

ANNUAL REPORT 2024



MESSAGE FROM THE BOARD CHAIRPERSON

Dear Partners, Supporters, and Friends of Her Initiative,

I am pleased to share a few reflections on a year that has marked significant progress for Her Initiative. As we look back on 2024, we are reminded of the power of vision, dedication, and collective action in driving meaningful change. This year has been a defining chapter in our journey to empower adolescent girls and young women in Tanzania.

Under the strong leadership of our Executive Director and the incredible commitment of our team, Her Initiative has not only made measurable progress in expanding economic opportunities for young women but has also emerged as a recognized leader in digital inclusion and gender justice. The international recognition we received—from the King Baudouin Foundation Africa Prize to the Global Citizen Prize validates the transformative work we are doing, and more importantly, affirms the voices of the girls and young women we serve.

The Board is especially proud of the strides made in strengthening institutional capacity, expanding geographic reach, and embracing innovation. We have seen our programs like Panda Digital, Mshiko Clubs, Going Beyond and Plan B create tangible, life-changing outcomes.

These successes are a testament to our collective belief that when girls and young women are empowered with the right tools and opportunities, they not only uplift themselves but also their communities.

At the governance level, we have focused on enhancing transparency, accountability, and strategic alignment to ensure that the organization remains resilient and impactful. As custodians of Her Initiative's mission, the Board is deeply committed to fostering a culture of excellence, sustainability, and inclusiveness.

Looking ahead, we recognize the evolving challenges that young women face particularly in the context of economic uncertainty, digital exclusion, and gender-based violence. As a Board, we reaffirm our commitment to supporting the organization's bold vision and to providing the strategic guidance needed to scale our impact while staying true to our values.

To all our partners, donors, staff, and most importantly the young women who place their trust in us: thank you. Your dedication and belief in Her Initiative fuel our resolve to continue pushing boundaries and creating a more just, equitable, and empowered future for all.

With gratitude and hope,

Vanessa Anyoti

Chairperson of the Board, Her Initiative



FOREWORD

Dear Partners, Supporters, and Change-makers,

As I reflect on the past year, I am filled with deep appreciation and gratitude. 2024 has been a year of remarkable recognition, transformative experiences, and meaningful impact. Her Initiative has not only expanded its reach but has also strengthened its role in advancing the economic empowerment of adolescent girls and young women in Tanzania.

This year, our work has been recognized on global platforms, from winning the prestigious King Baudouin Foundation (KBF) Africa Prize to receiving the Global Citizen Prize 2024 and the Tanzania Digital Award for Best Digital NGO Leader of the Year (Female). These recognitions reaffirm the significance of our mission and the dedication of our team, partners, and the young women we serve.

Beyond these honors, the true highlight of 2024 has been the stories of transformation—stories of young women who have gained financial independence, businesses that have flourished, and voices that have been amplified.

Through groundbreaking initiatives such as Panda Digital, Going Beyond, Mshiko Clubs, and Plan B, we have equipped thousands of young women with the skills, knowledge, and opportunities to take control of their futures.

Our advocacy campaigns, including Haki Haiuzwi and Panda Chat, have further strengthened our efforts in combating gender-based violence and sextortion, creating a safer and more inclusive society for women.

However, our journey has not been without challenges. Gender inequalities, limited access to financial resources, and the growing prevalence of digital and economic exclusion remain barriers that demand our collective resolve. But through strategic partnerships, innovative solutions, and unwavering determination, we continue to break these barriers—ensuring that every young woman and girl can rise, thrive, and lead.

Looking ahead, we are more committed than ever to deepening our impact. We envision a future where more young women can access economic opportunities, where technology serves as a bridge to success, and where gender equality is not just a vision but a lived reality.

Thank you to our funders, partners, volunteers, and supporters for believing in our mission. To the young women we serve—your resilience fuels our passion, and your success is our greatest achievement. Together, we will continue to build a world where no girl is left behind.

With gratitude,



Lydia Charles Moyo
Executive Director, Her Initiative



ABOUT HER INITIATIVE

*“Her Initiative **stands** for a girl who has empowered herself enough to address her social and economic problems.”*

Her Initiative is a young women-led organization that reframes the value of girls and shapes the new norms that break the cycle of poverty and create financial resilience among adolescent girls and young women in Tanzania in order to achieve gender equality and inclusive economic growth. Her Initiative creates a ‘new normal’ for girls; a world in which girls are not held back from reaching their full potential, either by themselves, their families, their communities, or by their financial status.

Her Initiative stands for a girl who has empowered herself enough to address her social and economic problems. Most problems that affect young women and girls are in one way or another other influenced by poverty and are amplified by financial dependence.

VISION: We envision an inclusive society where adolescent girls and young women have the power to choose and create opportunities for themselves and others.

MISSION: To promote financial resilience and digital inclusion amongst girls and young women, enabling them to challenge oppressive and discriminatory practices.

WHERE WE WORK



9 Regions

- Dar Es Salaam
- Lindi
- Mwanza
- Dodoma
- Morogoro
- Iringa
- Pwani
- Arusha
- Zanzibar

STRATEGIC OBJECTIVES.

01

To pursue a women's economic empowerment agenda that is inclusive through greater agency, equal opportunities, access, and control of resources.



02

To promote women's economic empowerment at the national level in the context of SRHR and GBV.



03

Build a sustainable, resilient, and competent organization that supports our efforts toward realizing Her Initiative's vision, mission, and strategic goal



ANNUAL REACH

DIRECT REACH: **9774**

INDIRECT REACH: **18,738,000**

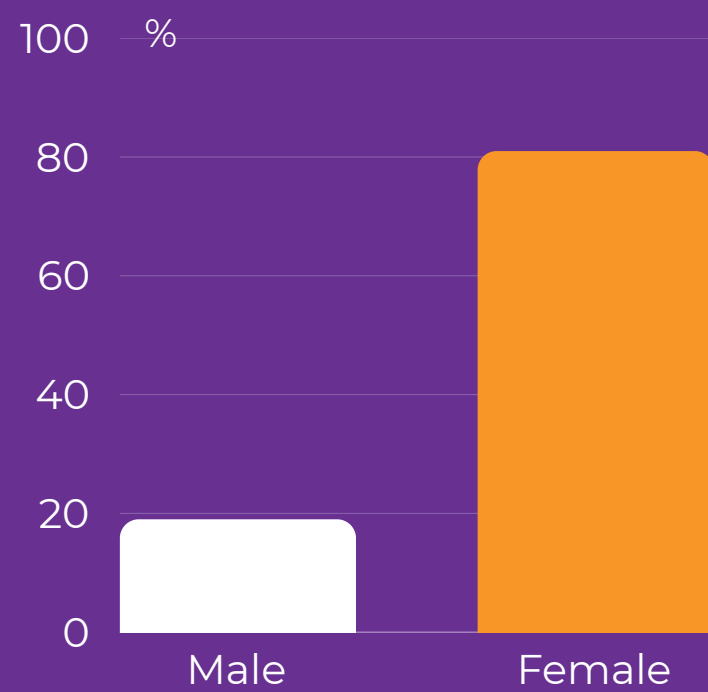
Women's Economic Empowerment Agenda:

9124



Direct: Female:- 5169

Male:- 1723



SRHR and GBV.

630



Direct: Female:- 344

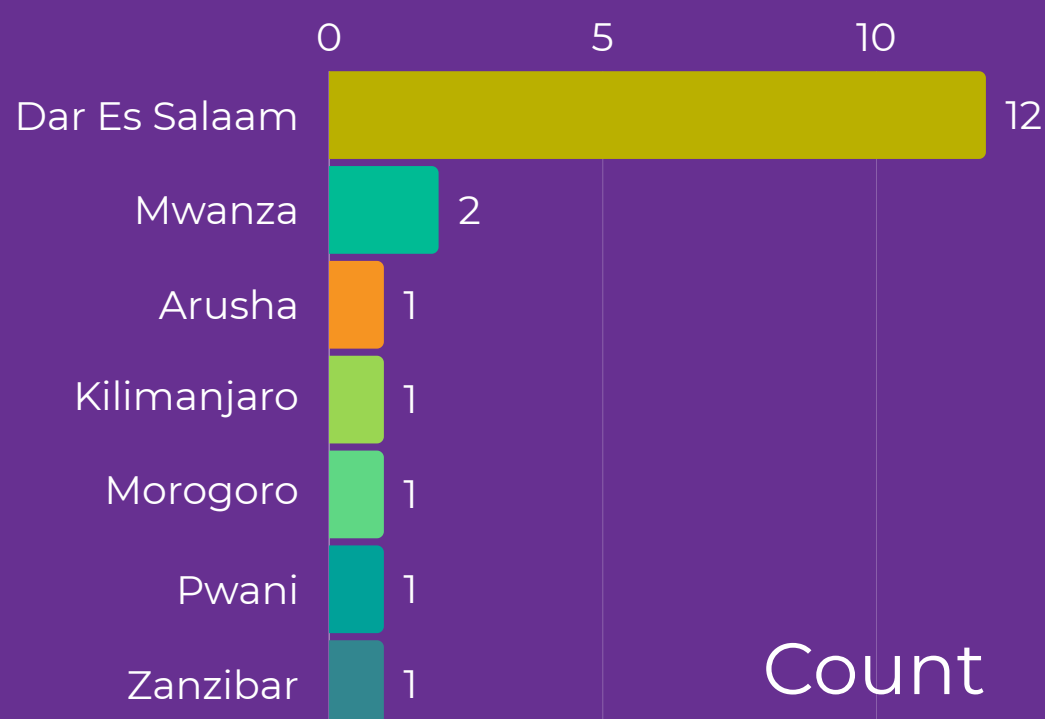
Male:- 286



Build A Sustainable, Resilient, And Competent Organization.

Total Direct Reach **20**

Indirect (Co-Impact) **4038**



WROs Reached by Region

Social Media Engagement

18,733,962



74.2%



25.8%

ANNUAL ACHIEVEMENT

Strategic Objective 1: To pursue women’s economic empowerment agenda that is inclusive through greater agency, equal opportunities, access, and control over resources.

Her Initiative, through projects like Panda Digital, Going Beyond, Panda Event, and Mshiko Clubs has made remarkable progress in advancing Inclusive Women's Economic Empowerment last year. These initiatives have focused on equipping adolescent girls and young women with the necessary skills, resources, and opportunities to enhance their agency, financial independence, and decision-making abilities.

By providing training, mentorship, and access to economic platforms, Her Initiative has empowered participants to actively contribute to local economies, improve their livelihoods, and build resilient futures. These projects reflect Her Initiative’s ongoing commitment to fostering inclusive economic growth for women.

1.1 Young women accessed skills and opportunities through the Panda Digital website and SMS services

This outcome focuses on empowering young women by providing them with the necessary business skills and digital tools to succeed as entrepreneurs.

1.1.1 Number of new user registrations (Sign-ups) on Panda Digital Website and Panda SMS

Panda Digital has witnessed a remarkable increase in new user registrations in 2024, reflecting the growing interest in the platform’s business and digital skills training. On the website platform, there were a total number of 2526 new website sign-ups. The SMS platform experienced an even more significant surge, with 1783 new users joining. This growth in registrations highlights the expanding reach and effectiveness of Panda Digital in empowering young women with the skills and resources they need to succeed in the digital economy.

Rahel’s Journey from Digital Novice to Business Trailblazer

"When I first joined the Panda Digital program, I had no idea how to use digital platforms for my business. I struggled with understanding the basics of digital business, lacked essential business knowledge, and didn't know how to find or connect with potential customers. But the training I received from Panda Digital completely changed that."

"Through the program, I learned how to use digital tools and platforms to expand my reach and connect with customers online. I gained strategies to make my products stand out and to identify the right market for my business. Today, I'm not only able to find customers online but have also successfully differentiated my business, adding unique elements that appeal to my target audience."

"The Panda Digital program has truly transformed my business journey, turning me from a digital novice into a confident business owner. It has shown me that with the right skills and knowledge, real-world success is within reach."



1.1.2 Number of new user sign-ups resulting from outreach activities (Digital Marketing Training)

Panda Digital successfully conducted two impactful digital marketing training programs in 2024, resulting in a significant increase in platform sign-ups.

The three-day training at the Tanzania Institute of Accountancy, attended by 105 students, led to 80 new sign-ups. Similarly, the one-day training at the School of Journalism and Mass Communications, which engaged 107 students, resulted in 56 new sign-ups.

These outreach efforts have not only enhanced the digital marketing skills of students but also contributed to the growth of the Panda Digital user base, with a total of 136 new users joining the platform through these initiatives.



136

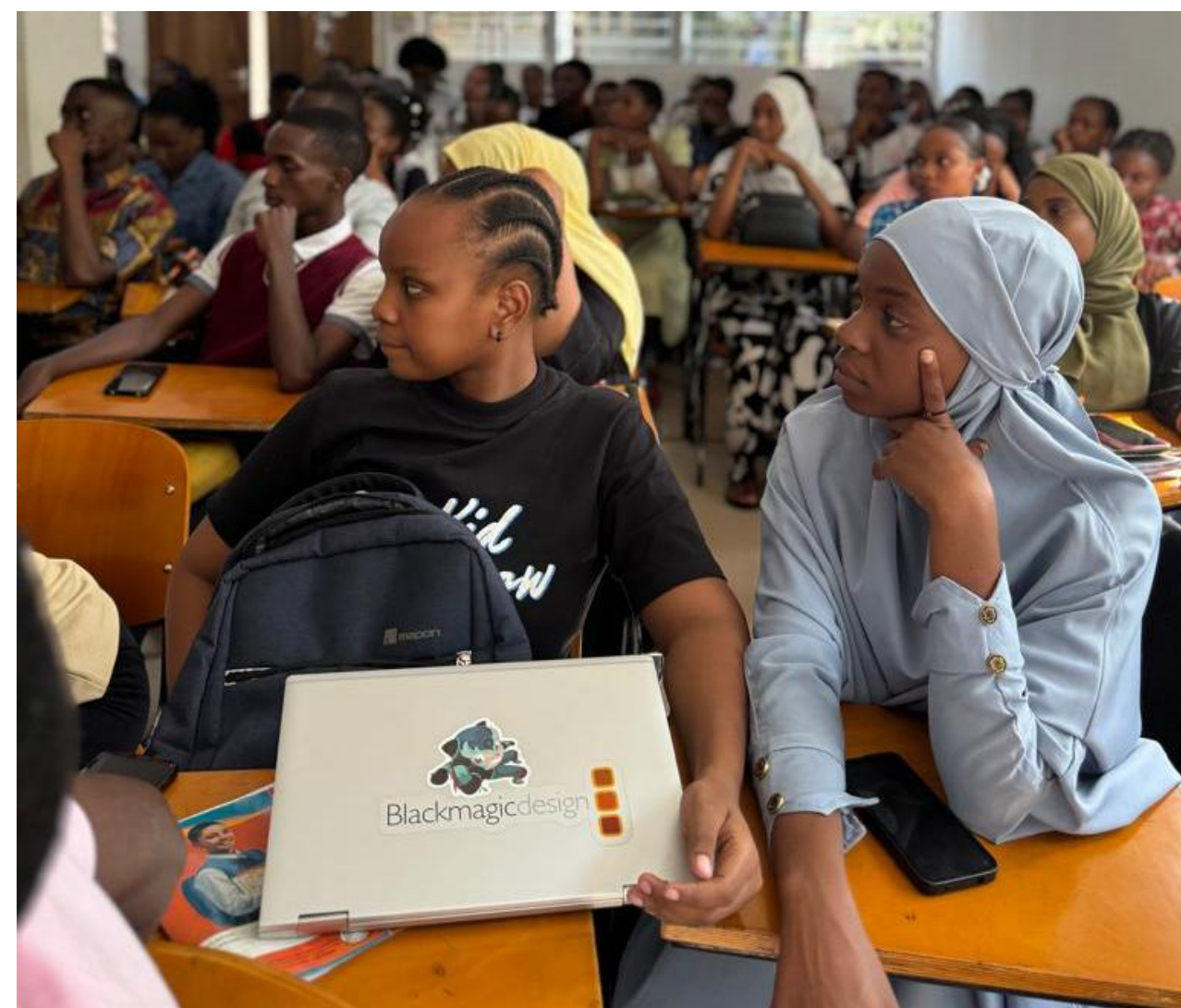
New Sign Ups

1.1.3 New Connections and Collaborations Resulting from Innovation Week Exhibition

Panda Digital participated in the Innovation Week Exhibition 2024, which provided a prominent platform to showcase its impactful work.

The event, centered on innovation and the transformative economy, highlighted Panda Digital's significant contributions to empowering young women.

With 98 attendees visiting our pod, we demonstrated the value and impact of our initiatives, fostering new connections and potential collaborations. The exhibition not only showcased our progress but also expanded our reach, paving the way for future partnerships and opportunities to further enhance the platform's impact.




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PETITI ECONO  **10th Edition**

LYDIA CHARLES MOYO
Founder and Executive Director Her Initiative

“ Panda Digital focuses on skills development and creating linkages to opportunities and resources, we aim to provide these young women with platforms to learn, network, and bridge the gender digital divide.”

HER INITIATIVES



Panda Digital participated in the Innovation Week Exhibition 2024, which provided a prominent platform to showcase its impactful work.

1.2 Youth business owners trained with digital business skills through the Going Beyond Project

Through the Going Beyond Project, we successfully trained 21 youth leaders in digital business skills. These leaders, representing Dar es Salaam (11), Morogoro (5), and Arusha (5), were recruited and equipped using the Training of Trainers (TOT) approach.

The training focused on enhancing their digital business, facilitation, motivation, and self-awareness skills, empowering them to effectively mentor and support local entrepreneurs within their communities. This initiative has strengthened the capacity of youth leaders to drive entrepreneurship and foster economic growth, creating a ripple effect in their respective regions.

Suma Mkumbwa, 23 years, Youth Leader

“The course that I loved the most was personal Mastery and empowerment, it has helped me have a deeper understanding of myself, it has also helped me realize that I should evaluate myself daily to identify where I have succeeded and where I have not, this will help me progress as I will not be repeating the same mistakes and improving on the things I did good”



1.2.1 Strengthened Partnerships and Expanding Reach

17 strategic partnerships were established with host organizations across Tanzania—9 in Dar es Salaam, 4 in Morogoro, and 4 in Arusha. A total of 42 host organization leaders actively participated in mobilizing and campaigning for the project, contributing to its successful implementation, expanding outreach, and securing training centers for Youth Leaders to equip Youth entrepreneurs with digital business skills.

These partnerships have significantly expanded our reach and enhanced the impact of the Going Beyond Project across multiple regions.



Beatrice Msafiri, Executive Director and Founder at Bivac Company Ltd in Arusha.

“ I have been in the business for quite some time, but I still have the eagerness to learn and participate in the program because there is no end to learning new things.

1.2.2 Increased Adoption of Digital Operations Among Youth Entrepreneurs

A total of 1,575 youth entrepreneurs—1,127 females and 448 males—were successfully mobilized across Arusha (399), Dar es Salaam (802), and Morogoro (374).

Through the efforts of trained Youth Leaders, these entrepreneurs received comprehensive digital business training. Notably, 92% of the participants completed the training and significantly integrated digital operations into their businesses, enhancing their efficiency, market reach, and competitiveness in the digital economy



Zena Sadiki, 24, entrepreneur (Hair Salon)

“Joining the Digital Business Program was a turning point for me. I’ve gained skills that help me run my salon more effectively — from managing finances to using digital tools to attract and keep customers.

It’s been exciting to apply what I’ve learned and see real results in how my business operates. I encourage other young entrepreneurs to explore opportunities like this — they can open doors to new ideas and practical tools that really make a difference.”

Zaituni Hussein, 26, entrepreneur (cake, gifts packaging)

“Being part of the Digital Business Program has helped me strengthen how I run and promote my business. I’ve learned how to present my work creatively on social media, tailor my pricing based on different customer segments, and explore new ways to reach a wider audience. These insights have added value to how I operate every day.”



1.2.3 Engagement of Families and Partners of Youth Entrepreneurs

A total of 1,575 family members, partners, community members, and representatives of youth entrepreneurs were actively engaged to enhance support and cooperation. These efforts aimed to create a supportive environment for young entrepreneurs by informing parents and guardians about the program's benefits, ensuring their children's participation, and raising awareness about safety measures. This engagement fostered trust, strengthened community involvement, and contributed to the overall success and sustainability of the initiative.



"I am very pleased to be in this space to be aware of what my daughter is going to get, and my promise is to let her come to the program and make sure she participates in all the activities related to the program"-

Heugin Cosmas Mushunda, Parent



"I am present on behalf of my child, I am pleased with the program, I love the fact that every time my child participates she comes and shares it with me so I also learn a lot from her, I urge other parents to let their children take this opportunity and it will be beneficial for them in the long run." -

Ashura Juma Ideva, Parent

1.2.4 Career Linkage Event: Empowering Youth Leaders for Professional Growth

As part of the Going Beyond project, the Career Linkage Event convened 21 youth leaders from Dar es Salaam, Morogoro, and Arusha, fostering learning, collaboration, and career development.

The event equipped participants with career planning skills, leadership development insights, and networking strategies, bridging the gap between youth leaders and career opportunities.

As a result, the youth leaders gained practical tools for career advancement and strengthened their capacity to serve as agents of change in their communities, aligning with the project's goal of empowering young leaders for socio-economic transformation.

*"The Career Linkage Event helped me see new possibilities for my future. It gave me the confidence to engage with professionals, sharpen my networking skills, and take meaningful steps toward my career goals." — **Davis Ntogwa, Going Beyond Youth Leader***





BHASSA TANZANIA
We are Stable

CORE VALUES

- 1. INTEGRITY AND HONESTY
- 2. COLLABORATION AND CARE
- 3. TRANSPARENCY
- 4. EQUALITY AND INCLUSION
- 5. COMMUNITY ENGAGEMENT
- 6. RESPONSIBILITY AND VOLUNTEERISM
- 7. RESILIENCE

THEMATIC AREAS

- Health
- Environmental Protection
- Community Development

VISION

Creating a better world for all through sustainable development and social justice.

dot.
going beyond
make found

1.3.0 Established Mshiko clubs across public secondary schools in Ubungo Municipal Council

5 Mshiko Clubs were established in **Saranga, Kiluvya, Maramba Mawili, King'ongo, and Dar es Salaam Girls'** secondary schools in Ubungo Municipal, Dar es Salaam.

These clubs empower adolescent girls by enhancing their financial literacy, entrepreneurial skills, and agency, fostering confidence and economic independence.

1.3.1 Validation of Mshiko Clubs' Training Guides

A validation workshop was conducted to refine Mshiko Clubs' training guides, bringing together 10 students, 10 teachers, 5 parents, community leaders, and 2 Local Government Authority officials.

The session ensured the accuracy, relevance, and effectiveness of the Financial, Economic, and Agency empowerment guides, incorporating valuable stakeholder feedback to enhance content, structure, and delivery methods.



1.3.2 Adolescent Girls' Participation in Mshiko Clubs

A total of **500** girls from five secondary schools in Ubungo Municipal—Saranga, Maramba, King'ongo, Dar es Salaam Girls, and Kiluvya—joined the clubs and began training in financial literacy, entrepreneurship, and life skills.

The training focused on building their self-awareness, leadership skills, and confidence, enabling them to overcome financial challenges and fostering a spirit of self-reliance and entrepreneurship. This initiative has contributed to the personal and economic growth of these young women, equipping them with essential skills for their future.



1.3.3 Community Engagement for Girls' Education and Mshiko Clubs Awareness

A total of 500 parents, guardians, and local community leaders participated in engagement sessions aimed at promoting girls' education and raising awareness about the purpose of Mshiko Clubs in schools.

These sessions fostered community support, encouraged parental involvement, and strengthened the commitment to empowering adolescent girls with financial literacy, entrepreneurship, and life skills. Through these efforts, families and communities became more engaged in ensuring the success and sustainability of Mshiko Clubs, creating an enabling environment for girls to thrive academically and economically.



"Mshiko Clubs have opened our eyes to the importance of supporting our daughters' education and financial independence. We are proud to be part of this journey." **Sadikiel Materu - Parent from Saranga Secondary School**



— “ —

“Being part of the Mshiko Club has taught me how to save, manage my finances, and take initiative in starting small projects. These skills have strengthened my confidence and supported my journey toward becoming more independent as a student.” —

Caren, Mshiko Club Member, Saranga Secondary School

1.4 Supporting Young Entrepreneurs to Explore the Marketing Ecosystem and Improve Domestic Industrialization.

1.4.1 Business Situation Analysis for Young Women Entrepreneurs

We conducted a Business Situation Analysis to understand the key challenges facing young women entrepreneurs in Tanzania, particularly in market access, business formalization, and product distribution. The findings revealed that most women entrepreneurs struggle with digital marketing skills, high registration costs, and limited distribution networks, hindering their business growth.

The analysis highlighted that over 50% of the businesses were not formally registered due to a lack of information and financial constraints, while 75% of participants expressed the need for more digital marketing training.

The report was presented to the Minister of Community Development, Gender, Women, and Special Groups during the Panda Event 2024, serving as a key advocacy tool to raise awareness of the barriers young women face in business and inform policy discussions on supporting women's economic empowerment.

1.4.2 Enhanced Business Visibility and Market Access for Young Women Entrepreneurs

The Panda Event 2024 significantly contributed to increasing the visibility and market access of young women entrepreneurs. The Market Bonanza featured over 30 exhibitors, providing a central platform to showcase their products and services to key stakeholders, potential clients, and partners. The participation of corporate partners, government representatives, and UN agencies created valuable networking opportunities for entrepreneurs, facilitating connections that could lead to business growth.

Additionally, guest speakers such as Irene Matunda shared practical insights on product distribution and branding, equipping young women with strategies to enhance their market penetration and expand their business reach.



"To succeed in business, it's not just about having a great product — it's about knowing how to position it in the market, build your brand, and create distribution networks that connect you to the right customers."—

Irene Matunda, Guest Speaker at Panda Event 2024



1.4.3 Empowering Young Women Entrepreneurs through Business Formalization and Compliance Knowledge

The Panda Event 2024 provided 265 young women entrepreneurs with crucial insights on business formalization and compliance. Through discussions with TRA, BRELA, and TBS, they learned about business registration, tax exemptions, and product certification. The event highlighted the financial benefits of formalization, especially for small businesses earning less than 4 million TZS annually, and emphasized the importance of intellectual property protection. This knowledge empowered participants to take informed steps toward formalizing and growing their businesses.



“The Panda Digital Event helped me understand the value of formalizing my business — from accessing tax exemptions to safeguarding my ideas. Gaining this knowledge has strengthened my confidence to grow my business in a legal and sustainable way.”—

Anastella, Samaki fresh , Young Women Entrepreneur Participant

1.4.4 Strengthened Digital Inclusion and Access to Digital Platforms - Launching of Panda Whatsapp Platform

The Panda Event 2024 advanced digital inclusion by empowering young women entrepreneurs to embrace digital platforms. The launch of the Panda WhatsApp Platform served as a vital tool to connect women entrepreneurs, share market opportunities, and provide business tips. Participants acquired essential digital skills to support business growth and were encouraged to leverage digital tools for branding, marketing, and violence reporting through the PANDA platform, enhancing their digital literacy and access to opportunities.



Number of young women attended



265

“The Panda WhatsApp Platform aims to equip young women with essential digital skills, enabling them to leverage technology for business growth and economic empowerment.”—

Lydia Charles Moyo, Executive Director Her Initiative



1.4.5 Policy and Institutional Support for Women Entrepreneurs

The Panda Event 2024 reinforced policy and institutional support for women entrepreneurs by fostering collaboration between government institutions and young women. Hon. Ridhiwani Kikwete highlighted the government's commitment to supporting young women through 10% local government loans and streamlined business processes, integrating young women entrepreneurs' needs into government policies and programs. Additionally, the event facilitated new partnerships between participants and institutions like TRA, BRELA, and TBS, promoting ongoing institutional support for women's economic empowerment.

"The government remains committed to empowering young women by providing access to 10% local government loans and creating a conducive environment for their businesses to thrive." —

Hon. Ridhiwani Kikwete



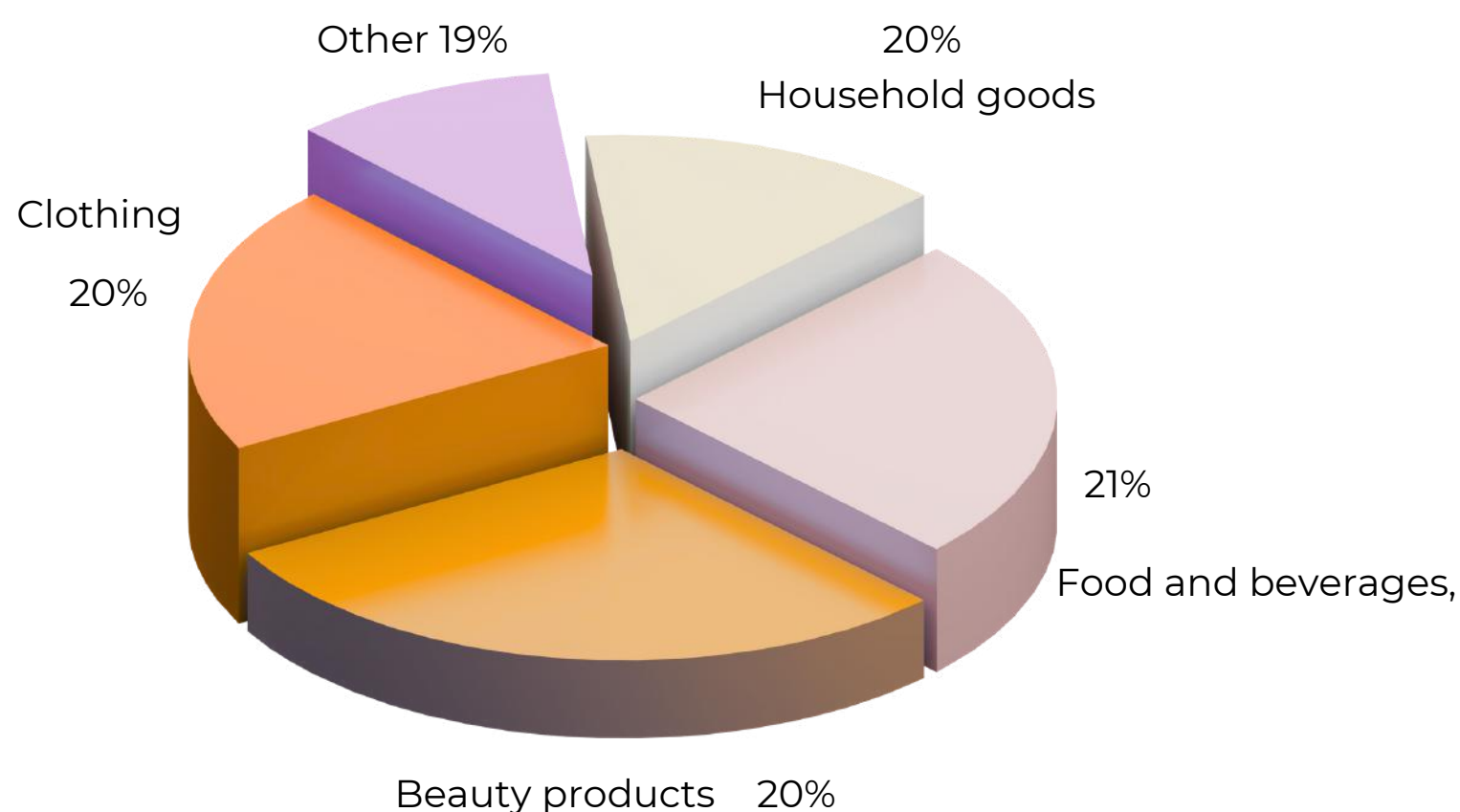
1.4.6 Situational Analysis Report Brief

The report presents key findings from an assessment conducted to understand the business environment and challenges faced by young women entrepreneurs in Tanzania. The focus areas include market access, business formalization, and product distribution. The analysis reveals that many of these women face barriers such as limited marketing skills, high registration costs, and inadequate distribution resources, all of which hinder their ability to scale and operate in more formal and competitive markets.

The report also highlights the importance of strategic interventions that promote social and economic empowerment. Recommendations are made to address these barriers through practical support such as digital marketing training, financial support for product distribution, and affordable business registration programs. These strategies aim to equip young women with the knowledge, capital, and networks necessary for their businesses to thrive.

Types of Businesses

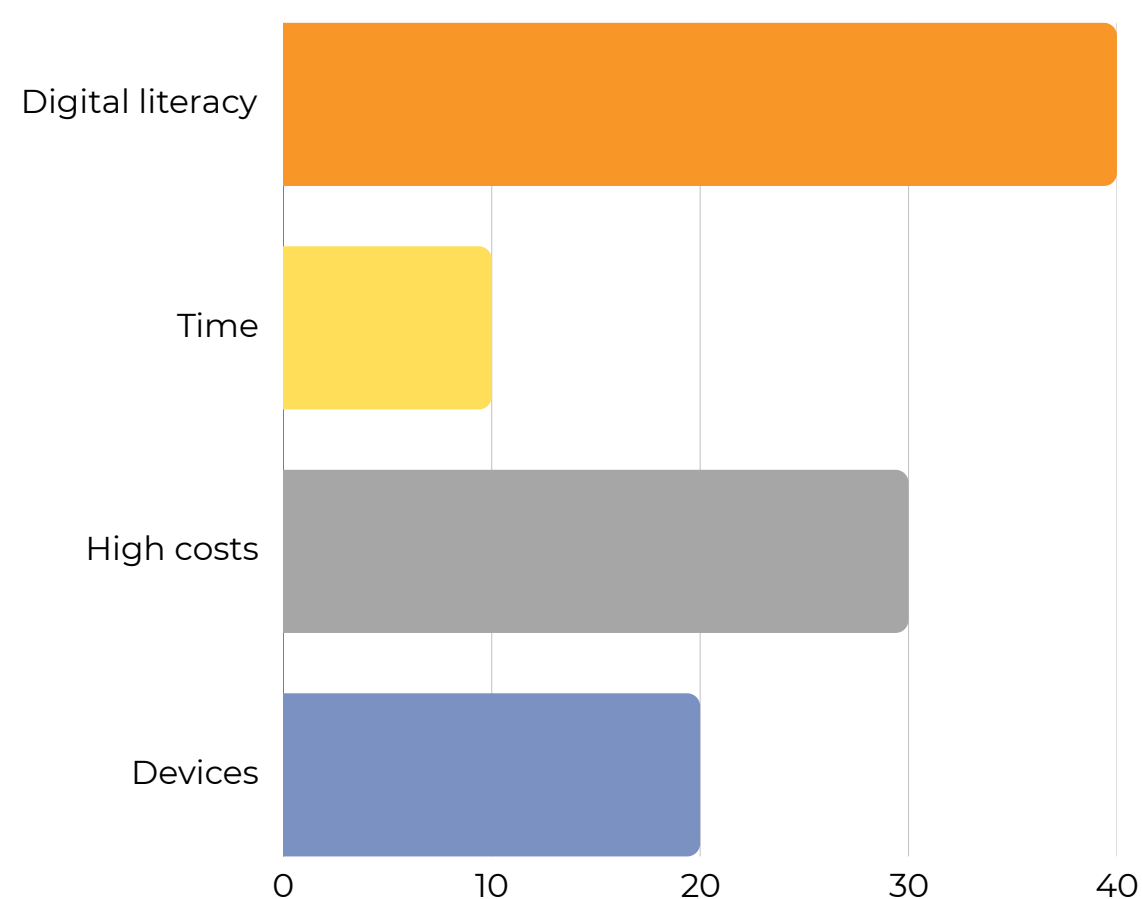
The data shows that young women entrepreneurs are engaged in a variety of small businesses, primarily in household goods, beauty products, food and beverages, clothing, and other service-oriented enterprises. Over 70% of these businesses are still in their early stages—less than three years old—indicating that many entrepreneurs are still building foundational skills and structures. This highlights the need for targeted support to strengthen these businesses and ensure long-term growth.



Digital Literacy

More than 60% of the women surveyed are already using **digital platforms** to market their products. However, they face several obstacles that limit their success, including:

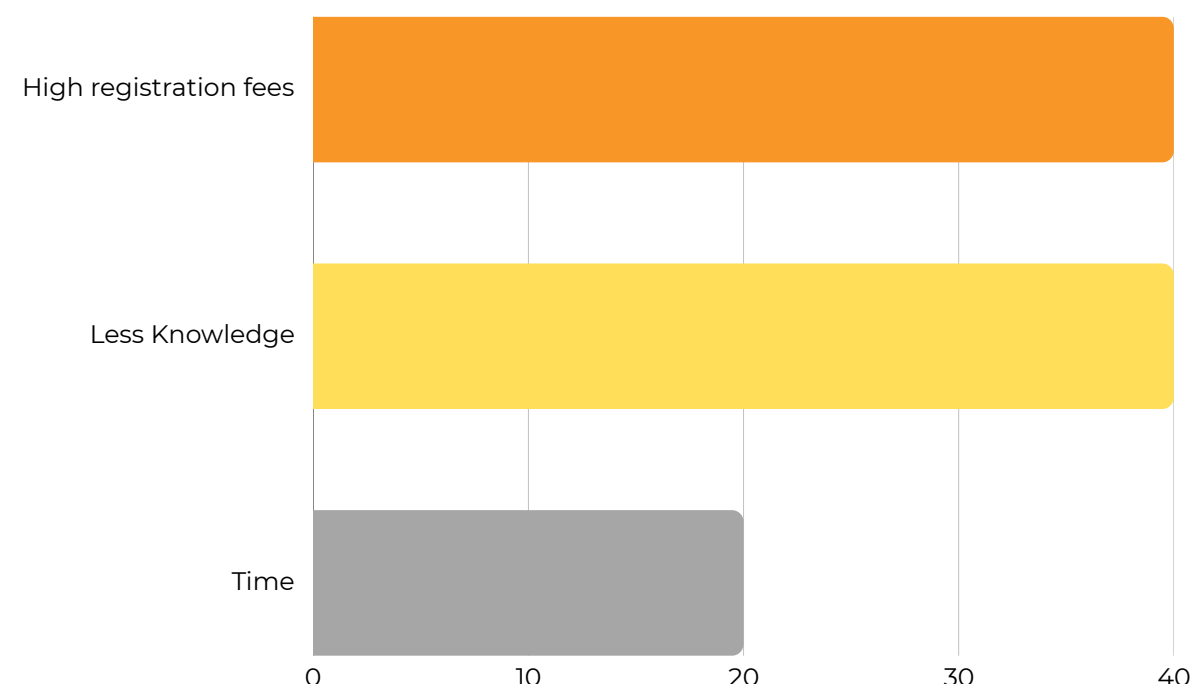
- Limited digital literacy and marketing knowledge
- Lack of time to manage social media accounts effectively
- High costs of digital advertising
- Inadequate access to essential devices like smartphones and computers



Business Formalization Challenges

More than 50% of the young women entrepreneurs have not formally registered their businesses. Key reasons include:

- High registration fees
- Lack of knowledge about the registration process
- Time constraints



1.5 Successful Placement of Youth Graduates in Volunteering and Internship Opportunities

In 2024, Her Initiative, in partnership with KaziConnect, facilitated the volunteering and internship placement of 17 youth graduates through the Youth Employability Bootcamp program. This outcome demonstrates the program's success in equipping young graduates with practical skills and connecting them to valuable work experience opportunities, enhancing their employability and preparing them for future career pathways.

"Joining the Youth Employability Bootcamp was a transformative experience that boosted my confidence and prepared me for the job market. My internship at Kaziconnect is helping me gain practical skills and grow both personally and professionally."— **Zahoro Shemahonge, Intern at Kaziconnect**



Strategic Objective 2: To promote women's economic empowerment at the national level within the context of SRHR and GBV.

2.1.1; Material Support and Savings Initiatives for Out-of-School Girls and Young Mothers

As part of Plan B Phase 2, Her Initiative provided material support to 7 out-of-school girls and young mothers, equipping them with essential startup items such as kanga, shoes, and stoves to facilitate the establishment of their businesses.

In parallel, 8 participants successfully formed group savings accounts, with the majority reporting that the savings model was effective in helping them achieve their financial goals. However, some participants required additional capacity-building support to manage their accounts effectively.

A notable highlight of the project was the distribution of startup materials to two women's groups at the Kisarawe District Council offices, in the presence of Local Government Authority officials, fostering community ownership and transparency.

The materials included women's clothing, shoes, and cooking supplies, supporting 10 young women—many of whom had dropped out of school due to early marriages, pregnancies, or extreme poverty—to kick-start their entrepreneurial ventures. This initiative represents a critical step toward enhancing economic independence and resilience among vulnerable young women in Kisarawe District.



"Receiving business materials gave me hope to start my clothing business. Now, I am saving little by little and planning to expand my business."—

Zuhura, Plan B Phase 2 Beneficiary



"The distribution of startup materials to young women is a testament to the power of community collaboration in fostering economic empowerment. We are proud to support initiatives that uplift out-of-school girls and young mothers, helping them build sustainable livelihoods and contribute to the local economy."—

Mr. Mohamed Msumi, Community Development Officer, Kisarawe District Council

2.1.2: Enhanced GBV Awareness and Community Engagement Among Out-of-School Girls and Young Mothers

The Plan B Phase 2 project significantly increased GBV awareness among out-of-school girls and young mothers. 77.8% of participants reported feeling more confident in identifying and responding to instances of gender-based violence (GBV). All participants expressed feeling empowered to speak out against GBV, demonstrating a shift toward greater advocacy and awareness.

Furthermore, 77.8% of participants actively addressed GBV within their communities, with 66.7% taking action on multiple occasions, showing a sustained commitment to combatting GBV and promoting safe spaces for women and girls. This enhanced GBV awareness and community engagement are key steps toward building resilient communities that support the rights and well-being of women and girls.

2.1.3 Identification of Eligible Candidates for Plan B Phase 3 Project

A total of 52 eligible candidates have been identified for the Plan B Phase 3 project through a comprehensive assessment process. Candidates were evaluated based on their education, employment background, experience with gender-based violence, entrepreneurial interest, and commitment.

This project specifically targets out-of-school girls and young mothers aged 15-24 from the Msimbu and Masaki wards in Kisarawe District, with a dual focus on reducing gender-based violence and enhancing economic resilience.

These selected candidates are poised to benefit from the tailored support of the project, contributing to both their personal growth and the broader community's empowerment.



"Before joining the program, I didn't fully understand GBV or how to stand up against it. Now, I feel empowered to speak out and take action when I see it happening in my community. I know that my voice matters, and I can make a difference."—

Amina, Plan B Phase 3 Participant

2.1.4 Community Engagement on Gender-Based Violence: Empowering Change in Kisarawe

Her initiative through the Plan B Project conducted a successful community engagement session in Kisarawe, attended by 86 community members, where various forms of gender-based violence (GBV) affecting young girls were identified and discussed.

Participants highlighted issues such as child marriage, sexual violence, neglect, domestic violence, and lack of parental support. The session also emphasized the importance of challenging harmful cultural norms and promoting inclusive parenting.

Religious leaders, local authorities, and community members are committed to working together to prevent GBV, support survivors, and create a safer environment for girls. Through this engagement, the project successfully fostered community awareness, strengthened collaborations, and empowered girls by promoting education, leadership, and equal opportunities.



"This session has opened my eyes to the many forms of violence young girls face in our community. I am now more committed to supporting my daughter's education, challenging harmful traditions, and speaking out against violence. We must all be part of the solution to protect our girls and create a better future for them."

**Monica Jacob– Community Member,
Kisarawe**



2.2.1 Training of Anti-Sextortion Champions

Her Initiative, in partnership with PCBB, conducted an Anti-Sextortion Champions Training to equip 10 young leaders with the skills and knowledge needed to drive the fight against sextortion. The hybrid training format enabled greater accessibility, allowing champions to actively engage in interactive presentations, discussions, and practical examples.

Participants demonstrated enthusiasm and a strong willingness to learn, asking insightful questions, sharing experiences, and collaborating effectively. The training emphasized understanding sextortion, its impact on youth, and advocacy strategies. As a result, the champions reached 197 young women through peer-to-peer sessions, creating a ripple effect in raising awareness and fostering a culture of accountability within their communities. This initiative reinforced youth-led efforts, ensuring more young people are equipped to recognize, report, and stand against sextortion.

"Being part of the Haki Haiuzwi campaign has given me the confidence to speak up against sextortion.

I now have the knowledge and tools to educate other young women, ensuring they know their rights and can stand up for themselves." —

Diana Joseph, Haki Haiuzwi Champion



"The training opened my eyes to the realities of sextortion and gave me the confidence to speak out and help others understand their rights." —

Arafa, Anti-Sextortion Champion



2.2.2 Launch of Panda Chat SMS Version and Haki Haiuzwi Campaign: Reaching Over 2 Million People

Her Initiative officially launched Panda Chat through its Panda Digital platform to empower young women entrepreneurs. This innovative feature was introduced to address key challenges, including limited professional knowledge, lack of supportive networks, gender-based violence, and sextortion. Panda Chat provides a direct platform for women to connect with experts, receive professional guidance, and access education on financial management, market strategies, and customer acquisition.

The launch coincided with the 2024-2025 Haki Haiuzwi campaign, which aims to create champions against sextortion by equipping women with the confidence and knowledge needed to overcome these challenges. The campaign launch press conference featured speeches on its mission, the official introduction of Panda Chat, and an interactive Q&A session with champions and journalists. Participants pledged to combat sextortion and spread awareness through their communities and social media platforms like WhatsApp, Instagram, and TikTok.

The campaign gained widespread media attention, with coverage from 13 media groups, including TV stations, blogs, and newspapers. This extensive reach amplified the campaign's impact, ensuring broader awareness and advocacy for a safer, more inclusive entrepreneurial environment for young women.

In total, the campaign reached over 2,000,000 people, significantly expanding its influence and reinforcing the mission to promote safer, empowered spaces for young women in business.

"The introduction of Panda Chat on the Panda Digital platform marks a significant milestone in empowering young women entrepreneurs.

By providing access to expert guidance and essential business knowledge, we are breaking down barriers and creating opportunities for women to thrive in a safe and supportive environment." — **Tariq**

Ghusuob, Project Lead Panda Digital



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tiative

Awareness Makes a Great Woman

Panda Digital



WOMEN
TANZANIA
Empowering Local

AKI HAIUZWA

KAMPENI YA KUPATA UKATILI

NGONO KWA WANAWA WAJASIR

KESI AU KUPATA TA KUHUSU

NA WATAALAMU KWA KUT

tz AU TUMA KWEN



2.2.3 Market Outreach: Addressing Challenges and Promoting Awareness

As part of our outreach efforts, we engaged 55 young women entrepreneurs at Makumbusho and Mwananyamala markets, alongside 10 trained champions. These sessions provided a platform to understand the challenges women face in business, gather real-life stories, and explore growth opportunities.

A situational analysis on sextortion revealed that 88.1% of respondents had never reported a case, mainly due to a lack of awareness on where to report, distrust in authorities, fear of retaliation, and concerns over losing business opportunities. These findings highlight the urgent need for stronger advocacy, legal support, and survivor-centered interventions.

Beyond sextortion, the women identified limited access to financial support as their biggest barrier, followed by high taxes and fees, harassment from customers and officials, and a lack of safe spaces in the market. Many also struggled with limited business knowledge and training, affecting their ability to grow.

These insights emphasize the need for targeted financial inclusion, policy reforms, safer work environments, and business training programs to support young women entrepreneurs effectively.



"Running a business as a young woman is already challenging, but dealing with harassment and financial struggles makes it even harder. We need safer spaces, better access to funding, and real support to grow our businesses." –

A young woman entrepreneur from Makumbusho Market.



2.3 Sponsorship of Menstrual Health and Hygiene Gala

Her Initiative contributed to improving menstrual health and hygiene by sponsoring the Menstrual Health and Hygiene Gala organized by Her Movement. Through an enhanced media campaign, the initiative successfully mobilized resources, leading to the collection and distribution of over 1,500 sanitary pads to five schools in Kisarawe, directly supporting 200 students.

This achievement not only provided essential hygiene products to young girls but also reinforced Her Initiative's commitment to addressing menstrual health challenges and ensuring that periods do not become a barrier to education.



2.4 Launch of the USAID Wanawake Sasa Project

Her Initiative proudly participated in the launch of the USAID Wanawake Sasa project as an implementing partner in collaboration with WILDaf and JamiiForums, with funding from USAID. This three-year initiative (2024-2026) aims to enhance women's and girls' civic and political participation in Tanzania.

Targeting seven councils on the mainland—Ubungo, Kinondoni, Arusha Mjini, Meru, Mufindi, Iringa Mjini, and Misungwi—alongside four districts in Zanzibar, the project empowers women and girls to actively engage in elections and leadership positions, reinforcing democracy and transparency. The successful launch marked a significant step in amplifying women's voices and fostering their participation in Tanzanian politics.



On behalf of our partners, Her Initiative and JamiiForums, we are excited to launch the USAID Wanawake sasa project today with Hon. Gwajima. We extend our gratitude to the U.S. government and USAID Tanzania for funding this initiative, which aims to enhance the participation of women and girls in civic and political affairs to promote inclusive democracy.

Through this project, we are dedicated to driving significant changes in mindsets, policies, and laws, asserting that women's and girls' participation in leadership and democratic processes is a fundamental right and essential for our society's progress

Adv. Anna Kulaya, Chief of party USAID Wanawake Sasa



USAID

WANAWAKE SASA



2.4.1 Advancing the Fight Against Gender-Based Violence

Her Initiative actively participated in the launch of the 16 Days of Activism campaign, coordinated by WILDAF, to address all forms of violence against women and girls (VAWG), including Gender-Based Violence (GBV) and Violence Against Women in Politics and Elections (VAWP/E).

This campaign reinforced the USAID Wanawake Sasa project's commitment to creating safe and equitable spaces for women and girls while tackling systemic barriers that perpetuate violence and inequality. Through strategic social media engagement, the campaign reached 900,000 people, amplifying awareness and advocacy efforts.

Additionally, we engaged in a national dialogue alongside over 150 organizations across mainland Tanzania to assess the state of GBV, review response strategies, and develop actionable recommendations to enhance access to justice for survivors. We also participated in an awarding ceremony recognizing women and men champions who have made remarkable contributions to GBV prevention and response, celebrating their efforts in fostering safer and more inclusive communities.



Strategic Objective 3: Build a sustainable, resilient, and competent organization that supports our efforts toward realizing Her Initiative’s vision, mission, and strategic goals

3.1.1 Online Training for 20 Youth-Led Organizations

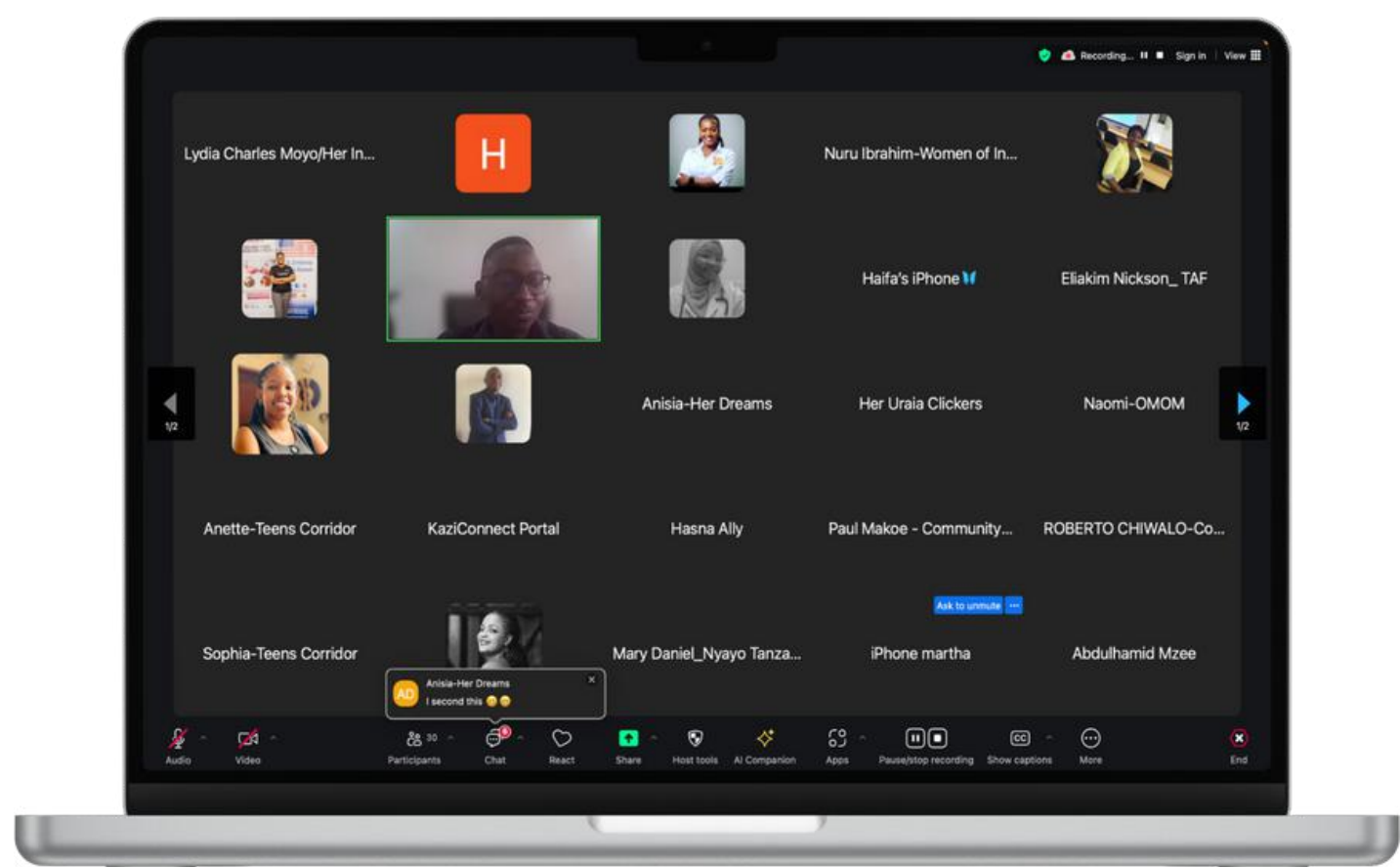
Through the Stawi Lab Project, Her Initiative successfully onboarded and facilitated eight online capacity-building training sessions for 20 youth-led organizations, engaging 38 participants (Executive Directors and their team members).

The training covered Organizational Development, Financial Management, Resource Mobilization, Monitoring & Evaluation, Gender Mainstreaming, Communication & Branding, Talent Management, and Wellness & Self-Care.

As a result, these organizations have strengthened their structures, integrated gender-sensitive practices, improved leadership capacity, and enhanced their ability to create meaningful impact in advancing the rights and opportunities of girls and young women in Tanzania.

"Before the training, resource mobilization was one of the biggest challenges for us at Nyayo Tanzania. We struggled to identify the right opportunities and build strong proposals. However, after participating in the Stawi Lab capacity-building sessions, I gained the knowledge and skills necessary to approach donors with confidence.

I am proud to share that I've successfully secured USD 5,000 in funding from WFT, which will go a long way in supporting our initiatives for girls and young women. This training truly empowered me to make a difference."— **Mary Joseph, Executive Director, Nyayo Tanzania**



3.1.2 Mentorship Program for Youth-Led Organizations

Her Initiative successfully launched a mentorship program for 19 leaders of youth-led organizations (YLOs) enrolled in the STAWI project. The program aimed to provide guidance, knowledge, and networks to enhance organizational capacity in advocating for women's rights and navigating challenges.

Experienced mentors, selected for their background in women's rights organizations (WROs) and their strong communication skills, worked closely with the leaders over three months.

The mentorship included two virtual sessions and one physical visit to foster deeper connections. This initiative enhanced the leaders' organizational development, financial literacy, leadership skills, and governance structures.

As a result, participants improved their ability to mobilize resources, engage their communities, and adopt innovative solutions, significantly strengthening their organizations' capacity to impact gender equity and women's rights.

"The mentorship program has been transformative for both me and my organization. It provided invaluable guidance that helped us refine our organizational strategies, particularly in policy development, communication, and fundraising. With the actionable insights from our sessions, we've strengthened our policies, including developing a whistleblower and sustainability policy, ensuring compliance with best practices. We've also enhanced our networking strategies, building more meaningful partnerships and collaborations that go beyond just funding.

The mentorship also pushed us to invest in strategic communication, which has significantly improved how we showcase our work and engage with stakeholders. Most importantly, the leadership development component helped me prioritize self-care and strengthen my team's soft skills, which has resulted in more effective internal and external relationships. This mentorship has empowered us to become a more strategic, communicative, and impactful organization." - **Upendo Mwakyusa, Executive Director of Call of Environment Tanzania**



3.1.3 Establishment of Youth-Led Network for Collective Advocacy and Program Implementation

The Stawi project successfully established a youth-led network comprising 38 existing organizations, strengthening the movement of youth-led initiatives across Tanzania. This network amplifies collective efforts, promoting synergy within our ecosystem of shared purpose. By fostering collaboration, the network will engage in collective advocacy and program implementation, addressing critical issues affecting women and girls. Through this collaborative approach, the Stawi project is enhancing the impact of youth-led organizations and driving systemic change in the fight for gender equality and women's empowerment.

"The establishment of this network marks a pivotal moment for all youth-led organizations. It's not just about coming together as separate entities; it's about amplifying our collective voice and strength to tackle the challenges women and girls face. By collaborating and sharing resources, knowledge, and strategies, we can create a more unified and powerful movement for change.

This network will be crucial in advancing our advocacy, driving impactful programs, and ensuring that our efforts for gender equality are more effective and sustainable."–

Baltazari, Executive Director, The Changemakers Foundation

3.1.4 Fundraising Capacity Building Session with Mr. Bill Brutty

As part of the Stawi Lab project, Her Initiative hosted an exclusive fundraising session to empower our partners and youth-led organizations with the essential skills and strategies needed for successful fundraising. The session was facilitated by Mr. Bill Brutty, a seasoned professional fundraiser with over three decades of experience working with renowned international organizations such as UNICEF, ActionAid, and Amnesty International.

This unique opportunity provided attendees with practical insights on essential fundraising skills, including grant-seeking strategies, proposal development, budgeting, impact measurement, and relationship-building with funders. The event strengthened the fundraising capabilities of local organizations, ensuring that they are better equipped to diversify their funding sources and elevate their efforts in advancing women and girls' rights.





"The fundraising workshop exceeded my expectations by providing practical, actionable insights that will directly benefit my organization. I gained invaluable knowledge in grant seeking, proposal development, and building relationships with funders. The most valuable takeaway was learning how to develop impactful concepts and proposals that truly resonate with donors. I plan to implement the strategies for developing stronger pitch decks and refining our budget proposals.

The session not only equipped me with new skills but also created a sense of collaboration within the Stawi Network, strengthening our shared commitment to women and girls' empowerment. I now feel more confident in our ability to diversify funding sources and foster long-term relationships with key stakeholders.-

Doreen Kalugira, Participant Stawi Fundraising Workshop



3.2 Strategic Plan Development for 2025-2029

Her Initiative has successfully developed the new 2025-2029 Strategic Plan through an inclusive and participatory process. Engaging key stakeholders—including beneficiaries, project partners, donors, and peer organizations—helped map out strengths, identify gaps, and explore collaboration opportunities.

A validation meeting refined the strategic priorities, ensuring alignment with the organization's mission to improve education, health, economic empowerment, and rights advocacy for girls and women in Tanzania.

This strategic roadmap integrates mechanisms for continuous review and adaptation, ensuring responsiveness to evolving challenges and opportunities while maximizing impact.



3.3 Women First Learning Exchange

In October, Her Initiative hosted a learning exchange with Women First partners, creating a collaborative space to explore critical areas of organizational growth. The workshop focused on topics such as organizational development, fundraising, partnership building, and financial management—providing an invaluable platform for shared learning and reflection.

Led by the Partnership and Resource Mobilization (PRM) department, Her Initiative proudly facilitated the exchange as the first grantee of the Women First International Fund (WFF) among participating partners. This engagement not only deepened our collective knowledge but also strengthened our network's capacity to drive impactful, sustainable change.



3.4 Strategic Partnership with Don Bosco

In 2024, Her Initiative signed a Memorandum of Understanding (MoU) with Don Bosco Planning and Development Office (PDO), marking the beginning of a collaborative effort to empower youth and women entrepreneurs across Tanzania. This partnership brings together Don Bosco's strong technical training expertise and Her Initiative's feminist approach to digital inclusion and economic empowerment.

Under this MoU, both organizations committed to providing comprehensive technical and soft skills training, identifying and supporting suitable beneficiaries, and ensuring programs are strategically aligned to improve socio-economic outcomes. The partnership also includes joint efforts in resource mobilization, developing consortium proposals, and advancing gender-responsive initiatives that equip young people—particularly young women—with the skills and opportunities needed to thrive in the labor market.

4.0 NETWORKING EVENTS AND COALITION ACTIVITIES

4.1 Global Networking Events

4.1.1 Participation in the International Conference on Population and Development (#ICPD30)

In early 2024, Her Initiative achieved a significant milestone by participating in the International Conference on Population and Development (ICPD30), reinforcing our commitment to reproductive rights and gender equality on a global scale. Our Executive Director had the honor of representing the organization, engaging with global leaders, including Dr. Natalia Kanem, Executive Director of UNFPA, to strengthen alliances in advancing women's rights.

This event provided an invaluable platform for networking, knowledge-sharing, and collaboration, allowing Her Initiative to connect with key stakeholders, gain insights into best practices, and contribute to shaping policies that empower women and girls. Our presence at ICPD30 reflects our unwavering dedication to advocating for gender equality and reproductive health while amplifying our impact on the global stage.

4.1.2 Pass the Mic: Centering Unheard Voices for Gender-Just Economies | Women First CSW68

In 2024, Her Initiative achieved a key milestone by participating in CSW68, where our Executive Director engaged in the "Pass the Mic: Centering Unheard Voices for Gender-Just Economies" event hosted by the Women First International Fund. This participation highlighted Her Initiative's commitment to amplifying marginalized voices in economic justice discussions and advocating for inclusive policies.

The event fostered critical conversations, workshops, and networking opportunities, bringing together activists, policymakers, and grassroots leaders to explore innovative strategies for building gender-just economies. By actively contributing to this global dialogue, Her Initiative reinforced its role in driving systemic change, ensuring that economic empowerment efforts are inclusive and transformative for women and girls worldwide.



A promotional graphic for Lydia Charles Moyo. It features a portrait of her on the right, wearing a bright yellow blazer over a dark top, with her hair in a bun. On the left, there is a yellow banner that says "MEET THE SPEAKER". Below that, a black box contains the text "LYDIA CHARLES MOYO" in white and "HER INITIATIVE" in yellow. A quote in white text reads: "Everyday when I see girls and young women in our programs having a choice, participating in decision making tables, running successful businesses, climbing ladders of leadership, and are financially independent, I am motivated to keep going." At the bottom left, a grey box says "Don't miss Lydia at Women First's panel at CSW68! RSVP Link in Bio." The background of the graphic is white with a yellow and grey abstract shape at the bottom.

4.1.3 Strategic Partnership Meeting with Enabel

In 2024, Her Initiative had the privilege of meeting with Enabel's CEO, Jean Van Wetter, and Gender Focal Point, Alice, at their Brussels headquarters. This high-level engagement focused on exploring collaborative efforts to empower young women and girls, aligning with both organizations' missions to promote gender equality, improve healthcare, enhance education, and foster economic development.

The meeting marked a significant milestone in Her Initiative's fundraising and partnership-building efforts, paving the way for impactful joint initiatives that will drive sustainable change and create a more equitable society.



4.1.4 Advocating for Women and Girls at the European Union Council

In 2024, Her Initiative had the extraordinary honor of addressing the European Union Council of 27 member states. This momentous opportunity allowed us to share our story, showcase our impactful work, and advocate for stronger commitments to women's and girls' rights.

We emphasized the urgent need for the EU budget to reflect the current needs of women and girls, urging the EU to intentionally finance local actors and grassroots implementers. Standing alongside the President of the EU Council, this milestone highlighted Her Initiative's growing influence on the global stage and reinforced our commitment to amplifying the voices of women and girls while driving meaningful change worldwide.



4.1.5 Fundraising and Advocacy at the United Nations General Assembly (UNGA) 2024

In 2024, Her Initiative's Executive Director actively led fundraising efforts at the United Nations General Assembly (UNGA) in New York, leveraging this high-profile forum to engage with global leaders, influential stakeholders, and potential partners. This strategic engagement reinforced our mission to empower young women and girls by advocating for sustainable investments in gender equality. Additionally, Her Initiative participated in the Spotlight event hosted by the Segal Family Foundation, a key networking platform that connected us with leading philanthropic players. These engagements strengthened our fundraising strategies and expanded collaboration opportunities, further amplifying our impact.

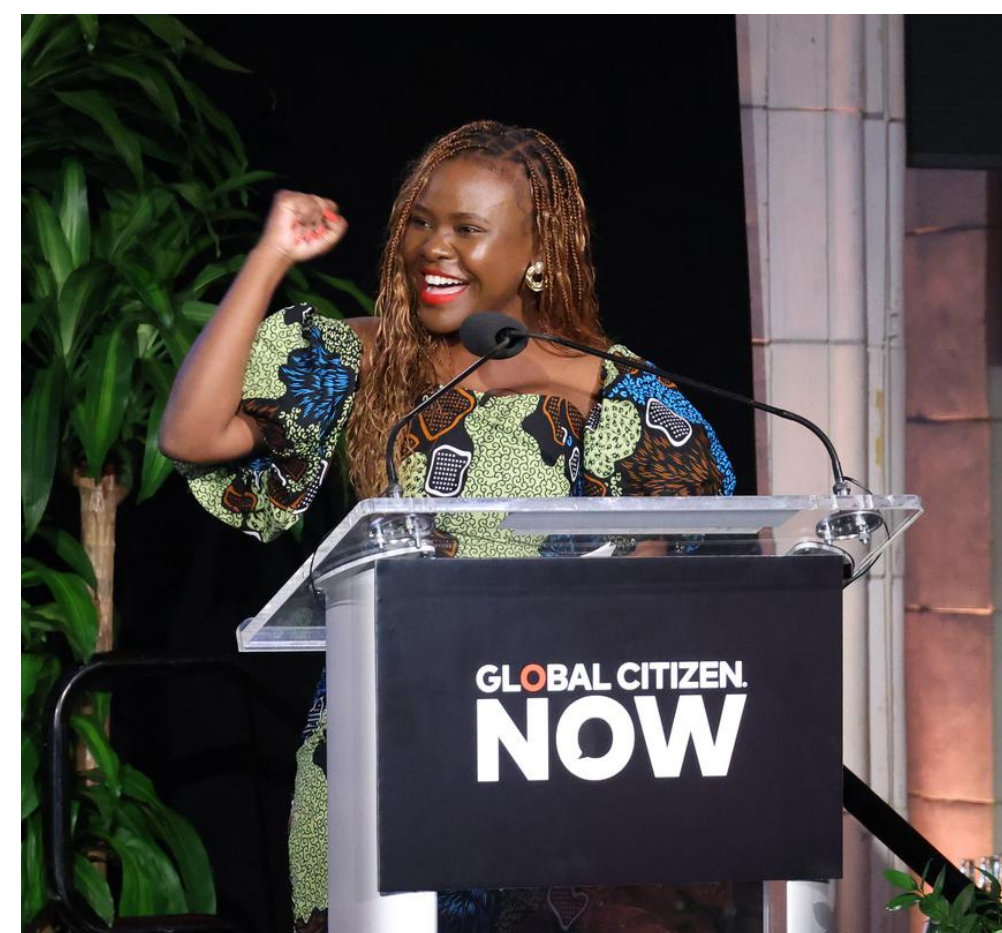
4.1.6 Her Initiative at the Global Citizen Festival 2024

At the Global Citizen Festival in Central Park, our Executive Director delivered a powerful speech addressing the current landscape of youth employment and the challenges faced by women entrepreneurs.

As a moderator of the Women Economic Power panel, she led a crucial discussion on strategies to enhance economic opportunities for women.

This platform provided a unique opportunity to engage with global partners and stakeholders, attracting potential collaborators eager to invest in initiatives that drive economic empowerment for young women.

Our participation reinforced Her Initiative's role as a leading advocate for gender-inclusive economic development.



4.1.7 Advancing Gender Equity in Digital Health: Her Initiative at the Global South eHealth Observatory Conference

Her Initiative participated as a panelist at the 8th Annual Conference of the Global South eHealth Observatory in France, contributing to global conversations on digital innovation and gender equity.

During the conference, Her Initiative shared experiences and insights drawn from the Panda Digital platform—an initiative that leverages digital tools to empower women and girls by addressing economic, health, and social justice challenges.

This engagement highlighted Her Initiative's role in championing inclusive digital health solutions and affirmed its commitment to breaking systemic barriers, fostering digital inclusion, and promoting gender-responsive approaches in health and development spaces.



4.1.7 Myriad Tour and New York Engagements

Her Initiative undertook the *Myriad Fundraising Road Show*, a strategic engagement effort that connected us with key players across the philanthropic, development, and private sectors. Through high-level meetings in New York and beyond, we engaged with influential organizations such as the Mulago Foundation, Mastercard, Global Affairs Canada and Tanzania, Opportunity Collaboration (OC), UNFPA Headquarters, Echidna Giving, the African Diaspora Network, BridgeSpan, and the ILO Headquarters.

These engagements significantly strengthened our global visibility and opened doors for meaningful partnerships. We are excited to share that organizations like *Madre* and *The Elma Foundation* have shown strong interest in supporting our mission. The tour marked a major milestone in advancing our fundraising strategy and building the relationships needed to scale our impact for young women and girls in Tanzania.

4.2 Local Networking Events and Coalition Activities

4.2.1 Her Initiative's Impactful Role in the 16 Days of Activism 2024

In 2024, Her Initiative played a proactive role as a key member of the organizing committee for the 16 Days of Activism, demonstrating our unwavering commitment to ending gender-based violence. As part of the MKUKI coalition, we collaborated closely with fellow members, particularly within the Communications and Branding sub-committee, ensuring impactful messaging and outreach strategies.

Working alongside WILD AF, the lead organization, we contributed to the planning and execution of awareness-raising activities, amplifying the campaign's reach and effectiveness. Additionally, our participation extended to on-the-ground efforts, where we partnered with champions against sextortion to implement our **"Haki Haiuzwi"** campaign, reinforcing our advocacy for gender-based violence prevention and justice. Through these strategic efforts, we strengthened awareness, mobilized communities, and reaffirmed our dedication to creating a safer and more just society for women and girls.

4.2.2 Her Initiative's Role in the Anti-Sextortion Coalition

Her Initiative actively participated in a working meeting organized by TAKUKURU to strengthen collaboration between civil society organizations and TAKUKURU in combating corruption and sextortion.

The session focused on developing a strategic work plan to enhance coordination, reinforcing Her Initiative's commitment to transparency and accountability.

Additionally, the meeting introduced the TAKUKURU RAFIKI initiative, aimed at raising public awareness and engaging communities in anti-corruption efforts. Through this coalition, Her Initiative continues to advocate for a corruption-free society where women and girls can thrive without fear of exploitation.



5.0 AWARDS AND RECOGNITION

5.1 Global Citizen Prize 2024

Ms. Lydia, Founder and Executive Director of Her Initiative, received the Global Citizen Prize 2024 in recognition of her outstanding leadership and the transformative impact of Her Initiative.

This prestigious award celebrates her dedication to empowering girls and young women through economic initiatives, including the groundbreaking Panda Digital platform.

Her Initiative's innovative approach continues to drive lasting change, amplifying hope and opportunities for young women in Tanzania and beyond.



5.2 Best Digital NGO Leader of the Year (Female)- Tanzania Digital Awards 2024

We are proud to announce that our Executive Director, Ms. Lydia, has been honored as the Best Digital NGO Leader of the Year (Female) at the Tanzania Digital Awards 2024. This prestigious recognition celebrates her exceptional leadership and transformative contributions to the digital NGO sector.

Through visionary initiatives like Panda Digital, Ms. Lydia has empowered girls and young women with essential digital skills, fostering their economic independence and participation in the digital economy.

This award reaffirms Her Initiative's commitment to gender equality and digital inclusion, inspiring continued impact across Tanzania.



5.3 King Baudouin Foundation (KBF) Africa Prize

Her Initiative is honored to receive the 2023-2024 King Baudouin Foundation (KBF) Africa Prize, a prestigious recognition from Belgium celebrating our unwavering commitment to empowering young women and advancing women's rights in Tanzania. This esteemed award comes with a €200,000 grant, which will enable us to empower an additional 100,000 women over the next five years.

The award ceremony took place at the Royal Palace of Laeken in Brussels, Belgium, where our Founder and Executive Director, Lydia Charles Moyo, alongside Anna Kulaya, Executive Director at WILDAF and Board Member of Her Initiative, proudly represented us. This milestone strengthens our resolve to drive lasting change and expand opportunities for women and girls across Tanzania.



6.0 OUR FUNDERS AND SPONSORS

Funders



Sponsors



7.0 OUR VISITORS

7.1 Digital Opportunity Trust (DOT)

In 2024, Her Initiative engaged with the Digital Opportunity Trust (DOT) team, strengthening our collaboration for youth empowerment. DOT representatives visited our office, participated in discussions with team members, and connected with beneficiaries to understand the impact of our programs.

The visit also included a site tour, deepening their understanding of our work. This engagement paves the way for potential collaboration on the **"Going Beyond Project,"** which aims to empower youth-led organizations through leadership and entrepreneurship, driving lasting change in Tanzania.



7.2 Collaboration with World Bank Private Sector Specialist

In 2024, Her Initiative hosted a key meeting with Alena Sakhonchik, a Private Sector Specialist at the World Bank, focused on gender equality, women's safety, and economic opportunities in Tanzania.

The meeting allowed Her Initiative to provide valuable insights on gender dynamics in Tanzania, based on our experience empowering young women and girls. Our team reviewed the World Bank's gender assessments and offered feedback to ensure a comprehensive understanding of the issues. This collaboration strengthens our commitment to advancing gender equality and advocating for inclusive economic growth in Tanzania.

7.3 AkiraChix

In 2024, Her Initiative hosted a visit from AkiraChix, a leading non-profit organization dedicated to fostering female tech talent in Africa. The visit facilitated valuable knowledge exchange between the two organizations, focusing on shared goals to empower women and girls across the continent. AkiraChix engaged with Her Initiative's team and explored potential areas for collaboration, recognizing synergies in our missions.

The visit also offered AkiraChix a deeper understanding of the socio-economic challenges young women and girls face in Tanzania, strengthening the partnership and paving the way for future joint efforts.

7.4 Elimu Fanaka

In March 2024, Her Initiative proudly hosted a visit from Elimu Fanaka, a respected partner organization from Kenya. This visit, which took place from March 18th to 22nd, was a valuable opportunity for both organizations to exchange ideas, insights, and best practices aimed at advancing community empowerment and educational excellence.

During the visit, the Elimu Fanaka team engaged in workshops and discussions that deepened their understanding of Her Initiative's mission and impact in promoting financial resilience and digital inclusion for young women and girls in Tanzania.

Likewise, her Initiative benefited from learning about Elimu Fanaka's innovative programs, such as Nawiri and Imarisha. The visit strengthened the partnership between the two organizations, setting the stage for future collaborations to promote educational equity and socio-economic empowerment across both regions.

8.0 TRAINING AND WORKSHOPS FOR CONTINUOUS CAPACITY DEVELOPMENT TO REJUVENATE AND GROW HER INITIATIVE'S TEAM EFFECTIVENESS AND EFFICIENCY

COLLABORATIVE LEARNING INITIATIVE - ISSROFF FAMILY FOUNDATION

As a result of participating in the Collaborative Learning Initiative (CLI) by the Issroff Family Foundation (IFF): a one-year, intensive leadership and capacity-strengthening program for founders or leaders of early-stage community-based organizations working to improve outcomes for children and youth in East and Southern Africa. Her Initiative significantly strengthened its internal systems and fundraising strategy, leading to tangible improvements in resource mobilization and stakeholder engagement.

The tools and knowledge acquired, particularly in donor mapping, qualified prospect index, partnership indicator tool, pitch development, and stewardship, enabled the organization to redesign its fundraising framework and develop a more targeted 2024 donor engagement plan.

This shift not only enhanced our ability to identify and approach aligned funders but also improved donor retention and communication.

Moreover, the CLI experience positioned Her Initiative within a broader ecosystem of global funders and peer organizations, resulting in new strategic connections and partnership opportunities. The practical application of lessons from CLI led to strengthened M&E practices, clearer organizational positioning, and the adoption of more inclusive leadership approaches.

These changes have contributed to greater institutional confidence, a more streamlined fundraising pipeline, and the early success of new funding conversations aligned with our refreshed engagement strategies.



Safeguarding Training from Segal Family Foundation

Her Initiative Participated in the Safeguarding Training provided by Segal Family Foundation equipped the organization with enhanced knowledge and best practices in safeguarding policies, procedures, and implementation. This training strengthened the capacity of safeguarding leads and other team members to create safer environments, identify and mitigate risks, and respond effectively to safeguarding incidents.

ORGANIZATIONAL DEVELOPMENT PROGRAM BY DIGITAL OPPORTUNITY TRUST (ODP)

Her Initiative successfully participated in the Digital Opportunity Trust (DOT)'s online Organizational Development Program (ODP), which focused on three key thematic areas: Monitoring and Evaluation (M&E), Partnership and Resource Mobilization, and Gender and Safeguarding. As a result of this program, Her Initiative strengthened its internal systems through the adoption of simplified and practical M&E tools, including disaggregated indicator tracking and inclusive evaluation approaches.

The partnership and resource mobilization sessions enhanced our capacity to identify, engage, and sustain strategic partnerships. Additionally, the gender and safeguarding training deepened our understanding of how to apply gender mainstreaming and protection principles into our program design and implementation. Overall, the ODP contributed significantly to building a more inclusive, accountable, and impact-driven organizational culture at Her Initiative.

| Networking Event / Organizer | Event Description |
|--|--|
| Women Global Network on Reproductive Rights (WGNNR) | Her Initiative participated in the WGNNR meeting on February 16, 2024, focusing on data collection for the CSO Shadow Report assessing the government's progress on the Addis Ababa Declaration on Population and Development in Africa post-2012. Data will inform the Continental CSOs Shadow Report presented at the 57th session of the Commission on Population and Development (CPD 57). |
| Tanzania Education Network/Mtandao wa Elimu Tanzania (TEN/MET) | Her Initiative attended the TENMET meeting to develop strategies for preventing student dropouts, which will feed into the National Re-entry Implementation Plan. Additionally, from March 26-29, we contributed to discussions on key legal frameworks like the Education Act, Marriage Act, and Law of the Child Act |
| Agenda ya Mwanamke Turufu ya Ushindi – Women Fund Trust Tanzania | Her Initiative participated in the meeting aimed at increasing women's involvement in elections and governance. The focus was on NGOs' roles in voter education, advocating for women's rights, and increasing women's participation as voters and candidates. |
| Meeting with NEC Tanzania and Civil Society Organizations | Her Initiative joined discussions with the National Electoral Commission (NEC) and civil society organizations on the Voter Register Update Exercise. The meeting focused on enhancing voter registration and educating the community about electoral participation and civic responsibility. |
| Revision of the Wanawake Sasa Project Aspirant Training Manual – WiLDAF Tanzania | Her Initiative participated in a two-day working session to revise the Wanawake Sasa project training manual for women aspiring to political leadership. The revision aimed to reflect current legislative reforms, electoral processes, and digital tools for effective leadership. |
| International Youth Day in Dodoma | Her Initiative participated in International Youth Day in Dodoma, where we engaged as panelists on digitalization and youth empowerment. We presented the Panda Digital Platform, showcasing its role in equipping youth with financial literacy and digital skills for economic growth. |

9.0 CHALLENGES ENCOUNTERED



- **Persistent Gender Inequalities:** These inequalities continue to restrict the opportunities available to young women, making it harder for them to access essential resources and support for their growth and entrepreneurship.
- **Limited Access to Financial Resources:** Many young women face challenges in accessing financial support to grow or start businesses, significantly hindering their ability to achieve financial independence.
- **Increasing Prevalence of Sextortion and Gender-Based Violence (GBV):** Despite efforts to raise awareness, sextortion and GBV remain major obstacles, with many young women facing harassment and exploitation, especially in business and digital spaces.
- **Challenges in Business Formalization:** Over 50% of women entrepreneurs struggle with business formalization due to high registration costs and lack of access to relevant information. This limits their ability to access financial systems and expand their businesses.
- **Limited Distribution Networks:** A major barrier for young women entrepreneurs is the lack of efficient product distribution networks, which hampers their ability to scale businesses and connect with potential customers effectively.
- **Harassment in Business Environments:** Many women face harassment from customers and officials in public markets, which affects their ability to operate in a safe and supportive environment.
- **Lack of Safe Spaces in Markets:** Many women entrepreneurs lack safe spaces to conduct business, which poses serious risks to their safety and well-being, affecting their ability to thrive in the business environment.
- **Barriers to Reporting Sextortion:** A significant number of women do not report cases of sextortion due to fear of retaliation, lack of awareness about reporting mechanisms, and concerns over losing business opportunities.

Case Story:

Triple S Girls Transforming WASH Challenges into Entrepreneurial Success

Students at Saranga Secondary School were facing a major challenge, the lack of proper water, sanitation, and hygiene (WASH) facilities. With no reliable access to clean water and inadequate sanitation infrastructure, maintaining hygiene was a daily struggle. This situation particularly affected girls, who often missed school during menstruation or felt uncomfortable in an unclean environment. Beyond the school setting, many of these girls come from low-income households where poverty limits access to basic necessities, including hygiene products. These economic hardships not only affect their well-being but also put them at greater risk of school dropout, as they are often expected to contribute to household income or chores.

Instead of giving in to these barriers, the girls took action through Mshiko Clubs—a program designed to empower girls with financial literacy, agency, and entrepreneurship skills. As part of their extracurricular learning, they engaged in identifying challenges within their school and community. The WASH crisis stood out as a key issue affecting both health and education outcomes. Applying the skills they had learned, the girls developed a business idea that could help solve this challenge: producing liquid soap to improve hygiene in their school environment.

Supported by Mshiko Clubs and a seed grant from Her Initiative, the girls launched a small soap-making business they proudly named “Triple S.” With an initial production cost of 50,000 TZS, they were able to make soap worth 120,000 TZS, earning a profit of 70,000 TZS per production cycle. The soap was used to clean school toilets, classrooms, and offices, directly improving the hygiene conditions at Saranga Secondary School while also giving the girls hands-on experience in business operations and teamwork.

The girls’ vision extends beyond their initial success. They are determined to expand their business to produce other cleaning products such as JIK and disinfectants. They hope to participate in exhibitions to grow their market visibility and strengthen their entrepreneurial journey.

Through this initiative, the girls are not only creating a cleaner and safer school environment but are also building economic confidence and a sense of purpose. Their participation in Mshiko Clubs has helped them turn a challenge into an opportunity, using extracurricular activities to gain practical skills that keep them in school and prepare them for the future. Triple S is more than a business—it is a symbol of resilience, leadership, and the transformative power of girl-led solutions.



Case Story:

Irene's Journey of Grit and Growth

Irene Benizeth, a young graduate in logistics and transportation diploma from Tabata has experienced a life changing experience over the course of 4 months. Being unable to get a job right away she decided to take her chances with business. With the help of her mother she was given a small loan to start with poultry. It was not as easy for her to penetrate into the business because there were already people doing it from where she lives.

She did poultry farming for two years and it was quite challenging. She faced competition from her neighbour who did the same thing, she also had problems with a nearby neighbour who was complaining about the chickens making noise and the odor of the chickens was a nuisance to them. Through all these adversities she still did not give up.

A turning point came later on in 2024 when one of her relatives who was volunteering at an organization named Bridge for Change which happens to be one of Her Initiative's host partners for the Going Beyond Project, they heard of the Digital Business Program and thought it would be a good idea for her to join and gain more knowledge and skills as a small entrepreneur.

As a way to keep herself busy she thought this was something good for her, upon joining she learned for six weeks but as she recalls, half way through the program she had already witnessed some changes within her behaviour and how she conducts herself as an entrepreneur, she started thinking about scaling and getting more customers and by the end of the program she started using her whatsapp for promoting her business, she started taking customer details such as names, phone numbers sometimes emails and locations if necessary. This created a loyalty between her and the customers and to her surprise they would rather walk a bit more distance to get chickens or eggs from her or in other cases wait when she did not have them eggs at the moment.

Months later she was nominated for the Seed Award Prize, and she did her applications and to her great surprise again, she was chosen as one of the winners for the Seed Award Prize. A **second turning point of her life.** Before the Seed Award she only had **13** chickens but now she has added **58** more into the roster which she believes is a major improvement. Irene previously would sell 1 to 2 treys of eggs per month which would total 16,000 tshs but now she sells 3 to 4 egg-trays in two weeks which tallies up to 64,000tshs, she also sells at least 2 chickens per week at 25,000 - 30,000 tshs depending on the total production cost she used on a specific month. She was recently visited by Her Initiative together with the DOT and Mastercard teams so they can get to know her experience throughout the program and to learn on what to do better for the program to become more beneficial to other small entrepreneurs.

Irene is a testament to what young women can achieve through taking on opportunities and that they are not only limited to what the society boxes them in, she is a story of what commitment and determination can do to any young woman who dares to take the first step.



Case Story:

From Struggle to Strength: How STAWI Lab Supported Theatre Arts Feminists in Advancing Their Vision

Before joining the STAWI Lab program, Alua Mkilindi was navigating a tough and uncertain journey as the Founder and Executive Director of Theatre Arts Feminists. As a passionate feminist and gender activist, Alua had a strong vision, but like many youth-led organizations, hers was struggling with deep-rooted institutional challenges. Her organization faced a painful lack of funding, limited human resources, and inadequate systems to sustain its mission. These challenges made it difficult to gain trust from partners or meet the requirements expected by potential donors. The situation was disheartening, and at times, it felt like the vision was slipping further from reach.

That's when STAWI Lab stepped in. As a beneficiary of the program, Alua and her team were introduced to the foundational pillars of running a strong and sustainable NGO. Through the structured and practical sessions, they gained knowledge in essential areas such as NGO communications, partnership building, resource mobilization, monitoring and evaluation, and policy compliance. Each module was directly aligned with what donors and development partners look for, helping Theatre Arts Feminists build systems that could support long-term growth and accountability.

The impact was transformative. With the tools and understanding gained from STAWI Lab, Alua led her organization through a process of internal restructuring. Together with her team, they set up proper operational systems, strengthened their strategic communications, and developed frameworks for monitoring their impact. Today, Theatre Arts Feminists is no longer in survival mode. They have successfully secured new funding and partnerships from donors who believe in their mission and can now see a credible, accountable structure behind it.

Alua and her team are now filled with renewed energy and confidence. What was once a heartbreaking situation has become a story of resilience and growth. Thanks to the support from STAWI Lab, Theatre Arts Feminists is thriving—and more determined than ever to make a difference in the lives of the communities they serve.



Case Story:

Finding Her Path: How the Plan B Project Helped Leah Jacob Reclaim Her Future

Leah Jacob, a young woman from Kisarawe, once faced a bleak and uncertain future. After dropping out of school, she found herself without income or opportunities, highly vulnerable to gender-based violence (GBV). Like many young women in her region, Leah felt trapped, with no clear path forward. However, her life took a positive turn when she became involved with the Plan B Project.

Plan B is a project specifically designed to support out-of-school young women, helping them achieve economic independence and rebuild their lives. For Leah, it came at a crucial time. The program offered training in personal agency, GBV awareness, entrepreneurship, and digital marketing. Leah participated eagerly, seeing it as a much-needed opportunity to change her circumstances.

Throughout the training, Leah acquired essential skills and knowledge that opened new doors for her. The sessions on entrepreneurship and digital marketing were particularly impactful, teaching her how to start and manage a business, market it online, and protect herself from GBV. The training instilled in her a newfound confidence and sense of purpose, transforming her outlook on life.

Upon completing the program, Leah was one of 12 young women selected to pitch their business ideas for funding. Despite her initial nervousness, she recognized this as a pivotal moment to change her life. Her pitch was successful, and she, along with her peers, received funding to start a business selling food produce, known locally as **"Mama ntilie."**

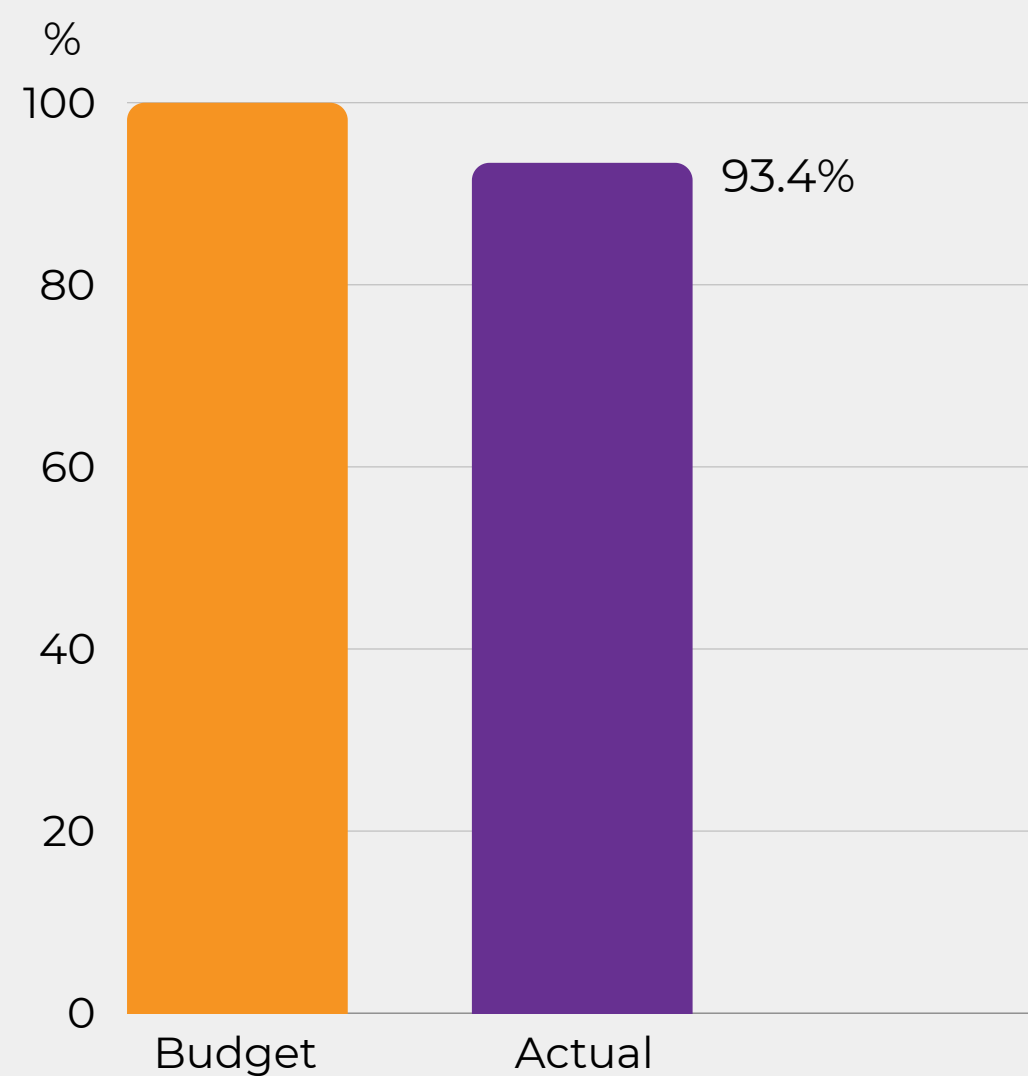
Today, Leah is financially independent, and her business is thriving. This economic empowerment has significantly reduced her vulnerability to GBV, allowing her to make informed decisions and stand up for herself. The Plan B Project has been instrumental not only in changing Leah's life but also in providing a pathway for many young women in Kisarawe to escape the cycle of poverty and violence. Leah's experience stands as a powerful example of how targeted support and training can lead to meaningful and lasting change.



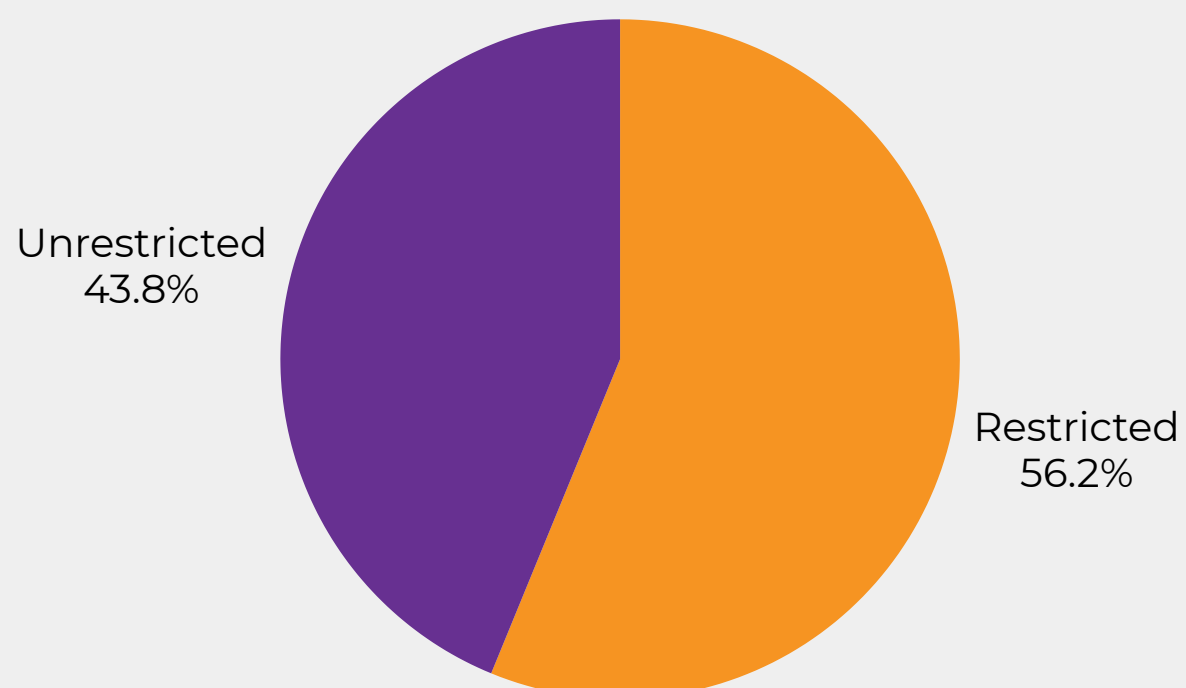
FINANCIAL UPDATE

Her Initiative's 2024 Projections

Budget VS Actual Revenue Raised

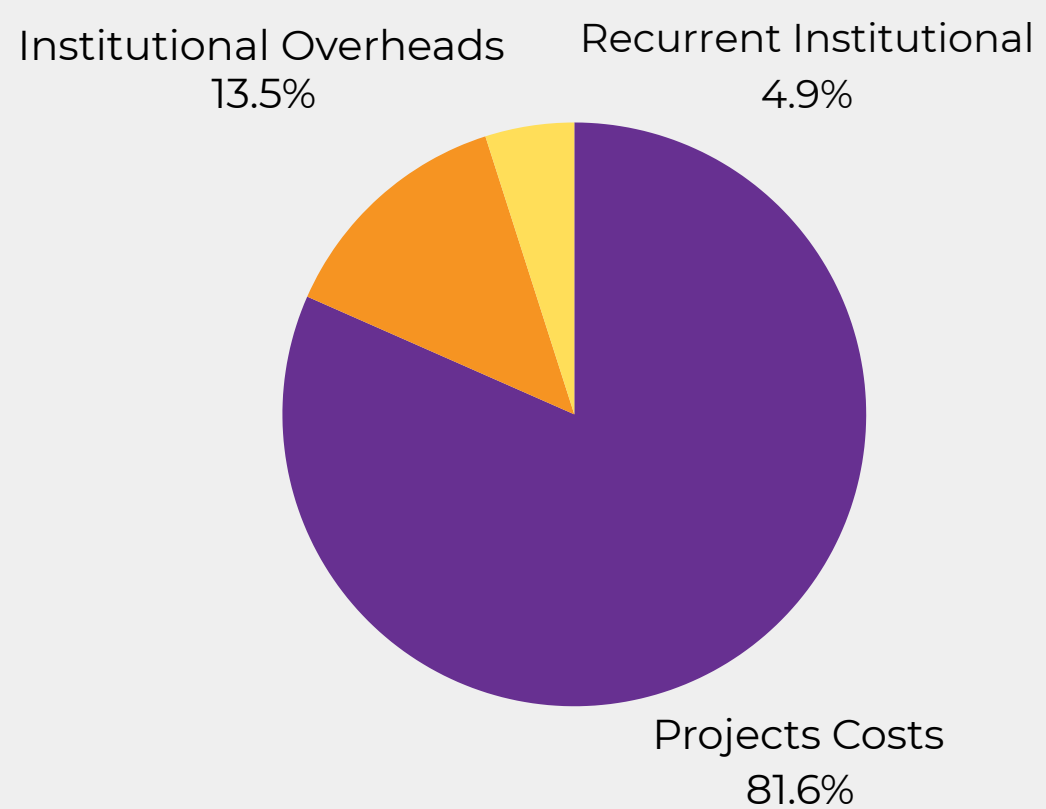


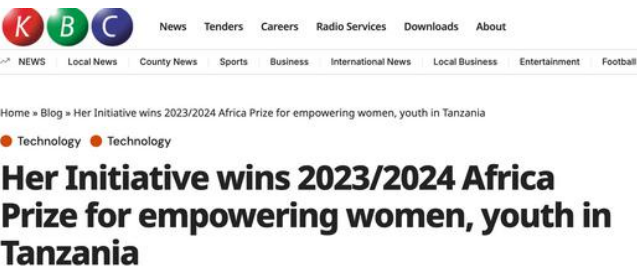
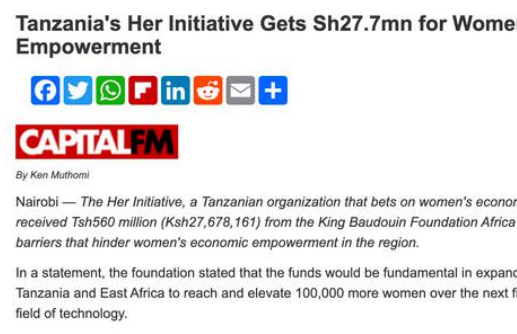
Restricted VS Unrestricted Funds



Expenses;

64% of Actual amount raised





MEDIA WALL

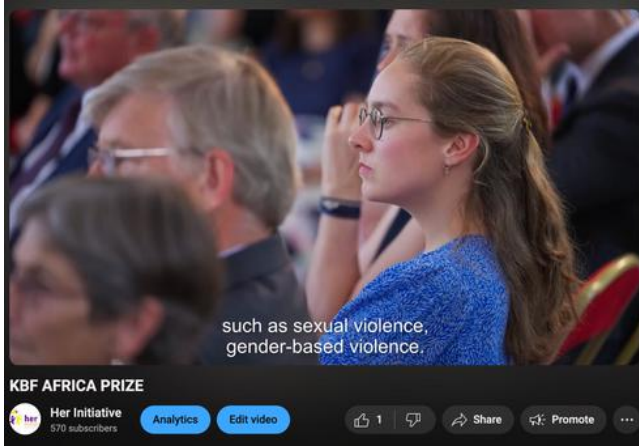
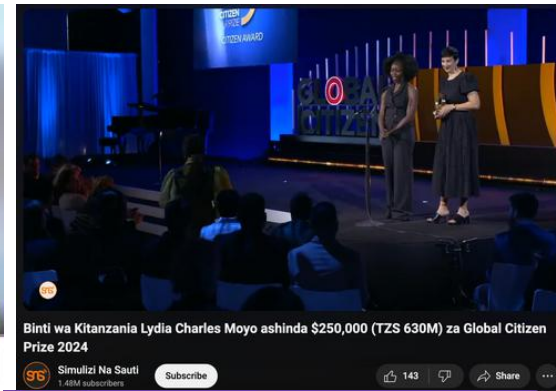
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