



# Her Initiative

# Strategic Plan

2025 - 2029



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## Executive Summary

### **Background**

Since our founding in 2016, Her Initiative has seen substantial growth; developing innovative empowering programs for adolescent girls and young women, to local and global recognition of our work. The majority of this growth has strategically aligned with national and global outlook toward gender equality, breaking barriers for the most vulnerable, and recognizing the power of economic rights and justice as a critical intervention to sustainably transform lives of girls and young women. Her initiative is a household name when it comes to the digital technology-economic rights and justice nexus in Tanzania. For the next five years we want to continue to build on this niche and to impact more lives. To cement the role of Her Initiative in these vital aspects of the national and global development agenda, we embarked on a strategic planning process in 2024 which started off with an inside job of organizational self-awareness, exploring the current national and global contexts, and applying human-centered design and stakeholders engagement in redefining our model, Theory of Change (ToC), and defining key areas to tackle in 2025 - 2029.

We invested time to conduct PESTEL, stakeholder, and SWOT analyses to better understand both internal and external environments in which we operate (see annexes 5, 6, & 7). Her Initiative's second strategic plan is a lead forward for adolescent girls and young women in Tanzania. Our new strategic plan will guide us to the desired impact of a just world without poverty in which adolescent girls and young women can influence decisions that affect their rights to life and security, sustainable livelihoods and essential services. This is a difficult task but we are in for a long haul.

Given the complexity of our work and the impact we want to achieve, we are gearing our efforts into four key strategic areas; enabling economic and financial freedom among adolescent girls and young women, amplifying their voices to break barriers, developing innovative partnerships for program delivery, and strengthening institutional capacity and sustainability.

*Our B-HAG is to grow our impact from **thousands impacted** to **hundreds of thousands impacted**. We want to grow significantly in impact, but stay grounded in our holistic model. We recognize the power of strong institutions in delivering impact and as such, we want to significantly increase investments in our people and the institution. In the spirit of sharing what we are learning, we have interventions set to make Her Initiative a vehicle for adolescent girls and young women to prosper. It has always been abundantly clear to our Founder that we cannot achieve SDGs without championing girls and young women. This strategic plan provides a clear roadmap of what needs to be done towards the path of impact and serves as a call to all our partners to join us in building a movement to advance adolescent girls and young women's rights and gender equality.*

## Who We Are

We are a young women-led non-profit organization committed to reshaping the narrative surrounding the value of adolescent girls and young women through redefining societal norms that perpetuate the cycle of poverty. We aspire to foster economic and financial resilience among adolescent girls and young women in Tanzania through the fusion of economic rights and justice and digital technologies.

## Our Why

We believe in the inherent value and potential of every girl and young woman. We are driven by the urgent need to amplify agency and support adolescent girls and young women in Tanzania to challenge oppressive practices and create opportunities for themselves and their communities. We envision an inclusive society where these young women have the power to make choices and forge paths to a brighter future and exercise their rights.



## Our Vision

We envision an inclusive society where adolescent girls and young women have the power to choose and create opportunities for themselves as they achieve economic resilience, overcome barriers, and live with dignity.

## Our Mission

We are committed to economic rights and justice, and digital inclusion, supporting young women and girls to achieve economic resilience, financial autonomy, enabling them to overcome barriers and live with dignity.

## Our HOW

We advance adolescent girls and young women in Tanzania through a holistic approach that combines economic rights and justice, digital literacy and technology for business as well as promoting women rights. Our model includes developing and implementing innovative programs in collaboration with adolescent girls and young women, government bodies, community-based organizations (CBOs), youth development partners, and funders. We provide rights-based education, essential business skills, opportunities, and resources to equip adolescent girls and young women to achieve economic resilience, overcome barriers, and live with dignity.



Girl's Agency



Economic Empowerment



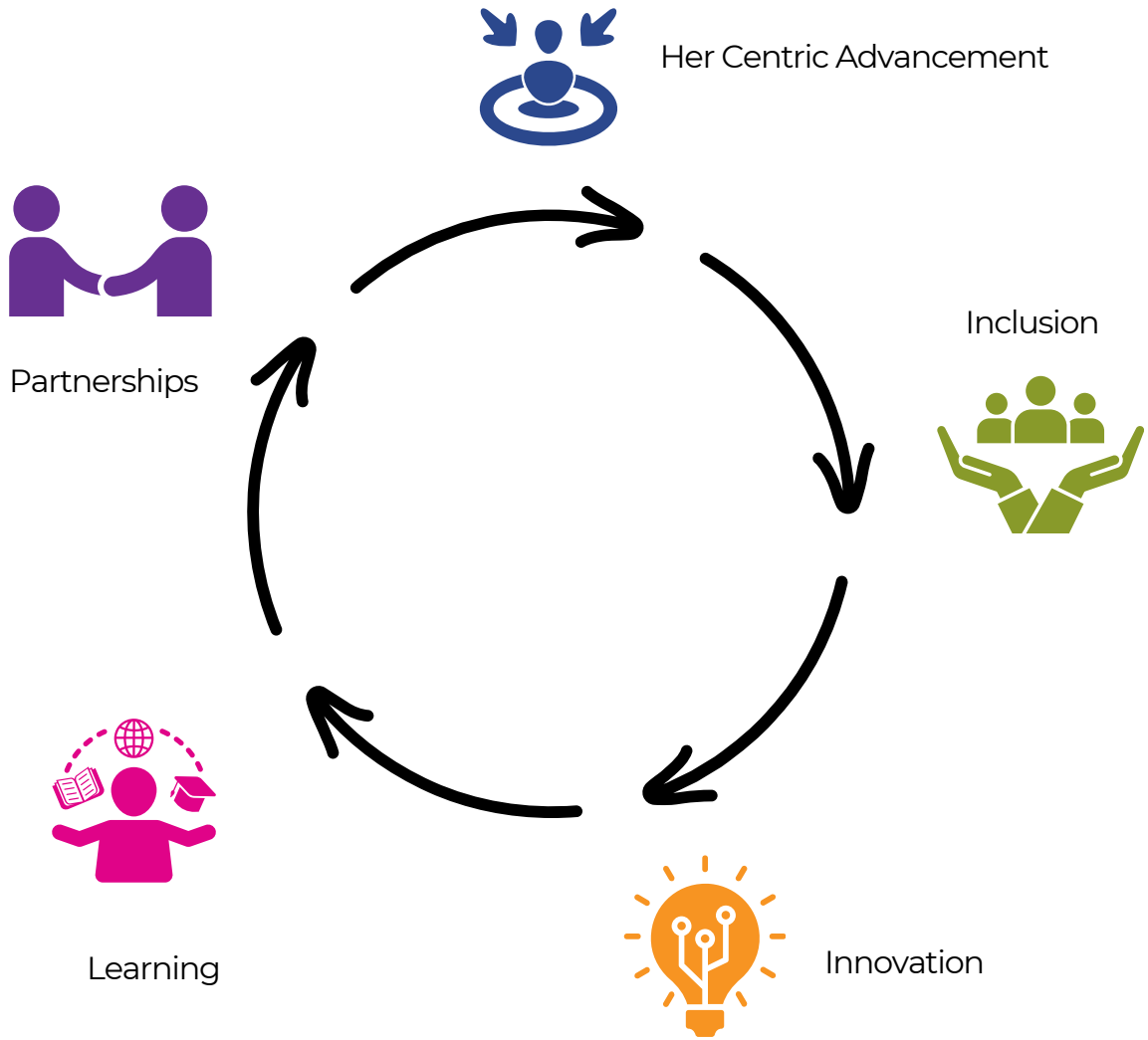
Digital Literacy



Women's Rights



# Our VALUES



## What Sets Us Apart

- **Laser-focused on girls and young women:** Our unwavering commitment is to the unique needs, challenges, and aspirations of adolescent girls and young women, ensuring that every program and initiative is designed specifically to empower and uplift them.
- **Innovation - both digital and program design:** We integrate cutting-edge digital solutions and creative program design to address the evolving needs of the communities we serve, ensuring impactful and sustainable change.
- **Holistic program approach - from breaking barriers to changing behavior, advancing skills, and amplifying voices:** Our holistic approach not only breaks down barriers but also fosters behavioral change, advances skills, and amplifies the voices of girls and young women, creating a comprehensive pathway to advancement and resilience.
- **Commitment to Equity and Inclusion:** We are deeply committed to equity and inclusion, creating a safe and welcoming environment for all, where diversity is celebrated, and every individual has the opportunity to thrive and contribute to the collective mission.



# Our Organizational Structure and Governance

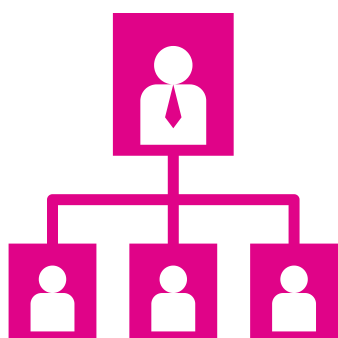
At the core of our organizational structure, we are committed to fostering a professional yet youth-friendly environment where young people can work diligently while also having fun, feeling safe, and expressing their creativity. Our structure and governance model are intentionally designed to be young-women-led, flexible, transparent, and collaborative. This strong foundation not only ensures accountability at all levels but also empowers our team to identify and mitigate risks proactively. By leading by example, we are dedicated to empowering adolescent girls and young women, enabling them to deliver outsized impact and thrive in both work and play.

## Our Board of Directors

Her Initiative is legally registered in Tanzania as a national NGO, with registration no. 08687 We have one functional Board of Directors that provides oversight of our organization.

Our governing board is, by design, composed primarily of young women, development practitioners, entrepreneurs, private sector specialists, our partners, and representatives of program participants that we serve. This ensures the highest level of strategic and legal oversight for Her Initiative is a board composed predominantly of experienced African leaders.

As a part of our 2025 - 2029 strategic plan, we have extensive plans to build the capacity of our board and to have robust board performance matrices as well as to diversify our board's skill sets and become more inclusive.



## **Our Team**

Our leadership structure is driven by young women, including a young female Executive Director, Chair of the Board, and at least 70% of organizational leaders, ensuring the organization is truly guided by the voices and perspectives of those we serve. We also recruit and host Volunteers whose values align with advancing girls and young women.



## **Our Key Partners**

We believe in the power of partnerships. Over the years we have partnered with thousands of girls and young women, and collaborated with many organizations. We want to go far in advancing adolescent girls and young women, and to be able to do that diligently to bear transformative fruits, partnership is critical.



*Our 2025 - 2029 strategic plan reflects our ambition to partner with like-minded organizations to offer comprehensive/ holistic program interventions that will impact our program participants sustainably.*



## Alignment with Government Development Policies

**Her Initiative's Strategic Plan 2025-2029** is deeply aligned with national, regional, and local government policies, reinforcing our commitment to advancing the rights and wellbeing of adolescent girls and young women. Our proposed actions are designed to contribute significantly to Tanzania's legal and policy frameworks, including:

- **National Development Vision 2050**, which emphasizes the empowerment of women and youth as critical drivers of sustainable development.
- **National Plan of Action to End Violence Against Women and Children (NAVAWC II 2024/2025-2028/2029)**, where we actively support efforts to eliminate all forms of violence against women and girls, ensuring their safety and dignity.
- **National Accelerated Action and Investment Agenda (NAIA) for Adolescent Health and Wellbeing 2021-2025**, aligning our initiatives with national priorities to enhance the health and wellbeing of adolescent girls.
- **National Plan of Action for Ending Violence Against Children and Youth II 2023-2027**, contributing to comprehensive strategies that protect and uplift young girls, ensuring they grow up in safe and supportive environments.
- **Education Policy (2014, amended in 2022)** and **National Youth Policy (2016, amended in 2024)**, both of which underpin our commitment to fostering education and leadership opportunities for young women, creating pathways to their full participation in society.
- **National Strategy for Growth and Poverty Reduction**, which prioritizes the empowerment of women and youth as key to unlocking economic opportunities and driving equitable growth, aligning perfectly with our mission to promote economic rights and justice and resilience for adolescent girls and young women.



*Aligning our efforts with national policies is crucial for Her Initiative. This commitment ensures that our work not only contributes to the empowerment of adolescent girls and young women but also actively supports the broader goals of national development.*



## The State of Tanzanian Adolescent Girls and Young Women

In Tanzania, adolescent girls and young women face numerous challenges that hinder their development and potential. These challenges include limited economic advancement opportunities, difficulties in starting small businesses, a significant digital divide, and pervasive gender-based violence (GBV). Addressing these issues requires a multifaceted approach that includes promoting economic rights and justice, digital inclusion, skills development and a robust legal framework to protect them against violence.

**GIRLS JUST  
WANNA HAVE  
FUNDAMENTAL  
HUMAN RIGHTS**



# The Problem

Adolescent girls and young women in Tanzania face a multitude of systemic barriers that perpetuate financial instability, limit livelihood opportunities, and increase their vulnerability to exploitation and gender-based violence (GBV). Poverty, compounded by limited access to stable employment and economic opportunities, traps many in a cycle of insecurity, with 90% of working women employed in the informal sector, which offers unstable, poorly paid jobs and little access to social protection. Additionally, entrepreneurial ventures are difficult to pursue due to restricted access to capital, limited business skills, and market challenges, with women being 30% less likely than men to access financial services. Cultural norms and gender biases further deter economic advancement, particularly in rural areas. The digital divide exacerbates these challenges, as only 46% of the population has internet access, leaving girls and young women—especially in rural regions—disconnected from vital educational resources, employment opportunities, and skills for economic empowerment. Furthermore, GBV remains a pervasive issue, with 40% of women aged 15-49 having experienced physical violence, and 17% experiencing sexual violence, according to the Tanzania Demographic and Health Survey (TDHS). This violence not only harms individuals but also obstructs their ability to engage fully in economic and social activities, further deepening inequality. Without targeted interventions addressing these systemic challenges, adolescent girls and young women remain trapped in cycles of poverty, limited digital access, and heightened risks of exploitation, ultimately impeding broader progress toward gender equality and sustainable development.

Low paid jobs



little access to social protection

Financial instability



Locked Opportunities

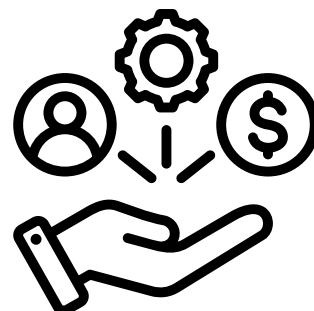


GBV

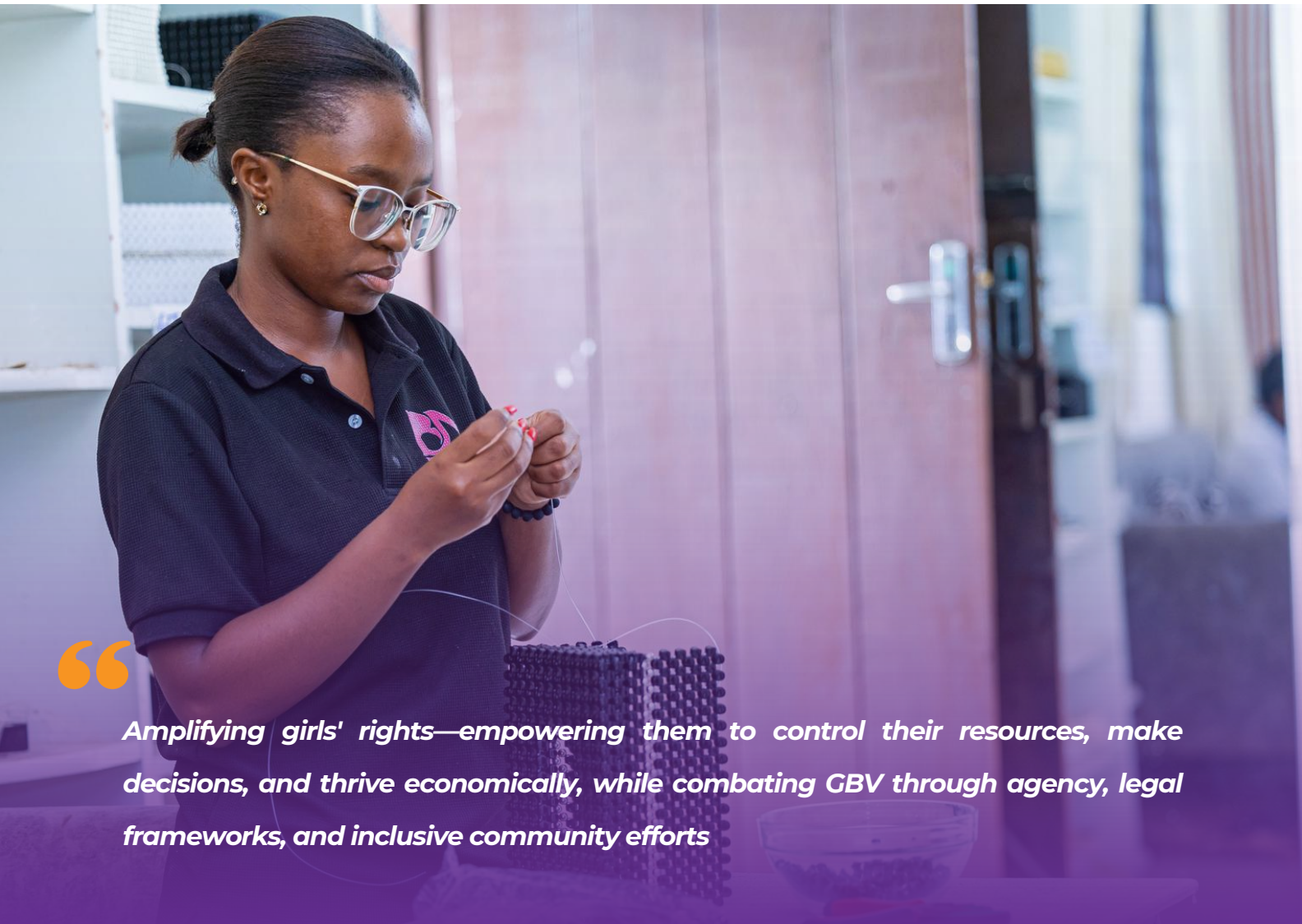
# The Solution

Addressing the challenges faced by adolescent girls and young women in Tanzania requires a comprehensive and multifaceted approach. Our solution is built on tenets of uplifting adolescent girls and young women through a holistic approach that combines economic rights and justice, digital technology skills, and promoting their rights. This holistic model has the power to disrupt the status quo and radically transform lives of girls and young women. Promoting economic and financial resilience among adolescent girls and young women necessitates enhancing their skills to boost their confidence and match market demands. Through our unique innovative programs Panda on the Ground, Plan B Project, DigiMali, and Panda Digital we will support young women in starting small businesses, and promote their access to financial services, business development services, and mentorship programs. We want to put resources directly in the hands of courageous adolescent girls and young women to double down on efforts to meet the most urgent needs in the fight for gender justice to drive transformative change.

Our programs are tailored to ensure that we bridge the digital divide, and promote digital literacy among girls and young women. We will provide digital skills training for businesses, access to digital learning platforms, and advocate for affordable internet access to promote inclusion. We will explore partnering with technology companies to provide affordable devices and digital skills training to further empower girls and young women to participate in the digital economy.



Our work will hit the wall if we do not champion and advance the rights of girls and young women. Effective economic rights and justice programming for girls and young women occurs when they enjoy their rights to control, make decisions about and benefit from resources, assets, income and their own time. Combating GBV requires first and foremost, the agency from girls and young women, followed by a robust legal framework, community awareness campaigns, and support services for survivors. At the center of our solution to economic and financial resilience is amplifying girls' rights. We will promote sexual and reproductive health rights and link adolescent girls and young women to such services to accelerate their success. To foster a more supportive and equitable environment we will promote Involving men and boys in GBV prevention programs to foster a more supportive and equitable environment.



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*Amplifying girls' rights—empowering them to control their resources, make decisions, and thrive economically, while combating GBV through agency, legal frameworks, and inclusive community efforts*

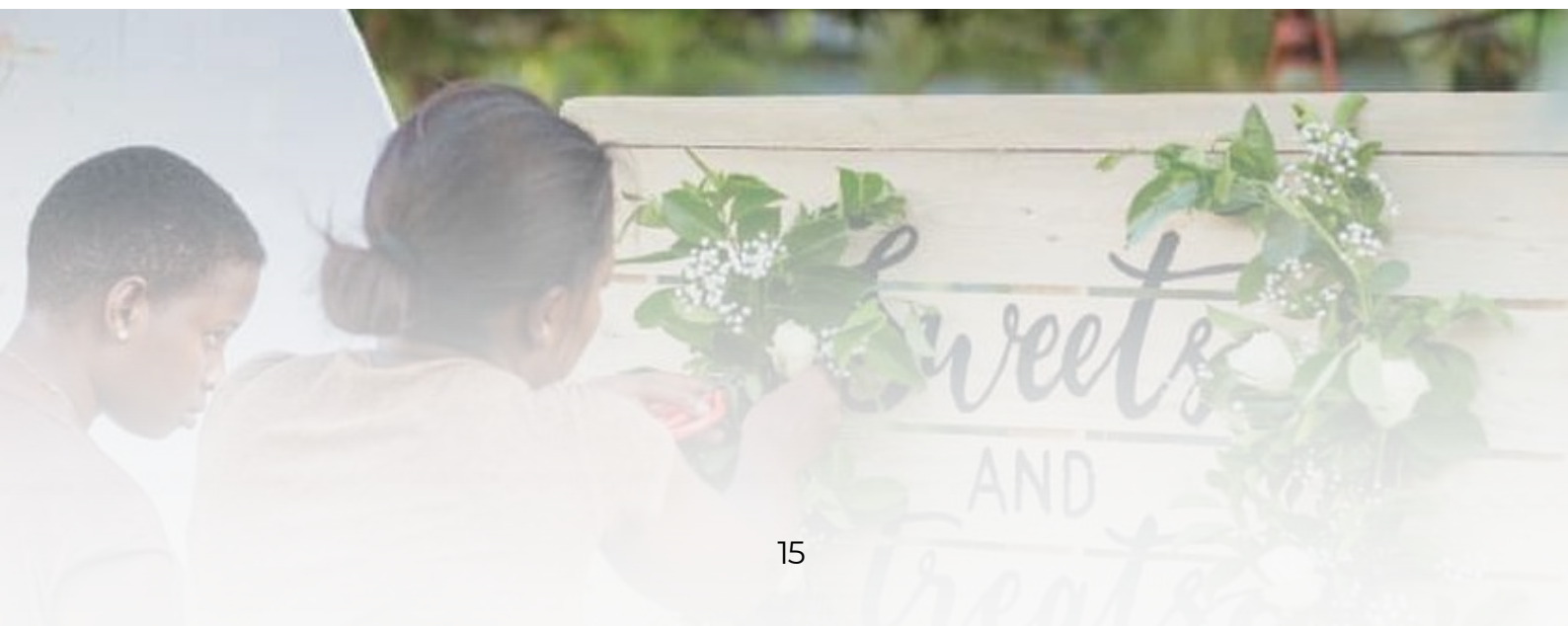
# Our Model

Her Initiative envisions a society where adolescent girls and young women in Tanzania achieve economic and financial freedom, are free from any form of gender-based violence (GBV), and are empowered to make informed health decisions.

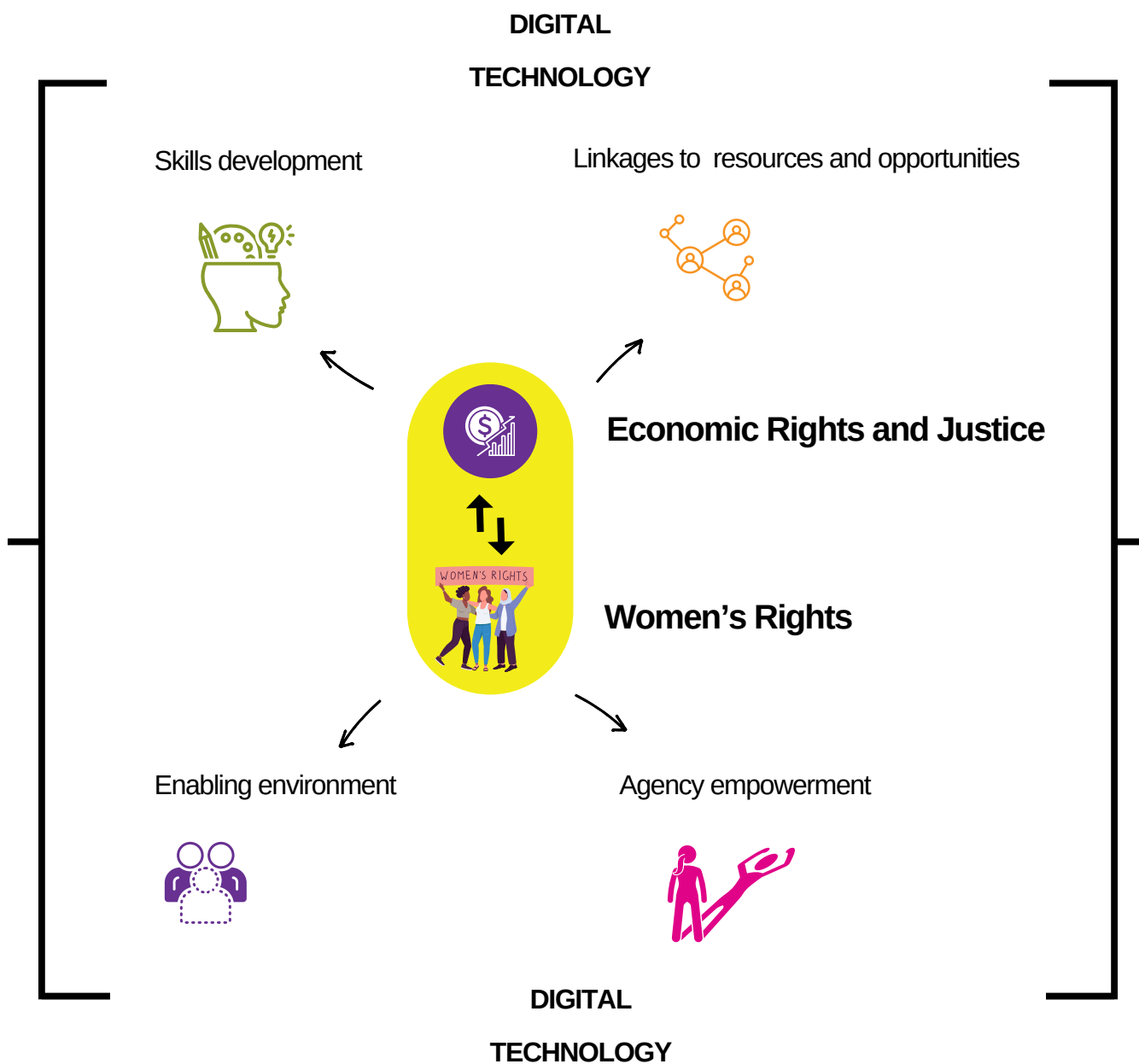
At the heart of our programs is the **Economic Rights and Justice Program**, which includes entrepreneurship and digital inclusion and digital skills training, financial literacy, and mentorship. These initiatives empower participants with **the skills and knowledge** needed to gain financial independence. To further support this, we build **linkages to opportunities** through partnerships with financial institutions, including microfinance, facilitating access to loans and grants to start or expand businesses.

Recognizing that economic rights and justice alone is not sufficient for the success of girls and young women, we embed a **holistic approach of feminist rights-based education** within our model. This program includes feminist, rights-based education, GBV awareness, and prevention efforts. We provide awareness training, counseling, and legal aid, while fostering a supportive **enabling environment** by creating networks of anti-GBV champions within communities. Our commitment to **Sexual and Reproductive Health and Rights (SRHR)** builds on our existing HIV/AIDS program, with a particular focus on youth living with HIV/AIDS (PLWHA). By addressing these critical areas, we ensure that girls and young women can exercise their **agency** in all aspects of their lives.

The success of Her Initiative's programs is founded on a comprehensive approach that integrates **skills development, Agency empowerment, linkages to opportunities**, and the creation of an **enabling environment**.

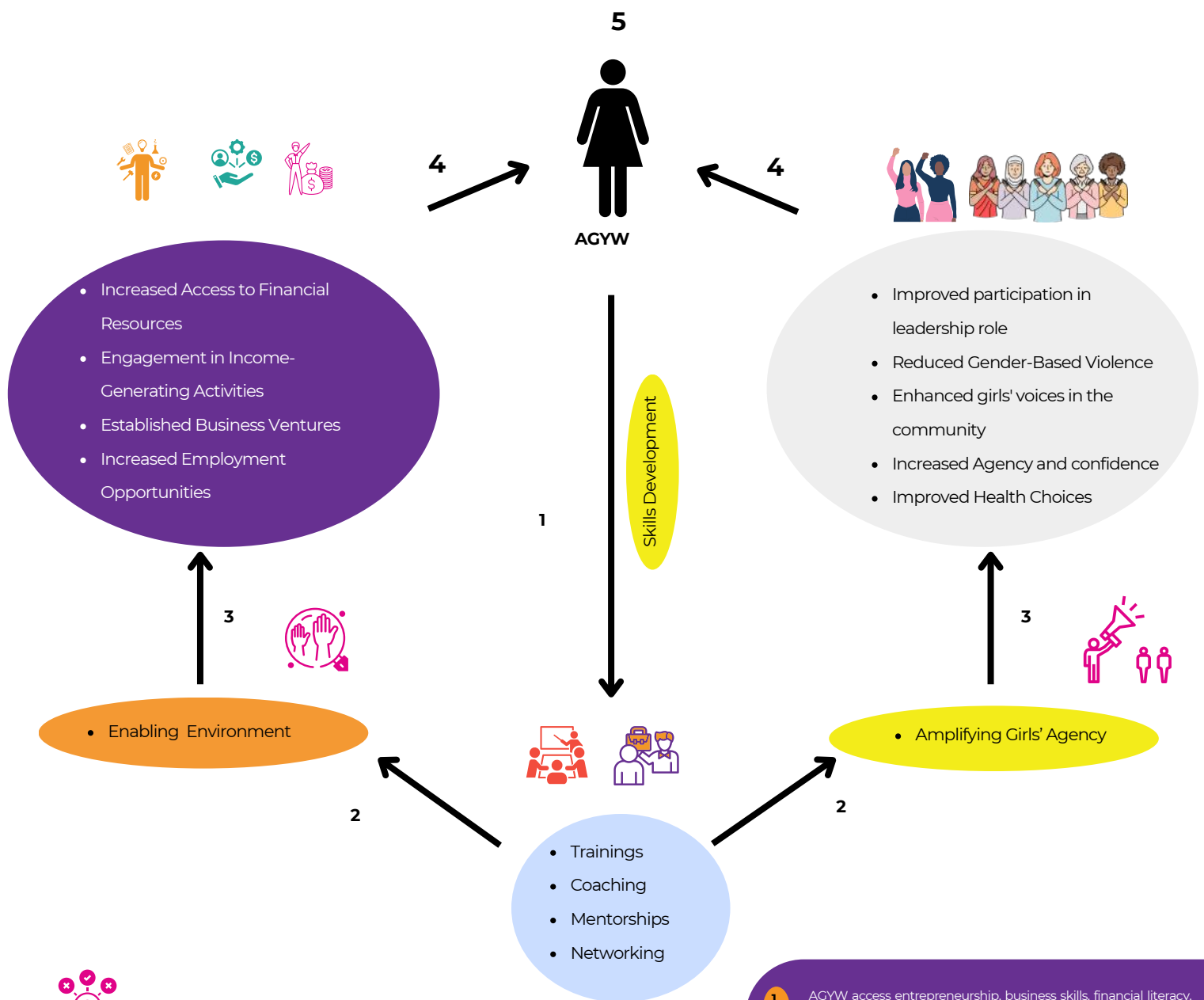


# Our Model Cont...





# Our Theory of Change (ToC)



## ASSUMPTIONS

- AGYW have continuous access to skills development training, mentorship, and coaching programs.
- Technology and internet access are sufficient in both rural and urban areas.
- Local leaders, parents, and communities support AGYW's rights and anti-GBV education.
- Safe spaces and GBV reporting tools are accessible and trusted by AGYW.
- The community and policy environment supports AGYW's participation in economic activities and decision-making forums.
- Communities and institutions support AGYW in their economic, health, and social independence.
- AGYW are given equal opportunities to take on leadership roles in their communities, organizations, and decision-making platforms.

- 1 AGYW access entrepreneurship, business skills, financial literacy, income-generating skills and digital business skills through Skills development training, mentorship and coaching and Rural-Urban technology linkages.
- 2 AGYW gain a rights-based education, anti-GBV education, access to safe spaces, supportive networks, friendly technology GBV reporting tools and community sensitization with LGAs, parents, guardians and religious leaders to enable the environment
- 3 AGYW actively engage in income generating activities, pursue entrepreneurship, digital businesses and financial literacy. They also act as agents of change, participate in decision making tables with enhanced voice and ability to make choices.
- 4 AGYW have access and control over resources and opportunities are expanding their enterprises through sustainable financing, increased income, create jobs for themselves and others and are financially resilient. Improved health choices, reduced GBV incidents and the community is supporting girls to thrive
- 5 AGYW are financially independent, free from GBV, confident with an autonomy to make informed decisions about their health and well being, ultimately breaking the circle of poverty and overcoming social and economic barriers

# Star Strategic Framework

Our strategic framework has five key components, **the purpose, values, value proposition and brand promise, 2025-2029 key strategic priorities, and performance measurement**. The overarching goal is to create transformative and sustainable change for adolescent girls and young women in Tanzania. We aim to develop and implement innovative programs that meet young women where they are, equipping them with the necessary skills, attitudes, opportunities, and resources to overcome barriers and generate economic opportunities. Our strategic investment in economic rights and justice programming and bridging the digital divide forms the crux of our value proposition and brand promise, focusing on the most vulnerable and disadvantaged groups. Over the next four years, we will prioritize investment in four key strategic areas to empower girls and young women as entrepreneurs and contributors to the economy. Our commitment to our mission is reflected in a set of performance measures that will help us track and fulfill our objectives.

**Purpose** - In collaboration with adolescent girls, young women, the government, CBOs, other youth development partners and funders we will continue to design, develop and implement innovative programs that will meet adolescent girls and young women where they are and empower them with skills, attitudes, opportunities and resources to navigate barriers and create economic opportunities for themselves and others. The overarching goal is to support adolescent girls and young women through holistic programs that will identify, mobilize and accelerate entrepreneurial potential for improving socio-economic welfare and creating enduring economic resilience.

**Values** - We hold dear to our values and they guide everything we do. We value inclusion, innovation, learning and partnerships. These values, plus an innovative spirit and feminist approach will ensure that the equation to drive socio-economic welfare among girls and young women is solved.

**Value Proposition and Brand Promise** - Our niche lies in our strategic investment in economic rights and justice programming and bridging the digital divide to improve lives and eradicate poverty among girls and young women in Tanzania. Our actions and plans speak of a powerful and compelling brand promise that is inclusive of the most vulnerable and disadvantaged groups of the population.

**Key Strategic Priorities** - In the next four years we plan to invest time, resources and ingenuity in five (4) strategic areas that will see the Her Initiative achieving the ultimate goal to economically empower girls and young women as entrepreneurs and contributors to the country's economy.

**Performance measures** - Our promise to ourselves, our funders, and our beneficiaries are a set of performance measures. These metrics will support in tracking how well we fulfill our reason for existence.

# Key Strategic Priorities 2025-2029

**Strategic Priority 1: Enabling Economic and Financial Freedom** - Facilitate economic and financial independence for adolescent girls and young women through digital inclusion, income generation, and job creation initiatives. By equipping them with digital skills and entrepreneurial opportunities, we aim to advance **125,750** girls and young women to secure sustainable livelihoods and contribute to their communities' economic growth.

## Strategies for Enabling Economic and Financial Freedom



Entrepreneurship Training



Linkages to Financial Institutions.



Mentorship Programs



Business Financial Literacy Programs



Digital Skills



Income Generation Projects



Job Placement Services



## Strategic Priority 2: Equipping Adolescent Girls and Young Women to Overcome

**Barriers** - Equip adolescent girls and young women to break through the barriers that prevent them from reaching their full potential by actively championing against gender-based violence (GBV) and impacts of HIV/AIDS. We will implement comprehensive programs that provide support, education, and advocacy to create a safer and more equitable environment for all women. **Tool:** Panda Digital Movement

### Strategies for Empowering Adolescent Girls and Young Women to Overcome Barriers:

Awareness Campaigns



Anti-GBV Programs



Safe Spaces



Legal Aid Services



Support Groups



Policy Advocacy



Hotlines and Helplines



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

Forge innovative partnerships for program design and implementation, while championing the feminist movement, and support to ensure sustainability of programs. By collaborating with like-minded organizations, we will amplify our efforts and create a greater impact in the lives of young women and girls.

#### Strategies for Developing Innovative Partnerships for Program Delivery:

Strategic Alliances



Corporate Partnerships:



Community Engagement



Co-Impact



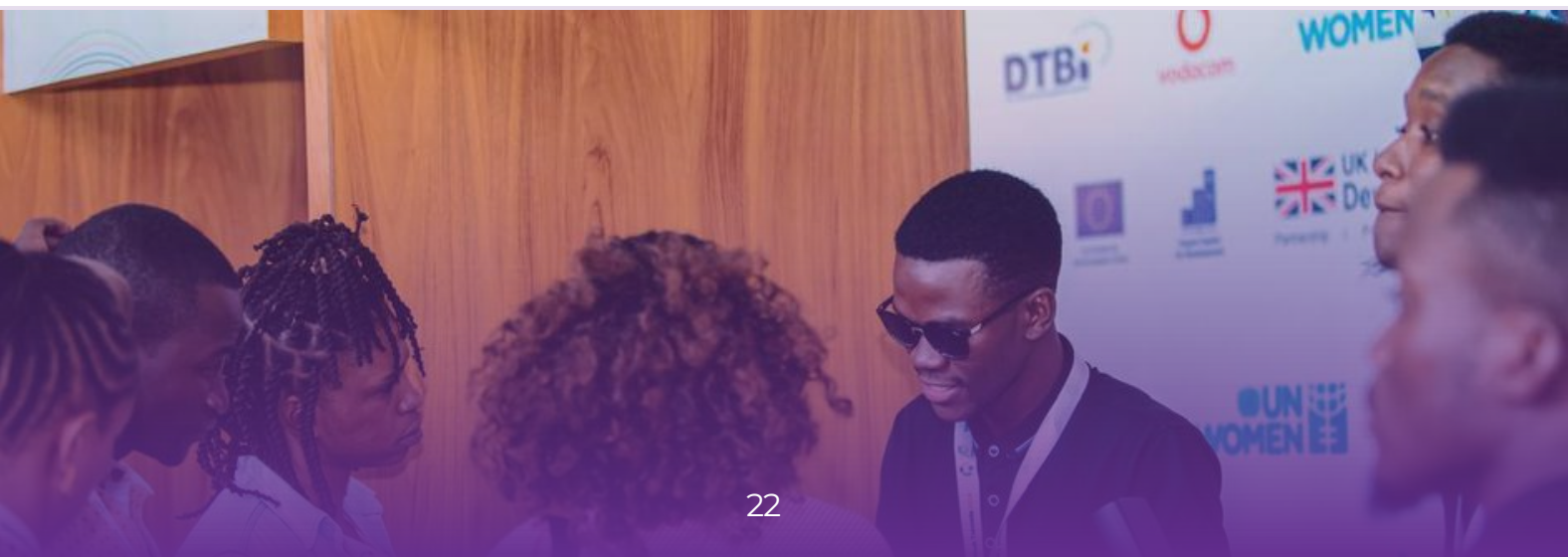
Crowdfunding



Public-Private Partnerships



Stakeholder Engagement



## Strategic Priority 4: Strengthening Institutional Capacity and Sustainability

Enhance Her Initiative's institutional capacity and ensure long-term sustainability by building robust operational frameworks, securing diverse funding sources, and developing strong governance practices. This will enable us to effectively deliver on our mission and expand our impact.

### Strategies for Strengthening Institutional Capacity and Sustainability

Staff Training and Development



Governance Structures



Organizational Branding



Volunteer Programs



Resource Mobilization Strategies



Policy Influence



Risk Management Plans



Organizational digital transformation



Sustainability Plans



Monitoring and Evaluation Systems



Knowledge Sharing Platforms



Case Studies



Expert Panels





**Her Initiative's Suit of Tools  
and Programs for Interventions**

## Mshiko Clubs

Mshiko clubs is a project that aims at setting a road map to financial freedom for girls (14-19) in schools by using a hybrid model of economic empowerment that includes the adoption of good financial behaviors, extracurricular income-generating activities, and girls agency empowerment to promote girl's self-esteem and self-efficacy that help girls stay and enjoy school. Since its launch, the project has established five clubs with around 500 girls in Dar es Salaam, providing training in financial management, rights-based education, and income-generating activities.

Over the next five years, Mshiko Clubs plan to reach 2,500 adolescent girls, enhancing their financial and academic skills. The initiative also aims to increase academic excellence using digital resources and foster community support by sensitizing teachers, parents, and local leaders to promote positive perceptions of girls' education.



## **Panda Digital**

Panda Digital is a Swahili hybrid e-learning platform using a website and AI SMS to empower young women with skills, opportunities, personalized business support, and social justice. It tackles unemployment by promoting self-employment using digital technologies to generate jobs and achieve financial freedom. It also addresses sextortion challenges by offering legal and psychological aid via its ONGEA HUB.

Panda Digital has made significant achievements, including recognition from the Ministry of Health, the Roddenberry Foundation, and Global Citizen. Its impact includes empowering 7,289 women with the skills to start and run smart businesses, 2,806 businesses digitized, and 3,274 sign-ups via AI SMS. Additionally, the platform has reached 31 regions, with 4,015 online sign-ups. Over the next five years, Panda Digital aims to support 50,000 women, expand its reach by 70% in Tanzania and 30% in East Africa, and establish university clubs to foster digital literacy and innovation



## **Digimali**

**Digimali** is designed to transition traditional businesses into digital operations by equipping young women entrepreneurs and youth in Tanzania with essential digital, financial, and entrepreneurial skills. Since its inception, DigiMali has empowered 201 youth business owners and trained 201 Trainers of Trainers (TOTs), who have reached an additional 2,606 youth and women. The project addresses the gap between education and market needs, providing mentorship, one-on-one coaching, and digital tools to help participants build resilient, thriving businesses. Over the next five years, DigiMali aims to transform 500 youth and women-owned businesses from traditional to digital operations, with plans for these businesses to train 12,000 more entrepreneurs. The project also aims for 90% of participating businesses to report increased online sales and improved financial practices, while 80% will see higher incomes and contribute more to household expenses. DigiMali is committed to driving inclusive economic growth through digital empowerment.

## **Panda on The Ground**

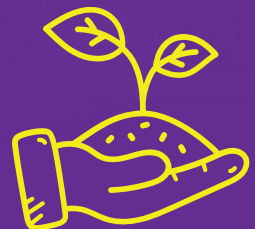
Panda on The Ground enables financial freedom for women aged 18-35 through income generation and job creation. The program offers hands-on entrepreneurial training, mentorship, and financial linkages, impacting over 210 women to launch businesses, fostering financial independence and job creation. Over the next five years, the program aims to support 500 women in starting and formalizing businesses, enhancing digital skills, and promoting job creation, aiming for a 70% success rate in sustaining businesses. This initiative is expected to generate around 1,500 new jobs, significantly impacting the livelihoods of women and fostering economic growth in their communities.





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**Panda Means Planting A seed  
of Financial Freedom**



## Youth Employability Boot Camp

**YEB** equips recent youth graduates in Tanzania with essential technical and soft skills to enhance their employability and career success. Since its inception in 2022, YEB has empowered 145 graduates through comprehensive training in CV writing, interview techniques, networking, and job placements, with 18% of participants being people with disabilities. The program emphasizes women's leadership and has facilitated partnerships with corporate companies and NGOs to support placements and mentorship. Over the next five years, YEB aims to empower 1,000 youth graduates, with a focus on women and people with disabilities, through skills development, job placements, and leadership training. The project will increase workplace inclusion, advocate for gender equality, and promote sustainability by collaborating with universities and employers, building alumni networks, and integrating inclusive practices into organizational policies. YEB's unique approach combines training, mentorship, and networking to bridge the gap between education and employment.



## **Plan B Project**

Plan B Project empowers out-of-school adolescent girls, unemployed youth, and young mothers (ages 15-24) in Tanzania by helping them overcome gender-based violence and build financial resilience through entrepreneurship. Since its inception, Plan B has supported 108 girls in Kisarawe, equipping them with skills to start businesses, advocate against gender-based violence, and build confidence. The project has led to the creation of 90 new businesses, established 9 savings groups, and mobilized 100 community members and local leaders to support girls' education and economic activities. Over the next five years, Plan B aims to empower 1,000 girls and young women by providing them with financial literacy, entrepreneurship training, and a safe space to express themselves. It also seeks to raise awareness about gender-based violence, engage 3,000 community members in advocacy efforts, and establish 20 savings groups to further enhance girls' economic independence and social reintegration.



## FIKIA+

The FIKIA+ Project targets HIV prevention and economic empowerment for Adolescent Girls and Young Women (AGYW) aged 15-24 living with HIV (PLHIV). So far, the project has assisted 103 AGYW in Nyamagana district with ART services, ensuring 100% adherence among those previously experiencing interruptions. It has formed six business groups and established 35 businesses, providing training in digital marketing and business skills to foster economic opportunities and encourage HIV testing and ART uptake. Over the next five years, the project aims to support 1,000 AGYW living with HIV across three regions, forming 20 additional economic groups and providing Enhanced Adherence Counseling (EAC). FIKIA+ will also promote HIV prevention services like PreP and condoms, helping AGYW pursue their life goals while reducing HIV transmission and improving health outcomes.

**I AM CONFIDENT NOW!**



## The Panda Digital Movement

**Panda Digital Movement**, aims to dismantle structural barriers preventing young women in Tanzania from achieving their full potential, focusing on combating sextortion and sexual harassment through technology. The movement empowers young women to report sexual exploitation and provides support through legal, psychological, and emotional assistance. To date, 30 Anti-Sextortion Champions have been trained, offering direct support to 800 women, and raising awareness among 25 million people through online campaigns. Over the next five years, the movement plans to train 1,000 young women and create 100 Anti-Sextortion Champions who will lead advocacy efforts. By strengthening partnerships with government bodies like the Prevention and Combating of Corruption Bureau (PCCB), the movement aims to streamline reporting processes and improve case resolutions. Panda Digital uses innovative digital tools, including the ONGEA Hub and AI-powered SMS systems, ensuring accessibility and holistic support for women in both rural and urban areas.

#Haki Haiuzwi



## STAWI LAB

**Stawi Lab Project** is an ecosystem-building initiative that supports youth-led organizations in Tanzania by providing capacity-building, mentorship, and unrestricted seed grants to champion girls' and women's rights. In partnership with TWAA, the project has empowered 38 organizations across six regions, strengthening their structures and advocacy efforts, benefiting over 10,000 adolescent girls and young women. Through enhanced visibility, collective advocacy, and technological leverage, Stawi Lab has fostered a movement focused on health, education, economic empowerment, and gender-based violence. Over the next five years, the project aims to support 100 youth-led organizations by providing them with flexible funding, capacity-building, and mentorship, while establishing a \$500,000 investment fund to ensure sustainable support. Stawi Lab will also strengthen research and policy advocacy, mobilize partnerships, and drive systemic change, promoting girls' and women's rights through coordinated collective efforts.





# Performance measurement

Our promise to ourselves, our funders, and our beneficiaries are a set of performance measures. These metrics, a combination of our ambitious goals for reach and indicators from the Theory of Change (ToC) will support in tracking how well we fulfill our reason for existence. ***The performance and success of HI will be measured against the successful implementation of the 2025-2029 strategic plan.*** Together with our program implementation partners, in collaboration with other ecosystem players and all stakeholders, we will be guided by the strategic plan to deliver the vision that will see organizational growth, sustainability and impact in transforming lives positively.

The strategic priorities implementation will be broken down quarterly to allow planning as well as monitoring and evaluation throughout the for-year implementation period.



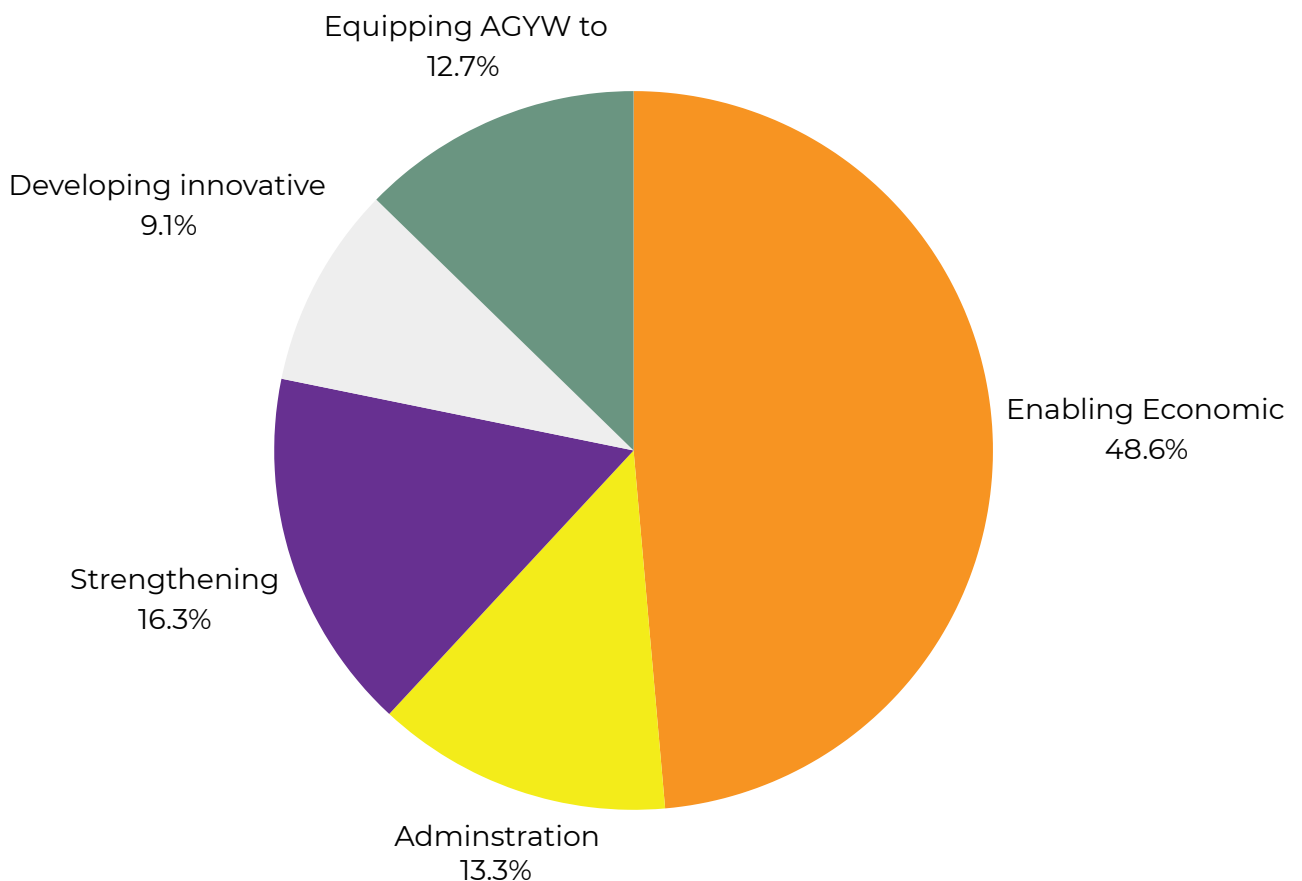
# Financing Our Strategy

The total estimated budget for the strategic plan over the next five years is \$6,862,345 USD. This funding will primarily come from donors, with all contributions allocated specifically to the designated objectives. If necessary, the organization may adjust funding priorities in consultation with the donors.

***The budget is divided among four strategic objectives and administrative expenses.***

To ensure transparency and accountability, the organization will produce an annual program and financial report, including audited financial statements detailing all donor contributions. Additionally, specific reports may be created for particular projects or objectives as needed.

## Strategic Plan Budget





# ***Yes! To Financial Freedom***



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