e.g., 24 hours].
Conduct thorough investigations to determine root causes and prevent recurrence.

5. Training and Awareness

5.1 Employee Training

Mandatory OHS induction training for all new employees.
Regular refresher training on safe work practices, emergency procedures, and hazard-specific training.

5.2 Specialized Training

Task-specific training for high-risk activities (e.g., handling hazardous substances, operating machinery).

5.3 Communication and Awareness

Display safety signage and bulletins prominently.
Conduct regular safety meetings and toolbox talks.

6. Emergency Preparedness and Response

6.1 Emergency Procedures

Develop and communicate emergency response plans (e.g., fire, medical emergencies, chemical spills).
Regular emergency drills to evaluate preparedness.

6.2 Emergency Equipment

Maintain emergency response equipment (e.g., fire extinguishers, first aid kits) and ensure they are easily accessible.
Train designated personnel in first aid and emergency response.

7. Health and Well-being

7.1 Medical Surveillance

Pre-employment and periodic health checks for employees in high-risk roles.
Confidential handling of employee health information.

7.2 Workplace Wellness Programs

Promote physical and mental well-being through wellness initiatives.
Provide access to counseling and support services.

8. Personal Protective Equipment (PPE)

8.1 PPE Policy

Provide appropriate PPE to employees based on job requirements.
Ensure proper usage, maintenance, and replacement of PPE.

8.2 PPE Training

Train employees on the correct usage, limitations, and care of PPE.

9. Monitoring and Audits

9.1 Internal Audits

Conduct regular audits of the OHS management system to ensure compliance.
Address identified deficiencies promptly.

9.2 Performance Indicators

Track key safety performance indicators (e.g., incident rates, training completion rates).

9.3 Continuous Improvement

Regularly review and update policies based on audit findings, regulatory changes, and emerging risks.

10. Disciplinary Action

10.1 Non-Compliance

Clear procedures for addressing violations of safety protocols.
Disciplinary measures ranging from warnings to termination, depending on the severity of the violation.

11. Roles and Responsibilities

11.1 OHS Committee

Establish an Occupational Health and Safety Committee with representation from management and employees.
Hold regular meetings to discuss safety issues and improvements.

11.2 OHS Officer

Designate a qualified OHS officer to oversee the implementation and monitoring of safety measures.

12. Documentation and Record-Keeping

12.1 Records Management

Maintain records of incidents, inspections, training, and audits for [specified duration, e.g., 5 years].

12.2 Confidentiality

Ensure all personal and sensitive information is handled securely.

13. Policy Review and Updates

13.1 Review Schedule

The OHS policy will be reviewed annually or following significant incidents or regulatory changes.

13.2 Stakeholder Involvement

Involve employees, management, and other stakeholders in the review process.

14. Approval and Endorsement

This Occupational Health and Safety Policy Manual is approved and endorsed by the undersigned:

Name of Managing Director:

Date:

Commitment to the Environment

At Pitstop Limited, we recognize the critical importance of protecting the environment in all aspects of our printing and branding operations. We are committed to minimizing our ecological footprint while providing high-quality services to our clients. As a socially responsible company, we adhere to sustainable practices and strive to make a positive impact on the planet, the communities we serve, and future generations.

Our Environmental Vision

Our vision is to become a leader in environmentally responsible printing and branding by implementing sustainable solutions that reduce waste, conserve resources, and promote eco-friendly innovations in the industry.

Core Commitments

Pitstop Limited's commitment to the environment is driven by the following principles:

1. Sustainable Material Sourcing

Eco-Friendly Materials: We prioritize the use of recyclable, biodegradable, and renewable materials in our printing and branding products.

Supplier Selection: We collaborate with suppliers who share our commitment to environmental sustainability and provide certified eco-friendly raw materials.

2. Waste Management and Reduction

Reduce, Reuse, Recycle: We minimize waste at every stage of production by implementing the "3Rs" (Reduce, Reuse, Recycle) throughout our operations.

Recycling Programs: We actively recycle paper, packaging materials, and other waste generated in our production process.

Safe Disposal: Hazardous waste, such as used inks, toners, and chemicals, is disposed of in compliance with environmental regulations to avoid pollution.

3. Energy Efficiency

Efficient Equipment: We invest in modern, energy-efficient printing and branding machinery to minimize power consumption.

Renewable Energy: We explore the use of renewable energy sources, such as solar power, to reduce dependence on non-renewable energy.

Energy Conservation: Employees are encouraged to adopt energy-saving practices, such as switching off equipment when not in use.

4. Responsible Printing Practices

Low-VOC Inks: We use low-VOC (Volatile Organic Compound) or water-based inks to minimize harmful emissions during the printing process.

Digital Printing: By leveraging digital printing technologies, we reduce material wastage and energy consumption compared to traditional printing methods.

Print-On-Demand: We promote print-on-demand services to avoid overproduction and reduce resource use.

5. Carbon Footprint Reduction

Carbon Offsetting: We engage in carbon offset programs by supporting tree-planting initiatives and renewable energy projects.

Local Sourcing: We aim to reduce transportation emissions by sourcing materials locally whenever possible.

6. Water Conservation

Efficient Water Use: We monitor and reduce water usage in our production processes, ensuring minimal wastage.

Water Treatment: We invest in water treatment systems to safely manage and discharge water used in our operations.

7. Eco-Friendly Packaging

Sustainable Packaging: We use biodegradable and recyclable packaging materials for our products.

Minimal Packaging: Wherever possible, we reduce excess packaging to minimize waste.

8. Green Office Practices

Paperless Operations: We promote paperless systems in our administrative and operational processes through the use of digital tools.

Employee Engagement: Our staff is trained and encouraged to adopt environmentally friendly practices, such as waste segregation and energy conservation.

9. Compliance with Environmental Laws

Regulatory Adherence: We comply with all local and international environmental regulations, including those set forth by the National Environment Management Authority (NEMA) in Kenya.

Environmental Audits: Regular audits are conducted to assess our environmental performance and ensure compliance.

10. Community Engagement

Awareness Campaigns: We engage with our clients and the broader community to raise awareness about the importance of sustainability in printing and branding.

Partnerships: We collaborate with environmental organizations, NGOs, and other stakeholders to support environmental conservation initiatives.

11. Continuous Improvement

Sustainability Goals: We set measurable environmental goals and targets and continually evaluate and improve our performance.

Innovation: We invest in research and development to adopt the latest sustainable technologies and practices.

Our Environmental Goals

Pitstop Limited is dedicated to achieving the following long-term goals:

1. **Waste Reduction:** Reduce overall production waste by 30% within the next three years.
 2. **Energy Efficiency:** Transition to at least 50% renewable energy sources by 2030.
 3. **Carbon Neutrality:** Achieve carbon neutrality by 2035 through offsets and sustainable practices.
 4. **Client Engagement:** Increase the use of eco-friendly materials in at least 80% of client projects by 2025.
-

Partnering for Sustainability

As part of our commitment to sustainability, we actively engage with our clients and suppliers to promote environmentally friendly choices. By choosing Pitstop Limited, clients contribute to the global effort to protect the environment, as we integrate sustainability into every aspect of our operations.

Our Pledge

At Pitstop Limited, environmental stewardship is not just a responsibility—it's a core part of our identity. We pledge to continue evolving our practices, adopting innovative solutions, and inspiring others to join us in creating a cleaner, greener future.

Corporate Social Responsibility (CSR) Policy:

Powered by the Givers Never Lack (GNL) Initiative

At **Pitstop Limited**, we believe in giving back to the communities we serve, guided by the principle that "**Givers Never Lack**" (GNL). Our Corporate Social Responsibility (CSR) is deeply rooted in empowering lives, restoring dignity, and uplifting underprivileged communities through sustainable, impactful, and meaningful initiatives. Through the **GNL Initiative**, we dedicate **10% of every sale** to fuel programs that address essential needs and provide opportunities for growth and empowerment.

Our Mission

To create lasting change by addressing societal challenges, restoring dignity, and empowering communities to thrive through structured programs and targeted interventions.

Our CSR Pillars

The GNL Initiative operates under five core pillars, each designed to meet specific needs within the communities we serve:

1. Dignity Packs

Providing essential supplies to the less fortunate in our society, ensuring that their basic human needs are met with respect and compassion.

Activities:

- Donation of food, clothing, hygiene products, and other essential items.
- Dignity Pack Days: Organized missions, driven by collaborative research and due diligence, to deliver essential items directly to families and individuals in need.

Impact Goal: Reach 500 families annually, ensuring they regain a sense of dignity and comfort.

2. Tamani Rescue Centre

Supporting orphaned and abandoned children by addressing their welfare, education, healthcare, and clothing needs.

Activities:

- Providing food, shelter, and clothing to children under the care of the rescue center.

- Facilitating access to quality education by paying tuition fees and providing learning materials.
- Offering healthcare support, including immunizations, regular health checkups, and counseling.

Impact Goal: Create a nurturing environment for at least 50 children annually, giving them a chance for a better future.

3. Community Welfare Programs

Addressing critical health and social challenges within communities to promote wellness and equality.

a. Malaria Campaign:

- Donation of treated mosquito nets to vulnerable families.
- Community awareness programs to educate people on malaria prevention strategies.

b. Period Pride Initiative:

- Promoting menstrual health and hygiene by donating sanitary pads to women and girls.
- Conducting quarterly workshops to raise awareness and reduce stigma around menstruation.

Impact Goals:

- Distribute 1,000 mosquito nets annually and host 10 awareness sessions.
 - Provide sanitary pads to at least 1,000 women and girls every quarter to restore their dignity and confidence.
-

4. Elimisha Initiative

Promoting education and academic excellence by supporting candidates sitting for national exams.

Activities:

- Distribution of free geometric sets to examination candidates in underserved schools.
- Motivational talks to encourage students to pursue academic and career goals.

Impact Goal: Provide geometric sets to 5,000 candidates annually to enhance their preparedness for national exams.

5. Talent Support

Harnessing the power of sports and talent to uplift the youth and keep them away from negative influences such as drug abuse.

Activities:

- Organizing an **annual soccer tournament** in partnership with the Job Hosea Foundation to promote teamwork, discipline, and personal growth.

- Supporting youth teams with sports uniforms, shoes, and other accessories.
- Talent scouting and mentorship for aspiring athletes.

Impact Goal: Engage 32 youth teams annually and provide necessary support to nurture young talent and promote a drug-free lifestyle.

How GNL Makes an Impact

Through GNL, we aim to:

Empower Communities: By addressing their most pressing needs with practical, targeted interventions.

Restore Dignity: By ensuring vulnerable individuals regain confidence, self-worth, and equal opportunities.

Foster Sustainability: By investing in programs that create long-term value and independence for beneficiaries.

Funding and Accountability

10% of Sales Dedication: Pitstop Limited commits 10% of its revenue from every sale to fund GNL projects.

Partnerships: We collaborate with local organizations, foundations, and stakeholders to maximize our reach and impact.

Why CSR Matters to Pitstop Limited

Our commitment to CSR is not just a corporate obligation—it is a reflection of our core values and purpose. Through the GNL Initiative, we aim to:

Build stronger, healthier, and more equitable communities.

Strengthen our relationship with clients and stakeholders who share our vision for positive change.

Inspire our employees and partners to embrace a culture of giving.

Join Us in Making a Difference

We encourage clients, employees, and stakeholders to support and participate in GNL activities. Together, we can empower lives, restore dignity, and create a better future—one soul at a time.

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Funding and Accountability

10% of Sales Dedication: Pitstop Limited commits 10% of its revenue from every sale to fund GNL projects.

Transparency and Reporting: We maintain transparency by publishing annual reports detailing our CSR activities, financial allocations, and community impact.

Partnerships: We collaborate with local organizations, foundations, and stakeholders to maximize our reach and impact.

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Creative, Marketing & Branding Agency

Graphic & Web Design

Digital Marketing

Printing & Branding

PR & Strategic Communications

General Supplies

PITSTOP LIMITED

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