



# Annual Report 2025

(Turning Learning into Earning)



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# Foreword from the Board Chair & Executive Director

## Word from the Board Chair

Dear Partners and Supporters,

In 2025, Her Initiative continued to demonstrate meaningful progress in advancing the economic empowerment and rights of girls and young women. The organization strengthened its focus on connecting skills development to real economic opportunities through digital inclusion, entrepreneurship, and leadership pathways that deliver practical and transformative outcomes.

The Board remains encouraged by her initiative's commitment to sustainable impact through partnerships, youth-led approaches, and scalable solutions. We continue to provide strategic oversight to ensure accountability, resilience, and alignment with the organization's mission.

We extend our sincere appreciation to partners, donors, the management team, and the young women whose determination drives this work forward. Together, we are building a future where every young woman has the opportunity and support to shape her own path.

With appreciation,



**Ms. Vanessa Anyoti**  
Board Chairperson,  
Her Initiative

## Word from the Executive Director

Dear Partners, Supporters and Changemakers,

2025 was a defining year for Her Initiative and a year of significant shifts across the development landscape. Amid funding uncertainties, changing priorities, and a rapidly evolving digital economy, we adapted, strengthened our model, and remained focused on what matters most: equipping young women with the skills, opportunities, and support to thrive.

This year, we reached 46,706 young women, girls, and community members through integrated interventions advancing economic empowerment, leadership, and systems change. Young women built digital and entrepreneurial skills, started and strengthened businesses, and moved closer to financial independence. Adolescent girls grew in confidence and agency, while communities reinforced their role in protecting the rights and futures of girls.

Our approach continues to bridge the gap between learning and earning through a practical pathway of training, practice, access, action, and replication. This ensures that skills are not only learned but also translated into income, resilience, and long-term opportunity.

Across Panda Digital, Going Beyond, Mshiko Clubs, Plan B, and Stawi Lab, we saw how holistic support drives sustainable change. Panda Digital expanded young women's participation in the digital economy, while Stawi Lab strengthened youth-led organizations that extend this impact nationwide.

We also recognize that economic empowerment does not exist in isolation. Persistent barriers, gender-based violence, limited access to finance, and systemic inequalities continue to affect young women. Through our rights-based approach, we worked to ensure they are not only economically active but also safe, confident and able to lead.

As the development context continues to evolve, our focus remains on scaling what works, deepening impact and expanding access for more young women across Tanzania and beyond.

To our partners and supporters, thank you for walking this journey with us. To the young women and girls we serve, your resilience and ambition inspire our work every day.

Together, we are proving that when learning leads to earning, earning leads to leadership, and leadership drives lasting change.

With gratitude,



**Lydia Charles Moyo**  
Executive Director,  
Her Initiative

# ACHIEVEMENT SUMMARY

OUR IMPACT IN 2025

- **591**  
In-school girls empowered in agency & leadership skills to help them stay in school.
- **5,176**  
Young women increased their income through digital market expansion.

● **120**  
Out of school girls became financial independent after starting new income generation activities

● **14,368**  
Adolescent girls & young women strengthened in leadership, agency & decision making participation.

● **23,000**  
Community members strengthened commitment to protecting girl's rights.

● **46,706**  
Total young women reached



# 7.16M

Mass media & social media reach across all platforms





# WHO WE ARE

## Her initiative

is a young women-led nonprofit organization in Tanzania working to break cycles of poverty by enabling adolescent girls and young women to learn, earn, and lead with confidence.

We strengthen economic resilience by expanding access to practical entrepreneurship and digital skills, increasing pathways to safe income generation, and supporting young women to exercise agency in their households, businesses, and communities.

Our work is designed to be accessible and scalable combining rights-based programming, strong economic pathways, and real-time performance tracking to deliver measurable results.

We also partner with peer youth-led organizations to replicate and scale proven solutions across regions, ensuring impact extends beyond a single program site or cohort.



## Our Mission

We provide entrepreneurship and digital skills platforms to Tanzanian young women and support peer youth-led organizations to replicate and scale our approach.



## Our Vision

A Tanzania where young women earn sustainable income and lead with confidence in their families, businesses, and communities.

# HER INITIATIVE'S MODEL

## Turning Learning into Earning

Her Initiative delivers a rights-based and digitally enabled blueprint for young women's economic power that turns learning into earning and earning into leadership at scale.

The model follows a clear Learn → Earn → Lead pathway, where young women build entrepreneurship, digital, and financial skills, apply them to start and grow and reinvest income; and strengthen their agency and leadership in their households, businesses, and communities.

This pathway is operationalized through a structured engine of training, practice, action, and replication ensuring that skills translate into real income through market launch, market expansion, and on-going access to finance, tools, and support that enables growth.

The model is designed for scale, leveraging local organizations and digital platforms to expand opportunities for young women across communities.



# Our Strategic Pillars

## Strategic Priority 1: Enabling Economic and Financial Freedom

We facilitate economic and financial independence for adolescent girls and young women through digital inclusion, income generation, and job creation initiatives.

By equipping young women with practical entrepreneurship and digital skills, we aim to support 125,750 young women to secure sustainable livelihoods and contribute to community economic growth.



## Strategic Priority 3: Developing Innovative Partnerships for Program Delivery

We forge innovative partnerships for program design and implementation, while strengthening feminist and youth-led movements.

By collaborating with like-minded organizations, we amplify impact and expand opportunity for young women and girls.



## Strategic Priority 2: Equipping Young Women to Overcome Barriers

We support adolescent girls and young women to break through the barriers that prevent them from reaching their full potential, including gender-based violence (GBV) and the impacts of HIV/AIDS.

Through comprehensive programs that combine education, protection, and advocacy, we work to create safer and more equitable environments.

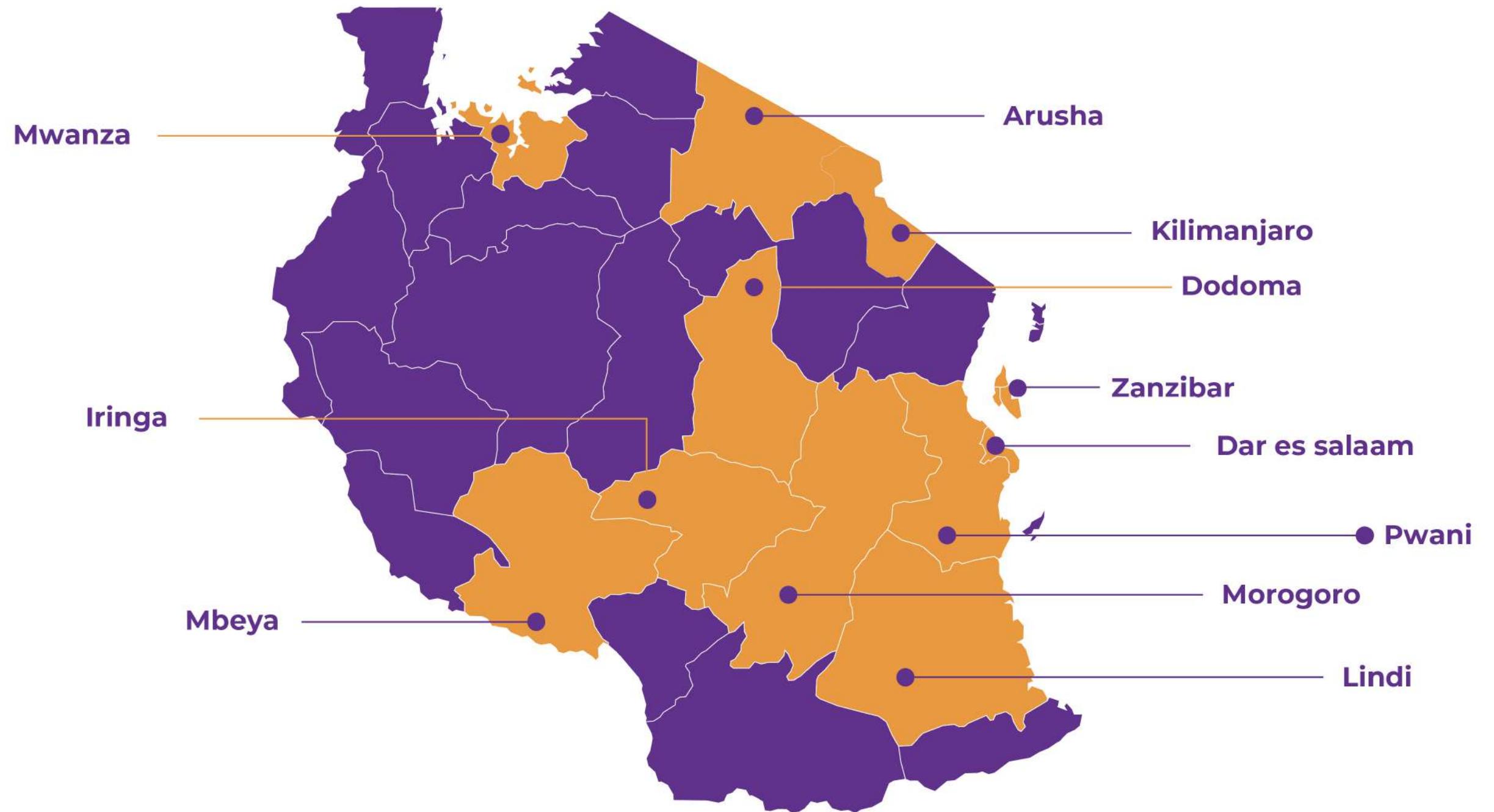
## Strategic Priority 4: Strengthening Institutional Capacity and Sustainability

We enhance Her Initiative's institutional capacity through robust operational systems, strong governance, and diversified funding.

This ensures long-term sustainability and enables us to expand our impact effectively.



# DELIVERING IMPACT ACROSS TANZANIA



# INTERVENTIONS

## PANDA DIGITAL

### Expanding Access to Digital Skills and Economic Opportunities

In 2025, Panda Digital continued to serve as Her Initiative’s flagship platform for delivering digital skills and economic opportunities to young women at scale.

Through the platform and outreach activities, 5,706 young women accessed digital skills and economic opportunities, strengthening their ability to participate in the digital economy.

Young women entrepreneurs increasingly adopted digital tools to market their products, reach customers, and improve how they manage their businesses.

Beyond access to knowledge, Panda Digital focused on practical application, enabling young women to translate skills into income-generating activities. The platform also created a space for connection, learning, and access to opportunities that support business growth.



### Platform Growth and User Engagement

In 2025, Panda Digital continued to strengthen its position as a leading platform for digital empowerment, attracting and engaging a growing number of young women.

The platform recorded over 21,000 active users, reflecting strong growth and sustained interest. On average, users spent 45 minutes per session, indicating meaningful engagement with courses and content.

The majority of users accessed the platform directly (69%), indicating strong brand recognition, user trust, and a high level of repeat engagement. Paid advertisements contributed 21% of total traffic, demonstrating their effectiveness in attracting new users and expanding reach.

The remaining 10% came from other channels, including social media and organic search, reflecting the role of ongoing multi-channel efforts in supporting overall visibility. Together, this distribution highlights a well-balanced acquisition strategy, where strong direct traffic is complemented by targeted campaigns and organic discovery.

While most users were based in Tanzania, Panda Digital also attracted a growing international audience, including users from Europe, North America, and other African countries. This reflects increasing global visibility and recognition of the platform’s work.

### Mobilization Campaigns and Outreach

User growth and engagement were supported through targeted campaigns, including #PandaUwezavyo and #JiongezeKidigitali, designed to increase visibility and encourage participation. Throughout the year:

Digital advertising campaigns reached over 2.4 million users  
 Bulk SMS campaigns promoted beauty course enrollment  
 Content marketing and course promotion sustained engagement and conversions.

This blended approach, combining digital platforms with SMS outreach, enabled Panda Digital to reach both highly connected users and those in low-connectivity environments.

Strengthening Business Growth and Income Generation  
 Beyond access and engagement, Panda Digital focused on enabling users to apply digital skills in real business contexts.

Participants strengthened their ability to use social media for marketing, engage customers, and expand their reach. By the end of the year, a significant proportion of users reported improved business performance, with many linking digital marketing practices to increased customer engagement and income growth.

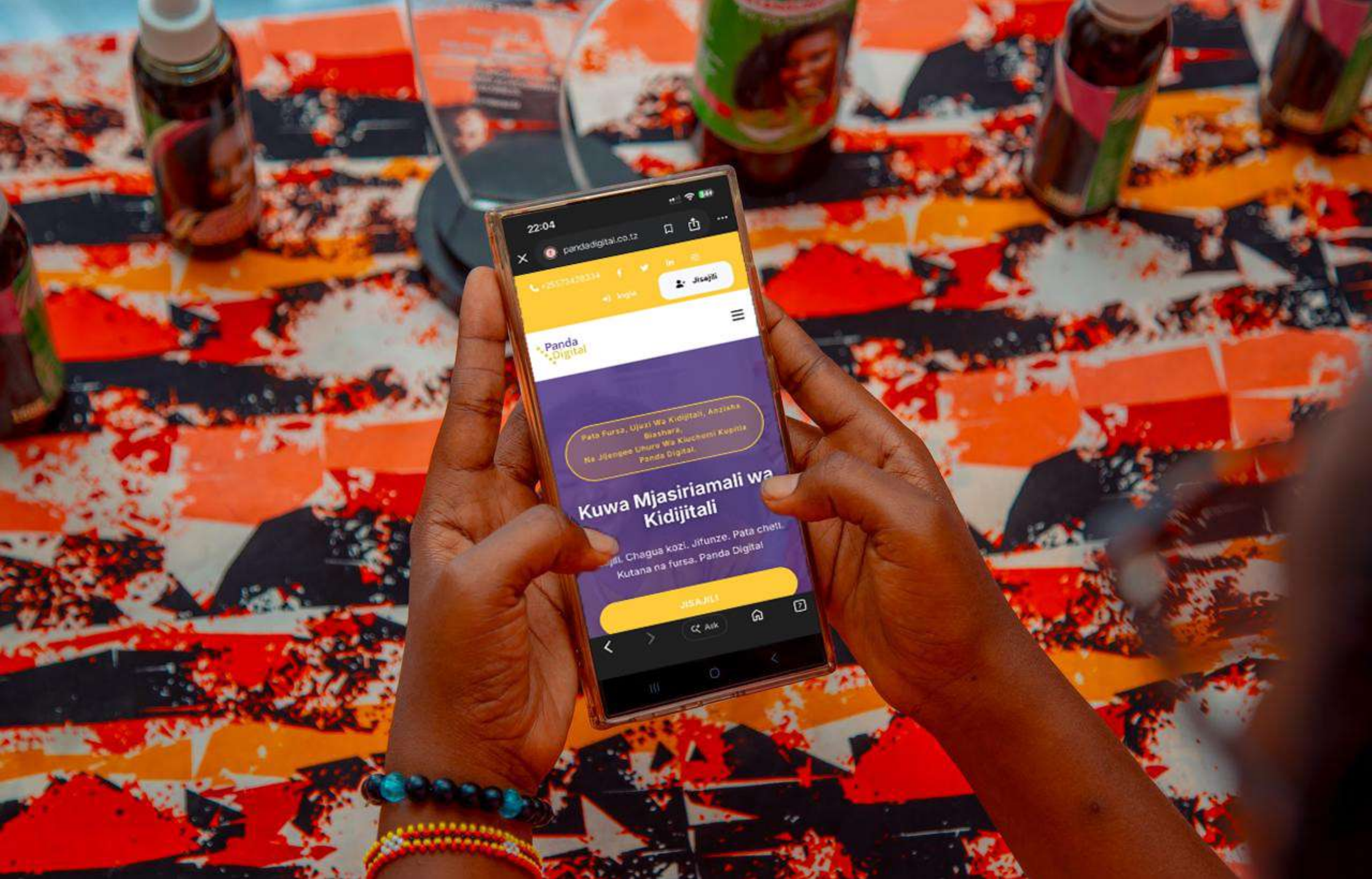
#### Beneficiary Spotlight: Frank Akunai

Frank Atunai is a furniture designer who runs a small-scale business specializing in custom-made furniture. Before engaging with digital marketing tools, he had built a strong online presence but struggled to convert followers into paying customers.

After applying digital marketing strategies, including targeted advertising, audience engagement, and customer feedback analysis, he began to see measurable results.

#### Within three months:

His engagement increased by 65%  
 His conversion rate improved by 40%  
 He secured his first international clients  
 Frank now uses digital platforms as a business tool, not only for visibility but for generating income and expanding into new markets.



22:04

pandadigital.co.tz

+255704280334

Jisajili

Panda  
Digital

Pata Fursa, Ujazi Wa Kidigitali, Anzisha  
Biashara,  
Na Jifunze Uhuru Wa Kiuchumi Kupitia  
Panda Digital.

## Kuwa Mjasiriamali wa Kidijitali

Jisajili. Chagus kozi. Jifunze. Pata cheti.  
Kutana na fursa. Panda Digital

JISAJILI

Ask

# GOING BEYOND

## Strengthening Youth Entrepreneurs for Business Growth and Income Generation through Digital Business and Leadership

In 2025, the Going Beyond program supported young entrepreneurs in Dar es Salaam and Morogoro to improve how they manage, promote, and grow their business.

Through community-based learning, youth leadership, and mentorship, participants strengthened their day-to-day business practices by applying practical business and digital skills.

This led to improved customer engagement and greater confidence in managing their enterprises. The table below summarizes the overall results achieved by the Going Beyond Project in 2025.



Many became local resource persons for other young entrepreneurs seeking guidance.

The involvement of host organizations made learning more accessible within communities, while the engagement of families created supportive environments that allowed youth to consistently attend sessions and apply what they learned.

Together, these elements helped young entrepreneurs move from learning new skills to actively using them to strengthen their businesses.



As a result of the program, many youth entrepreneurs began applying simple but important business practices in their daily work. They started tracking income and expenses, improving how they present their products and services, and using digital platforms to reach and communicate with customers.

These changes helped them organize their businesses better and feel more confident in managing their enterprises.

Youth Leaders also grew through their involvement. By supporting peer learning sessions within their communities, they strengthened their facilitation, communication and mentorship skills.

Key Result	Annual Target	Annual Result	% Achieved
Youth entrepreneurs trained	2250	1,179	52.4%
Completion rate	85%	92%	108%
Youth Leaders trained (ToT)	30	32	106%
Host organizations engaged	24	24	100%
Family & community members engaged	570	570	100%

# SUCCESS STORY

## A Full Circle of Growth and Leadership

Two years ago, Rahma Chambuso joined the Going Beyond Project as a young entrepreneur, seeking to strengthen her digital and business skills. Like many youth, she had the ambition to grow her business but limited access to practical tools and guidance.

Through the program, Rahma improved how she managed and promoted her business. She gained confidence and practical skills and a clearer vision for her future.

In 2025, Rahma returned to the program in a new role, not as a participant but as a Youth Leader in Dar es Salaam. As one of 30 youth facilitators, she supported and mentored over 100 youth entrepreneurs, using her own experience to guide others facing similar challenges.

Rahma describes this journey as a “full circle moment”. Her journey reflects the long-term value of investing in young people with the right support. They grow from learners into leaders who influence and uplift their communities.

### Rahma Chambuso

Youth Leader



# MSHIKO CLUBS

## Building Financial Literacy, Agency, and Early Economic Pathways for Girls

### Expanding Access to Financial and Life Skills.

In 2025, Mshiko Clubs continued to provide adolescent girls with access to financial literacy, academic excellence, entrepreneurship, and leadership skills within school environments.

Girls involved in Mshiko Clubs showed stronger school attendance, improved focus in class, and greater motivation to continue their education. The clubs created safe peer spaces where girls shared experiences, supported one another, and built confidence to prioritize learning. Access to laptops and participation in digital academic learning exposed them to new learning methods, increasing their curiosity and engagement in academic activities. Financial literacy and saving practices complemented this progress by helping girls manage small resources responsibly, reducing financial pressure at home, and allowing them to remain focused on their studies by solving different challenges they face at school.

Through student-led businesses, girls practiced teamwork, responsibility, and decision-making, which further strengthened their confidence and leadership within the school environment. As a culmination of phase one of the Mshiko project, the Mshiko Bonanza was conducted bringing together all the participating schools showcasing the project impacts. A central highlight was the exhibition of student-led projects, where girls presented businesses and initiatives developed through financial literacy, entrepreneurship, and digital skills

training. These included small enterprises, savings initiatives, and practical solutions addressing school and community needs.

The Bonanza also featured competitions recognizing innovation, financial management, and business performance. Saranga Secondary School emerged as the overall winner, followed by Dar es Salaam Girls Secondary School and Malamba Mawili Secondary School. The winning projects demonstrated strong application of business skills, creativity, and sustainability.

Beyond competition, the event reinforced the role of Mshiko Clubs as spaces where girls build confidence, leadership, and practical skills. The presence of parents, LGAs, and partners strengthened community ownership and highlighted the importance of collective support in advancing girls' empowerment.



Key Result	Target	Annual Result	Achievement (%)
Adolescent girls retained in school through participation in Mshiko Clubs.	500	591	118%
Schools implemented Mshiko Clubs.	5	5	100%
Girls participated in a saving challenge.	500	591	118%
Student-led businesses established.	5	10	200%
Laptops provided to support digital learning.	5	10	200%
Saving accounts opened.	5	5	100%
Community leaders and parents sensitized in supporting girls education.	510	412	80.78%
Teachers involved in the club guidance.	10	10	100%
Trainers/volunteers trained for club sessions.	10	10	100%
Learning site visit conducted for exposure.	1	1	100%
Mentorship sessions conducted in all project schools engaging successful women.	5	5	100%
Mshiko Bonanza and Awarding day conducted.	1	1	100%

# SUCCESS STORY

## A Full Circle of Growth and Leadership

Irene Nestory, a Form Two student at King'ongo Secondary School, balances school with significant responsibilities at home, including supporting her family's small food business. Before joining the Mshiko club, she had limited knowledge of saving and financial planning.

By applying simple saving practices, she began setting aside small amounts consistently. Her savings became critical when her mother required urgent medical care, allowing Irene to contribute 71,000 shillings toward hospital expenses.

At school, she actively participates in a student-led business initiative, contributing to the production and sale of snacks and vegetables.

Through this experience, she has built confidence, strengthened her decision-making skills, and begun to see herself as capable of shaping her future.

**Irene Nestory**  
Student King'ongo Secondary School



# PLAN B

## Strengthening Economic Resilience for Out-of-School Girls and Young Mothers.

### Reaching Girls with Limited Economic Opportunities.

In 2025, Plan B was implemented in Msimbu and Masaki wards of Kisarawe district, targeting out-of-school girls and young mothers living in communities with limited economic opportunities.

The program provided practical business skills, financial literacy, and hands-on support to help participants start and grow income-generating activities, enabling them to gain financial independence and build sustainable livelihoods.

Through Plan B, participants applied business planning, pricing, and income tracking in their daily operations, launching small businesses such as food vending, retail, and services. They demonstrated increased confidence, agency, and decision-making ability.

Community engagement sessions with parents and guardians fostered more supportive home environments, with 42 male participants, who were not originally planned, reporting positive shifts in attitudes toward protecting and supporting girls.

These changes reflect how the program not only built livelihoods but also strengthened personal agency and community support systems.



### One parent shared: .

*"These discussions have opened my eyes to the power of positive parenting. I now see how my actions and words can shape my children's understanding of respect and equality.*

*I am committed to creating a home where my children, especially my daughters, feel safe and valued."*

Key Result	Target	Annual Result	Achievement (%)
Out-of-school girls and young mothers reached.	100	50	50%
Participants starting income-generating activities.	100	50	50%
Participants applying financial tracking in businesses.	100	50	50%
Parents/guardians engaged in community sessions.	100	70	70%
Male parents reporting positive mindset shifts in advocating against GBV.	-	42	-



# SUCCESS STORY

## From Uncertainty to Independence: Salma's Journey

Salma is a young entrepreneur in Kitanga who now runs a food vending and mobile money business, earning a steady income and living independently. Her journey, however, began in uncertainty.

As an out-of-school young woman, Salma relied on irregular income activities and support from her family, which was already financially strained. Although she had ideas to start a business, she lacked the knowledge, structure, and confidence to take the risk. The fear of losing money kept her from acting. As she gained exposure to business and financial skills through Plan B, Salma began to think differently about how to approach opportunities. She learned how to plan a business, understand her customers, manage costs, and track income. This shift gave her the confidence to take action.

She started a small food vending business and applied a more structured approach to how she worked. By identifying peak selling hours, maintaining quality, and tracking her earnings, she was able to stabilize her income within a short period. Instead of spending her profits, Salma chose to reinvest. Through savings, she mobilized capital and launched a second business in mobile money services. This allowed her to diversify her income and reduce the risks of relying on one source. Today, Salma earns an average of TZS 200,000 per month. With this income, she has moved into her own home and now contributes to financial decisions within her family.

Her position has shifted from dependence to independence, and her confidence has grown significantly.

While she still faces challenges such as competition and limited access to digital tools, she now approaches them with a problem-solving mindset. Rather than feeling restricted, she continues to look for ways to improve and expand her businesses.

Salma's journey reflects how young women can move from unstable livelihoods to structured income generation when they combine skills, initiative, and strategic thinking.



# STAWI LAB

## Strengthening Youth-Led Organizations and Building a National Movement

### Strengthening Organizational Capacity and Leadership

In 2025, Stawi Lab supported youth-led and young women-led organizations to operate with stronger internal systems, clearer leadership structures, and greater confidence in how they manage their work.

A new and exciting collaboration with IREX and Kansas State University through the STAWI Lab Adaptive Leadership Program. Together, we trained 80 youth and women-led organizational leaders from across seven regions in Tanzania.

This partnership brought forward powerful, practical leadership tools that empowered young leaders to navigate complex challenges and lead with clarity and purpose. It reaffirmed our belief that investing in leadership is essential to unlocking sustainable community-driven change.

As part of this year’s highlights, Her Initiative also successfully hosted the Stawi Lab Ceremony at the PSSSF Complex. That’s bringing together key stakeholders, youth-led organizations, and partners to celebrate the achievements of the program and graduates.

The event featured remarks from the Executive Director of Her Initiative, a keynote address from the Deputy Minister of State in the Prime Minister's Office, and an



engaging panel discussion under the theme “Shifting Power, Sharing Resources: A Collective Call to Invest in Youth-Led Organizations and Movements.”

Attendees were inspired by powerful impact stories from Stawi beneficiaries, including the story from Glory Florentine of MiNova. Also the awarding of \$5,000 grants to six top-performing youth-led organizations.

Further more, the ceremony included a documentary showcase, certification of graduates, and a networking session fostering collaboration between funders and youth movements, reinforcing the call to invest

Key Result	Target	Annual Result	Achievement (%)
Youth-led organizations supported.	20	20	100%
Leaders trained through Adaptive Leadership by Kansas state university from USA.	80	80	100%
Organizations receiving training through Adaptive leadership training.	38	34	98%
Mentorship program one by one session.	20	19	95%
Organizations receiving unrestricted grants.	5	6	120%
Organizations engaged in donor showcase.	38	38	100%
Community members reached by supported organizations.	15,000	23,777	158.51%
Fundraising Garage session.	38	38	100%
STAWI ceremony and awarding event.	20	20	100%
STAWI Lab Movement	38	38	100%



her MADRE

**EQUITY**  
TO: MINDA MENTAL HEALTH CARE  
AMOUNT: KES 2,535,576  
DATE: 15/05/2024

**EQUITY**  
TO: MINDA MENTAL HEALTH CARE  
AMOUNT: KES 1,800,000  
DATE: 15/05/2024

**EQUITY**  
TO: MINDA MENTAL HEALTH CARE  
AMOUNT: KES 1,800,000  
DATE: 15/05/2024



# SUCCESS STORY

Before joining STAWI Lab, MiNova Mental Health Clinic & Fellowship faced major operational challenges, lacking a board of directors, policies, and institutional systems, which limited its credibility and ability to attract funding. “We had the heart, but not the systems,” recalls Glory Florentine, Executive Director.

Participation in STAWI Lab provided hands-on capacity building, mentorship, and access to unrestricted funding. Glory and her team strengthened governance, HR, safeguarding, communications, and fundraising systems, gaining confidence in leading the organization.

As a result, MiNova established its first Board of Directors, developed key internal policies, and won a \$2,500 unrestricted grant to invest in institutional development. “Winning the STAWI grant felt like a turning point,” says Glory.

MiNova’s journey highlights how targeted support can transform youth-led organizations, enabling small grassroots initiatives to become structured, resilient institutions ready to serve their communities.



# The Launching of our new Strategic Plan

In March 2025, Her Initiative convened the Celebrating Young Women's Leadership in Tanzania (CYWLT 2025) event in partnership with the Embassy of Belgium, UN Women Tanzania, and the Embassy of the Kingdom of the Netherlands, bringing together diverse stakeholders and amplifying the voices of young women leaders while catalyzing renewed commitment to gender equality and economic justice.

A key outcome of the event was the official launch of Her Initiative's 2029–2025 Strategic Plan, marking a significant milestone that positions the organization to expand its reach, deepen impact, and systematically address structural barriers to young women's economic empowerment, digital inclusion, and leadership.

The event strengthened national recognition of young women-led movements, reinforced government commitment to advancing women's representation and inclusive development, and elevated Her Initiative's role as a leading platform for change. Importantly, it showcased tangible programme impact through beneficiary testimonies, demonstrating increased confidence, leadership, and economic resilience among young women and girls, while also generating a clear call to scale successful interventions such as Mshiko Club and Plan B across Tanzania.

Overall, CYWLT 2025 not only celebrated progress but also mobilized partnerships, visibility, and collective action, setting a strong foundation for implementing the new strategic plan and accelerating opportunities for young women to thrive as leaders, innovators, and change-makers.



# OUR PARTNERS

## Working Together to Expand Opportunities for Girls and Young Women

Her initiative's impact is made possible through strong partnerships with organizations, institutions, and funders who share a commitment to advancing economic empowerment, digital inclusion, and gender equality.

In 2025, we continued to collaborate with a diverse network of partners across philanthropy, development, government, and the private sector. These partnerships have enabled us to expand our reach, strengthen our programs, and build sustainable systems that support girls and young women at scale.

Our partners contribute in different ways, including funding, technical support, knowledge exchange, and collaboration in program implementation. Together, we are creating pathways for young women to access opportunities, strengthen their agency, and participate meaningfully in the economy.

### FUNDING AND STRATEGIC PARTNERS



### COLLABORATING PARTNERS



### SPONSORS



# VISITORS AND STRATEGIC ENGAGEMENT

## STRENGTHENING PARTNERSHIPS THROUGH FIELD ENGAGEMENT AND LEARNING

In 2025, Her Initiative hosted strategic partners and stakeholders across program sites, creating opportunities for direct engagement, shared learning, and strengthened collaboration.

These visits provided partners with firsthand insight into program implementation and the lived experiences of young women and girls.

### IMAGODEI FUNDERS VISIT

Her Initiative was honored to host the Imagodei Funders in a powerful engagement that fostered learning, alignment, and shared commitment to financial inclusion and sustainable entrepreneurship for young women.

The visit created space for meaningful dialogue, with beneficiaries sharing personal stories of resilience and transformation that highlighted the real impact of investing in women-led initiatives. This exchange deepened our partnership and reaffirmed a joint vision for a future where no young woman is left behind.

### IF FOUNDATION FIELD VISIT

Her Initiative hosted the Executive Director of the IF Foundation for an immersive field visit focused on program learning and community engagement.

The visit included interactions with participants and implementation teams across project sites, providing direct exposure to program outcomes. As part of the engagement, the IF Foundation representative participated in activities under the Plan B project in Kisarawe, gaining insight into how young women are building livelihoods and strengthening resilience.

The visit strengthened collaboration and reaffirmed the importance of partnerships in expanding access to opportunities for young women.

### GIRLS OPPORTUNITY ALLIANCE FIELD VISIT

Her Initiative welcomed representatives from the Girls Opportunity Alliance for a field visit to Mshiko Clubs at Saranga and King'ongo Secondary Schools. During the visit, partners engaged directly with students and observed club activities in practice. Girls showcased their income-generating initiatives, including soap making, crisps production, and vegetable gardening.

These activities demonstrated how financial literacy and entrepreneurship are applied in real school environments. The visit highlighted the role of Mshiko Clubs as safe and empowering spaces where girls build confidence, leadership, and practical skills. It also reinforced the value of sustained partnerships in advancing girls' economic and educational outcomes.



### KBF VISIT

Her Initiative welcomed representatives from the Girls Opportunity Alliance for a field visit to Mshiko Clubs at Saranga and King'ongo Secondary Schools. During the visit, partners engaged directly with students and observed club activities in practice. Girls showcased their income-generating initiatives, including soap making, crisps production, and vegetable gardening. These activities demonstrated how financial literacy and entrepreneurship are applied in real school environments.

The visit highlighted the role of Mshiko Clubs as safe and empowering spaces where girls build confidence, leadership, and practical skills. It also reinforced the value of sustained partnerships in advancing girls' economic and educational outcomes.



## VISIT FROM ISSROFF FAMILY FOUNDATION

Her Initiative had the privilege of hosting the Issroff Family Foundation, alongside nine inspiring organizations, including alumni and current beneficiaries of the CLI programme, in a dynamic engagement that fostered connection, shared learning, and collaboration. The visit provided a valuable platform to showcase our work while creating space for meaningful dialogue, where participants exchanged experiences, insights, and innovative ideas.

The interaction brought together diverse changemakers united by a common purpose, strengthening networks and encouraging peer-to-peer learning. Beneficiaries and partners actively engaged in discussions that highlighted both achievements and opportunities for growth within the ecosystem.

This engagement reinforced the importance of collaboration in driving sustainable impact and demonstrated the power of collective action. It further strengthened relationships with partners and amplified a shared commitment to advancing inclusive development and empowering young women through innovation and entrepreneurship.





## VISIT FROM DIGITAL OPPORTUNITY TRUST

In April, Her Initiative hosted a strategic reflection session with leaders from Digital Opportunity Trust (DOT), including Violette Uwamutara (VP, Sub-Saharan Africa), Safarani Seushi (Country Lead), and Denish Otieno (Partnership Lead).

As we prepared to launch Phase II of the Going Beyond Project, this engagement provided a valuable space to reflect on lessons from Phase I, discuss implementation challenges and successes, and reimagine a more inclusive and sustainable future.

The dialogue, led by Project Lead Nusura Myonga, Executive Director Lydia Charles, and Senior Programs Officer Tariq Salim, reinforced our shared commitment to deepening impact through partnership, learning, and innovation.

## MAISHA SCALE-UP VISIT (LONDON SCHOOL OF HYGIENE & TROPICAL MEDICINE )

Following Her Initiative learning visit to Kenya, where we explored innovative approaches to addressing Intimate Partner Violence (IPV), Her Initiative hosted Susan Kelly and Veronica Selestine from the Maisha Scale-Up team.

The visit focused on collaborative discussions on how the Maisha Curriculum can be effectively adapted to align with the realities of the young women we serve. This included ensuring that the content reflects their lived experiences, addresses key challenges they face, and resonates with their aspirations.

The engagement provided a valuable opportunity for knowledge exchange and co-creation, strengthening the contextual relevance of the curriculum and laying the groundwork for its effective implementation within our programs.



# REGIONAL AND GLOBAL ENGAGEMENTS

Throughout 2025, Her Initiative actively participated in a range of local and international fundraising and networking engagements aimed at strengthening donor relationships and expanding funding opportunities.

At the international level, the organization engaged in platforms that enabled engagement with foundations, philanthropic networks, multilateral institutions, and private sector actors aligned with Her Initiative's work.



Event/Platform	Location	Purpose of Engagement	Key Outcomes
CSW69	New York, USA	Advocacy and partnership engagement on gender equality and women's leadership	Engaged with other grassroots leaders from around the globe, and global networks; strengthened visibility of Her Initiative's work
Segal Connect 2025	Tanzania	Learning, peer exchange, and connection with social impact leaders and funders	Exchanged best practices on organizational growth and impact scaling; expanded peer network, engaged with potential partners including Formanek Foundation, West Foundation, etc.
Skoll World Forum	London, UK	Strategic networking and partnership development	Connected with foundations and social impact investors; initiated partnership discussions with partners such as Nebula Fund, Panorama, Lebec, etc.
United Nations General Assembly (UNGA)	New York, USA	High-level advocacy and donor engagement	Held meetings with philanthropic and multilateral actors such as Powering Potential, Sall family etc; elevated Her Initiative's global presence
Spotlight Africa: Localization & Partnership Forum	New York, USA	Advocacy on localization and equitable partnerships	Engaged with African-led organizations and funders; contributed to discussions on power-shifting
Global Citizen NOW	Johannesburg, South Africa	Private sector and philanthropic engagement	Shared Her Initiative's vision to potential partners, strengthened visibility of Her Initiative's work
Girls Opportunity Alliance Convening	Mauritius	Collaboration and partnership building on girls' education and leadership	Strengthened partnerships with regional and global education-focused stakeholders

# Global Network Convening

Mauritius 2025



# High-Level Engagements and Strategic Partnership

Partnership with the Ministry of Community Development, Gender, Women and Special Groups Her Initiative continues to strengthen its collaboration with the Ministry of Community Development, Gender, Women and Special Groups, a partnership that has been instrumental in advancing young women's leadership and participation in national development processes.

A key area of collaboration has been the planning and co-creation of the Young Women Leaders in NGOs Summit. This joint effort reflects a shared commitment to amplifying the voices and leadership of young women within civil society and development spaces. Together with the Ministry, Her Initiative has contributed to:

Strategic planning and design of the Summit, ensuring alignment with national gender equality priorities and youth development frameworks. Formulation of the Young Women Leaders Agenda (YWLA), which will serve as a national advocacy tool addressing key issues affecting young women leaders in NGOs.

Policy engagement efforts, where recommendations from the Summit will inform broader advocacy for gender-responsive leadership and inclusive governance within the development sector.

This partnership not only enhances the legitimacy and national visibility of the Summit but also ensures that young women's voices are meaningfully integrated into policy, practice, and leadership structures at both local and national levels.

## Key Engagements Under the Partnership

### Young Women Leaders Committee Meeting – Dodoma

In June, Her Initiative, alongside young women leaders from various organizations under the Young Women Leaders Committee (YWL), participated in a high-level meeting in Dodoma with representatives from the Ministry. The meeting aimed to strengthen government collaboration and deepen engagement with young women leaders' committees. It also provided an opportunity to review the progress of the YWLA committee since its formation, assess achievements, identify existing gaps, and align on strategic priorities. This engagement served as a critical step in preparing for the upcoming Young Women Leaders Summit.

### Young Women Leaders Parliamentary Visit

In the same month, Her Initiative took part in a parliamentary visit under the Young Women Leaders Agenda, aimed at advocating for the national recognition of young women's leadership. During the visit, participants attended a live parliamentary session in Dodoma and held a strategic meeting with the Deputy Minister of Community Development, Gender, Women and Special Groups, Hon. Mwanaidi Ally Khamis, who expressed strong support and openness to continued collaboration. This engagement marked a significant milestone in amplifying young women's voices in national policy dialogues and strengthening alliances with youth-led organizations advancing gender equality and inclusive leadership.



# Networking Events



No.	Event/Platform	Description
1.	Networking Events	Her Initiative participated in Global Action Week for Education planning meetings coordinated by TENMET, contributing to community sensitization and developing a media strategy to advance girls' education.
2.	Networking Events	The PRM team had an opportunity to meet with representatives from the Canadian Embassy to discuss the Women's Voice and Leadership Program and its impact on gender equality in Tanzania.
3.	Networking Events	Through partnership with Enabel and the Wezesha Binti Project, PRM supported digital skills training for 40 women entrepreneurs to enhance business growth and market access.
4.	Networking Events	Through partnership with Enabel under the AWA Prize and Wezesha Binti Project, the PRM department supported a hands-on digital training in Kigoma, equipping 40 young women entrepreneurs with practical digital and business skills to enhance market access and income generation.
5.	Networking Events	Her Initiative participated in a high-level panel in Dar es Salaam on inclusive, green, and smart cities, highlighting women's roles in urban innovation and development.
6.	Networking Events	Lydia Charles Moyo joined the Her Africa Ubuntu Leadership Fellowship to strengthen leadership capacity and advance transformative change for women.
7.	Networking Events	The PRM department attended the East Africa Oil Pipeline Stakeholders' Breakfast Meeting to discuss community benefits and advocate for protection of young women's rights.
8.	Networking Events	The PRM department met with CAMFED to review school policies and promote increased participation of female parents in school governance.

# Media Wall

The Media Wall features a variety of content showcasing HER Initiative's impact:

- Top Row:**
  - Video thumbnail: "Tulianza shule mbalini 200 lakini 9 pekee ndio tulifika Form Six"
  - Video thumbnail: "Uwakilishi wa wanawake Bungeni umeongeseka kutoka 6% hadi 15%"
  - Video thumbnail: "Wanabekohi Single Mather hizi fikira hasafai"
  - Video thumbnail: "USHERIKI WA WANAWAKE KATIKA SEKTA MBALIMBALI UMEONGEZEKA - DKT. CWAQIMA"
  - Video thumbnail: "SAFARI YA KUANCZISHA HER INITIATIVE NI KUTOKANA NA NILIYOPITIA"
  - Article: "Why Youth-Led organisations face funding woes and collapse"
  - Article: "Mshiko club empowers girls with Skills, income"
- Middle Row:**
  - Video thumbnail: "CELEBRATING YOUNG WOMEN LEADERSHIP IN TANZANIA"
  - Article: "Tanzania's youth organizations seek funds, managerial skills for survival"
  - Video thumbnail: "Mshiko club empowers girls with Skills, income"
- Bottom Row:**
  - Article: "MWANANCHI" (Young leaders challenged to embrace innovation, honesty)
  - Article: "EQ THE CITIZEN" (Dar schools reap benefits of students' financial literacy projects)
  - Article: "MWANANCHI" (Umuhimu wa wanafunzi kujifunza elimu ya fedha)
  - Article: "THE CITIZEN" (Youth urged to embrace financial literacy and entrepreneurship in schools)
  - Video thumbnail: "MAKE NA MKWANJANET" (KILA KITU KIPO MTANDAONI, UNAJUA UNATAKA NINI?)

# CHALLENGES, LESSONS AND RECOMMENDATIONS

## KEY CHALLENGES

Implementation in 2025 highlighted several persistent barriers affecting young women's ability to fully participate in economic opportunities.

- ✔ Reduced and delayed funding has significantly constrained programme delivery and scale, affecting the organization's ability to sustain momentum, respond to growing needs, and implement planned activities on time due to slow donor decision-making and funding gaps.
- ✔ Limited access to finance continues to be a major barrier for young women's economic empowerment, restricting their ability to start or expand businesses due to lack of startup capital and absence of tailored financing options.
- ✔ Digital exclusion remains a key challenge, particularly in underserved communities, where limited access to devices, internet connectivity, and low digital confidence restricts meaningful participation in digital opportunities.
- ✔ Market access constraints continue to limit business growth, as young entrepreneurs struggle to reach customers, compete effectively, and access structured distribution systems.
- ✔ Gender and social norms, including exposure to gender-based violence and limited decision-making power, continue to hinder young women's full participation in economic activities and opportunities.
- ✔ Household financial constraints negatively affect girls' participation, as many families are unable to consistently support education and engagement in entrepreneurial activities.
- ✔ Age restrictions within financial systems such as VSLA eligibility criteria limit access to loans for younger beneficiaries, reducing their opportunities for early financial inclusion and economic participation.
- ✔ Low foundational literacy levels among out-of-school girls affect learning outcomes, as prolonged absence from school has led to difficulties in reading and writing, requiring additional literacy support to enable meaningful participation.
- ✔ Limited self-confidence and agency among out-of-school girls remains a barrier to participation, affecting their ability to engage actively, make decisions, and take ownership of their learning and development, and therefore requiring targeted empowerment approaches.

## KEY LESSONS

Key lessons from 2025 implementation reinforce the importance of an integrated approach to economic empowerment.

- ✔ Integrated support is essential because skills training alone is not sufficient; young women achieve better outcomes when training is combined with access to tools, finance, and market opportunities that enable practical application. Early intervention has long-term impact as engaging adolescent girls at an early stage builds confidence and strengthens decision-making skills that shape future economic behavior.
- ✔ Practical application is key to sustainability since learning becomes more effective and lasting when participants apply skills through real business activities.
- ✔ Mentorship and peer support are critical for engagement as regular follow-up keeps clubs active, improves motivation, and strengthens participation consistency.
- ✔ Community involvement strengthens program sustainability by increasing acceptance and encouraging continued participation beyond project activities.
- ✔ Youth-led organizations are important for scale as they expand reach while ensuring locally relevant and context-specific solutions.
- ✔ Clear and simple processes improve participation quality by reducing confusion and supporting better selection of participants.
- ✔ Timely planning is crucial for smooth implementation as early preparation of resources, permits, and logistics improves efficiency and tracking.
- ✔ Safeguarding and trust-building are fundamental as continuous guidance creates a safe environment where girls feel protected, informed of their rights, and able to seek support.

# RECOMMENDATIONS

Based on these insights, the following actions are critical to strengthening impact and scaling outcomes:

- ✔ To expand access to financial resources by increasing availability of seed funding, flexible financing models, and savings mechanisms tailored to young women.
- ✔ To strengthen digital inclusion efforts by improving access to devices, connectivity, and practical digital skills, especially in underserved areas.
- ✔ To enhance market linkages by connecting young women entrepreneurs to broader markets, networks, and distribution opportunities.
- ✔ To invest in safe and enabling environments by strengthening systems that address gender-based violence and promote women's agency and participation.
- ✔ To scale partnerships with youth-led organizations to expand reach, strengthen local ecosystems, and sustain long-term impact.
- ✔ To leverage engagement metrics such as likes, comments, saves, and shares to continuously refine content, as they clearly indicate what resonates most with the audience and drives interaction.
- ✔ To maintain a strong focus on women aged 25–34 by tailoring content to their interests, needs, and aspirations, as this remains the core and most responsive audience segment.
- ✔ To expand geographic targeting beyond Dar es Salaam by designing localized content for other Tanzanian cities and emerging urban centers to increase reach and visibility.
- ✔ To experiment with content formats that appeal to male audiences and develop inclusive strategies to engage different age groups and international audiences in order to broaden overall influence.





# Turning Learning into Earning



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