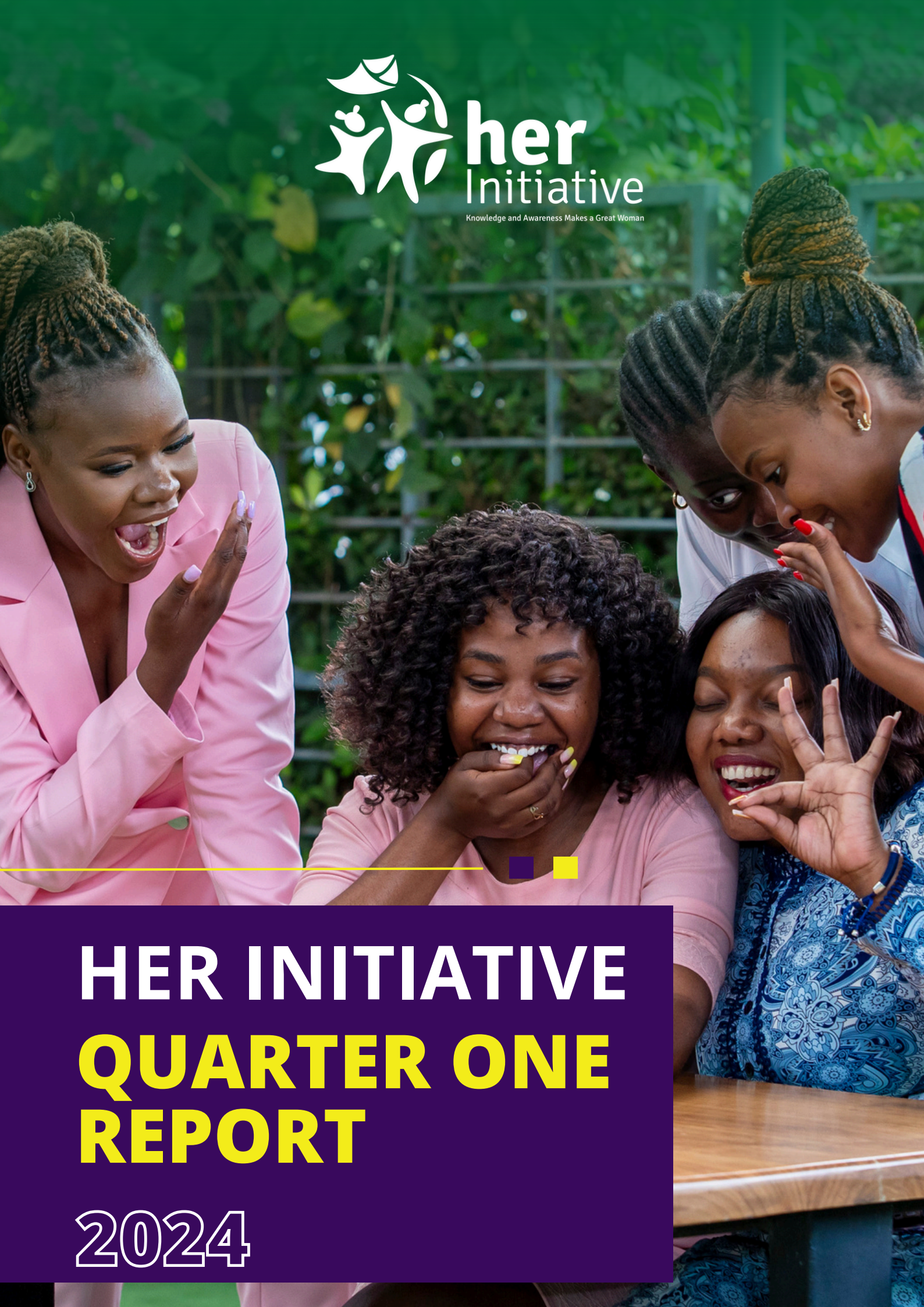


A photograph of four Black women laughing and smiling together outdoors. The woman on the left is wearing a pink blazer and has her mouth open in a laugh. The woman in the center has curly hair and is also laughing. The woman on the right is wearing a blue patterned top and has her hand near her face. A fourth woman is partially visible behind her. They are all looking towards the center. The background is a green fence and foliage.

HER INITIATIVE QUARTER ONE REPORT

2024

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A WORD FROM EXECUTIVE DIRECTOR

Dear Her Initiative Community,

As we enter the initial quarter of 2024, I am pleased to showcase the advancements and accomplishments that have characterized our evolving voyage with Her Initiative. Our unwavering dedication to reshaping the perception of girls and interrupting the cycle of poverty continues to drive our mission forward.



During this quarter, we focused on collecting success stories from our 2023 projects, aiming to highlight the transformative impact of our initiatives. These stories serve as powerful testimonials to the resilience and empowerment of the girls and young women we serve, inspiring us to continue our efforts with renewed vigor.

Moreover, we successfully kicked off the STAWI Lab project, an exciting endeavor aimed at providing innovative solutions to address the challenges faced by youth-led organizations that work for girls and young women in our communities. Through collaborative efforts and strategic partnerships, we are laying the groundwork for sustainable change and meaningful impact.

In addition to launching new initiatives, we dedicated significant efforts to finalizing the Panda Movement project, including its monitoring and evaluation processes and data analysis. This comprehensive endeavor aims to empower young female entrepreneurs through digital inclusion and community-building initiatives, fostering an environment where they can thrive and succeed.

Furthermore, we engaged in various preliminary activities for upcoming projects scheduled to commence in the next quarter. These activities include planning, resource mobilization, and stakeholder engagement, ensuring that we are well-prepared to hit the ground running and maximize our impact.

I extend my heartfelt gratitude to our funders – Segal Family Foundation, Women Fund Tanzania, Malala Fund, and Girls Opportunity Alliance – for their unwavering support and belief in our vision. Your partnership has been instrumental in driving our initiatives forward and creating meaningful change in the lives of girls and young women.

As we continue our journey, we remain committed to building a sustainable, resilient, and competent organization. Together, with your continued support and dedication, I am confident that we will continue to shape a brighter future for the girls and young women we serve.

Thank you for being an integral part of the Her Initiative journey. Warm regards,

Lydia Charles Moyo

Executive Director, Her Initiative



ABOUT HER INITIATIVE

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 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

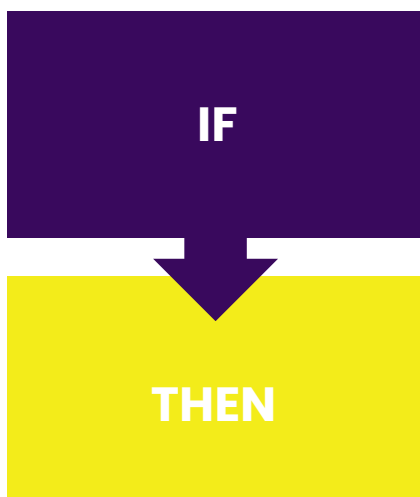
Her Initiative stands for a girl who has empowered herself enough to address her social and economic problems. Most problems that affect young women and girls are in one way or another other influenced by poverty and are amplified by financial dependence.



HER INITIATIVE QUARTER ONE REPORT

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.



THEORY OF CHANGE

IF an inclusive environment is provided; IF women's agency and capacity to influence financial and economic decision-making at both individual and collective levels, is enhanced; IF women's productive role is recognized and aspirations to become financially independent are respected by the entire society;

THEN women will have a voice in decision making and equal access to and control over resources, which ultimately will contribute to achieving equal benefits for their economic contribution, gender equality, and poverty reduction.



STRATEGIC OBJECTIVES

Strategic Objective One

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

Strategic Objective Two

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



Strategic Objective Three

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



WHERE WE WORK

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



QUARTER 1 REACH

STRATEGIC OBJECTIVE 1:

Women's Economic Empowerment Agenda.

Total reach: 428

Direct: 428

Indirect: -

Strategic objective 2:

SRHR and GBV.

Total reach;30

Female: 30

Male: -

STRATEGIC OBJECTIVE 3:

Build A Sustainable, Resilient, And Competent Organization.

Network/Coalition: 2

Funding Partners:

Implementing partners:

Social Media

Engagement

- Total - 47,275

- Female: -

- Male: -

- Others:

Total Direct Reach in this Quarter: 428

Total Indirect Reach in this Quarter: 47,275

428

Direct reach

47,275

Indirect reach



1.0 QUARTERLY ACHIEVEMENTS

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

- **Panda Digital**

Panda Digital Mobilization

In this quarter, the Panda Digital Platform experienced a remarkable increase in new users, marked by 83 individuals joining the Panda Digital Platform in February alone. This achievement underscores the effectiveness of the *#JiongezeKidigitali* social media campaign. By deploying a comprehensive strategy that utilized multiple social media platforms, the campaign successfully amplified the project's visibility and stimulated interest, culminating in a surge of sign-ups both online and offline.

Previous Total Users	Website Platform	3445
	SMS Platform	1529
New User (Jan - March)	Website Platform	308
	SMS Platform	120
Overall All Total Users To date		5402



Designing Success Stories Magazine for the Panda Movement Project

In this quarter, Her Initiative oversaw the monitoring and evaluation of the Panda Movement Project's progress after six months of implementation. Alongside this, Her initiative meticulously gathered success stories from 40 young women beneficiaries directly involved in the initiative. These narratives were thoughtfully chosen to highlight the tangible impact of the project, showcasing its transformative outcomes within the community.

Building on this groundwork, Her Initiative took charge of designing the Panda Digital Movement Success Stories magazine. After half a year of dedicated effort, the magazine now proudly presents a curated selection of impactful narratives. These stories not only encapsulate the project's core objectives of digital inclusion and combating sextortion but also serve as inspiring accounts of individuals leveraging digital skills to launch businesses and survivors finding empowerment to speak out against exploitation.

1.2 Youth Employability Bootcamp Placement

In this quarter, Her initiative, in collaboration with KaziConnect, spearheaded the post-boot camp phase of the Youth Employability Bootcamp program, which aimed to enhance the employability skills of young graduates and increase their chances of securing employment. During this period, a total of 17 candidates were successfully placed in various organizations and companies across Tanzania. This achievement stands as a testament to our commitment to advancing youth employment opportunities and empowering the next generation of professionals.

In this quarter, Her Initiative witnessed a significant milestone with the initiation of the third phase of the Panda Movement project. This undertaking holds a dual-fold mission, with the primary objective being the enhancement of the existing platform to create a digitally inclusive environment tailored for young female entrepreneurs. This comprehensive hub is designed to provide a wealth of information, skills, and resources crucial to their business operations, empowering them with the tools needed to thrive in their respective industries.



1.3 Women Fund Tanzania Trust report

This quarter, Her Initiative took charge of compiling a comprehensive report for the WFT Panda Digital Movement project, which has been ongoing for six months. Her Initiative aimed to encapsulate the project's impacts, success stories, challenges encountered, and lessons learned to guide the next phase effectively. Through meticulous assessment, Her Initiative evaluated the project's effectiveness in achieving its digital inclusion goals and combating sextortion, gathering crucial data on user engagement and platform usage.

Additionally, Her Initiative curated impactful success stories from project beneficiaries to highlight the tangible outcomes of our efforts. By identifying and documenting implementation challenges, Her Initiative analyzed root causes and extracted valuable lessons to inform future planning. The recommendations, rooted in these insights, aimed to overcome challenges, maximize impact, and sustain momentum in advancing project objectives.

Following the completion of the comprehensive report, Her Initiative convened a productive brainstorming session to strategize for the next project phase. Drawing upon insights from the report, Her Initiative identified areas for improvement and expansion to enhance impact and reach.

1.4 Panda Event

In this quarter, Her Initiative achieved remarkable success with the Panda Event by implementing strategic initiatives and fostering crucial partnerships. The organization meticulously conducted a donor mapping exercise to identify potential funders aligned with the event's theme and goals, securing essential financial support. Additionally, partners were provided with a comprehensive overview of the Panda Project, ensuring transparency and alignment with project objectives. Through clear communication, stakeholders were engaged and committed to the event's success.

Furthermore, Her Initiative facilitated a pivotal partnership extension meeting with other partners, strengthening existing alliances and fostering deeper engagement. This collaborative effort enabled the exploration of innovative strategies to maximize the impact of the Panda Event initiative. By leveraging each partner's strengths and resources effectively, the organization ensured a more significant positive impact within communities. Panda Event 2024 is expected to be held on August 3, 2024 and centered around the theme of **"Empowering Young Entrepreneurs to Explore the Marketing Ecosystem and Improve Domestic Industrialization."**

Overall, Her Initiative's proactive approach and dedication to partnership building were instrumental in the success of the Panda Event. Through diligent planning, transparent communication, and collaborative efforts, the organization demonstrated its commitment to creating positive change and empowering communities.



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*When we invest in girls, we invest
in a brighter, more equitable
future for all*



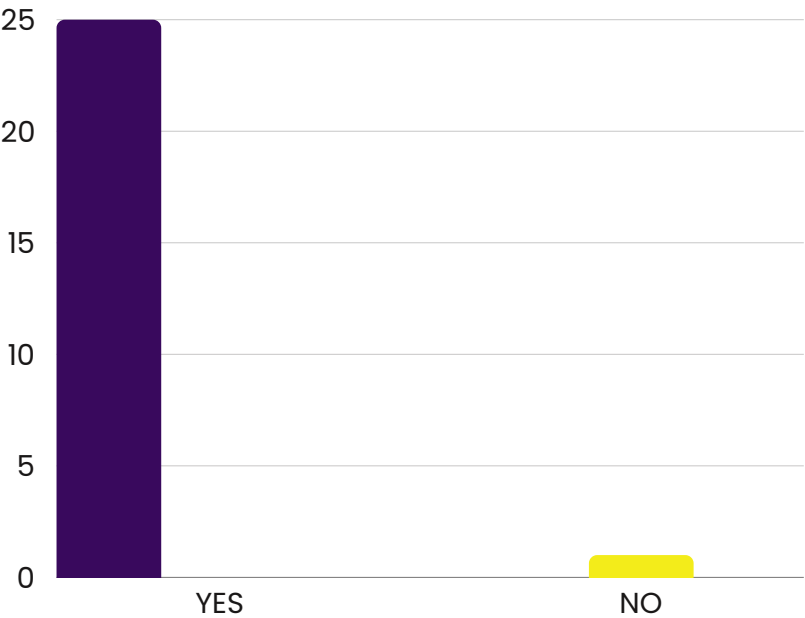
Strategic Objective 2: To promote women’s economic empowerment at the national level within the context of SRHR and GBV.

2.1 Needs Assessment Analysis Of Outreach Activities Conducted At Buguruni Market

Her Initiative conducted an in-depth analysis of data collected from a needs assessment undertaken in December. This assessment was part of outreach activities conducted at Buguruni Market, to evaluate specific requirements and assess the situation of gender-based violence and sextortion in market areas. Utilizing a needs assessment form, Her Initiative scrutinized data from a sample of 26 young women entrepreneurs who participated in the assessment. The objective was to gain insights into their experiences, knowledge, and perceptions regarding gender-based violence and sextortion within their communities. The analysis honed in on key findings, including familiarity with the term "sextortion," awareness of existing initiatives on sextortion, availability of support for victims, strategies to address sextortion cases, challenges in responding to incidents, and suggestions for improvements and support mechanisms to encourage reporting of sextortion cases.

• Familiarity with the term Sextortion

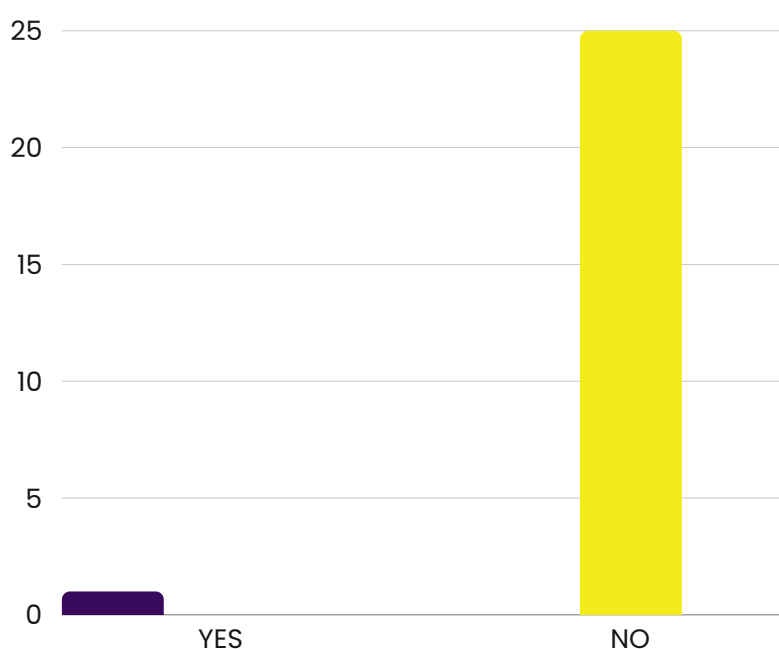
The results of the analysis indicated a high level of familiarity with the concept of sextortion among the participants, with 25 out of 26 reporting awareness of it. This suggested a commendable awareness among young women entrepreneurs regarding the prevalence and implications of sextortion in their communities. However, it is concerning that one participant expressed a lack of understanding about sextortion, emphasizing the necessity for continued education and awareness-raising initiatives. These findings underscore the importance of ongoing efforts to combat sextortion and cultivate a safe and supportive environment for young women entrepreneurs, ensuring they are equipped with the knowledge and resources to recognize and respond to sextortion effectively.



- **Existing Initiatives on Sextortion Awareness**

During the needs assessment conducted in market areas, participants were queried about the presence of initiatives or programs aimed at raising awareness about sextortion. The responses from the sample of 26 young women entrepreneurs revealed a striking majority, with 25 out of 26 reporting a lack of existing initiatives or programs addressing sextortion awareness in their market areas. This underscores a significant gap in awareness-raising efforts tailored specifically to combat sextortion, emphasizing the pressing need for intervention and education in these communities.

However, it's noteworthy that one participant indicated the existence of an initiative or program aimed at raising awareness about sextortion in the market area. While this signals a potential positive step toward addressing the issue, further investigation and collaboration may be required to evaluate the effectiveness and reach of such initiatives. Overall, the disparity between responses highlights the critical importance of implementing comprehensive awareness-raising campaigns and programs to effectively combat sextortion and ensure the safety and well-being of young women entrepreneurs in market areas.



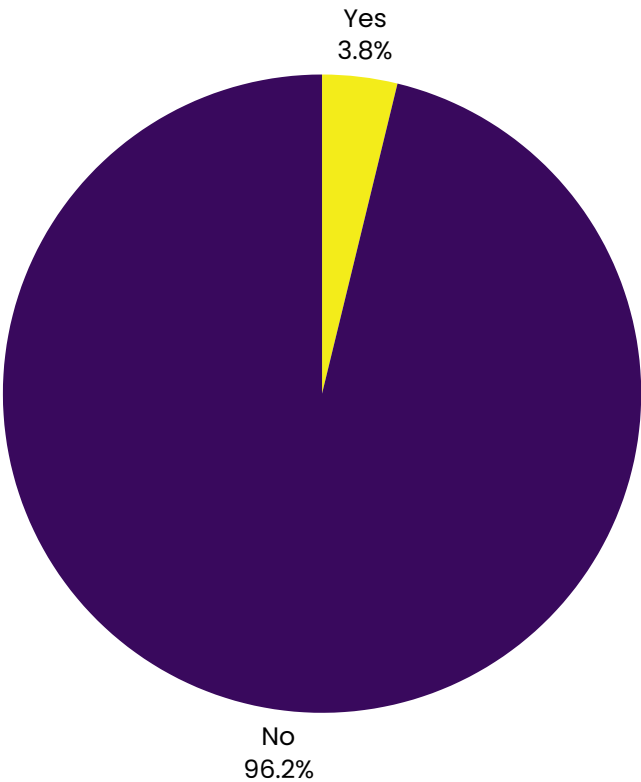
- **Availability of Support for Sextortion Victims**

The needs assessment also aimed to gauge participants' awareness of available support services for sextortion victims. Out of the 26 young women entrepreneurs surveyed, an overwhelming majority, accounting for 96.2%, indicated that they would not know where to seek help or support if they or someone they know became a victim of sextortion.

This finding underscores a critical gap in the accessibility and awareness of support resources for victims of sextortion within the community, highlighting the urgent need for initiatives aimed at improving access to support services and providing education on where to seek assistance in cases of sextortion.

Conversely, a small percentage, 3.8% of respondents, stated that they would know where to seek help or support if they or someone they know experienced sextortion. While this suggests some level of awareness or access to support resources among a minority of participants, it emphasizes the importance of expanding these services and increasing awareness among the broader community.

Overall, addressing this gap in knowledge and access to support services is essential to effectively combating sextortion and ensuring the safety and well-being of individuals affected by this form of exploitation. Collaborative efforts between government agencies, non-profit organizations, and community stakeholders are crucial in providing comprehensive support and resources to victims of sextortion.



• **Mechanisms or Strategies to Address Sextortion Cases**

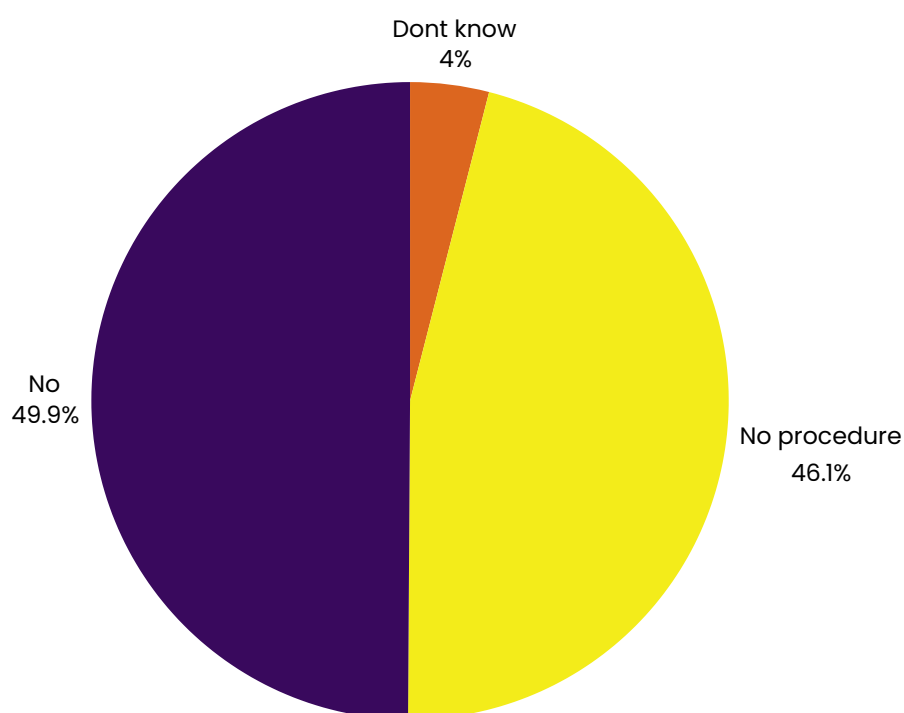
Participants were asked about the presence of mechanisms or strategies in place to address sextortion cases within the market community. The responses from the sample of 26 young women entrepreneurs revealed various perspectives:

- 50% of respondents indicated a lack of mechanisms or strategies to address sextortion cases within the market community. This highlights a significant gap in the community's capacity to respond effectively to incidents of sextortion, emphasizing the need for targeted interventions and support systems.



- 46.2% of respondents mentioned the absence of definitive procedures or designated authorities specifically addressing sextortion cases, although there may be other existing mechanisms or strategies within the community. This suggests a lack of dedicated resources or protocols tailored specifically to sextortion, indicating room for improvement in addressing this issue comprehensively.
- 3.8% of respondents expressed uncertainty about the presence of mechanisms or strategies to address sextortion cases within the market community. This underscores the need for increased awareness and education about existing resources and support systems available to victims of sextortion.

Overall, these findings underscore the need for enhanced efforts to establish dedicated mechanisms, protocols, and support services within market communities to effectively address sextortion. By providing accessible and responsive support systems, communities can better protect individuals from exploitation and ensure their safety and well-being.

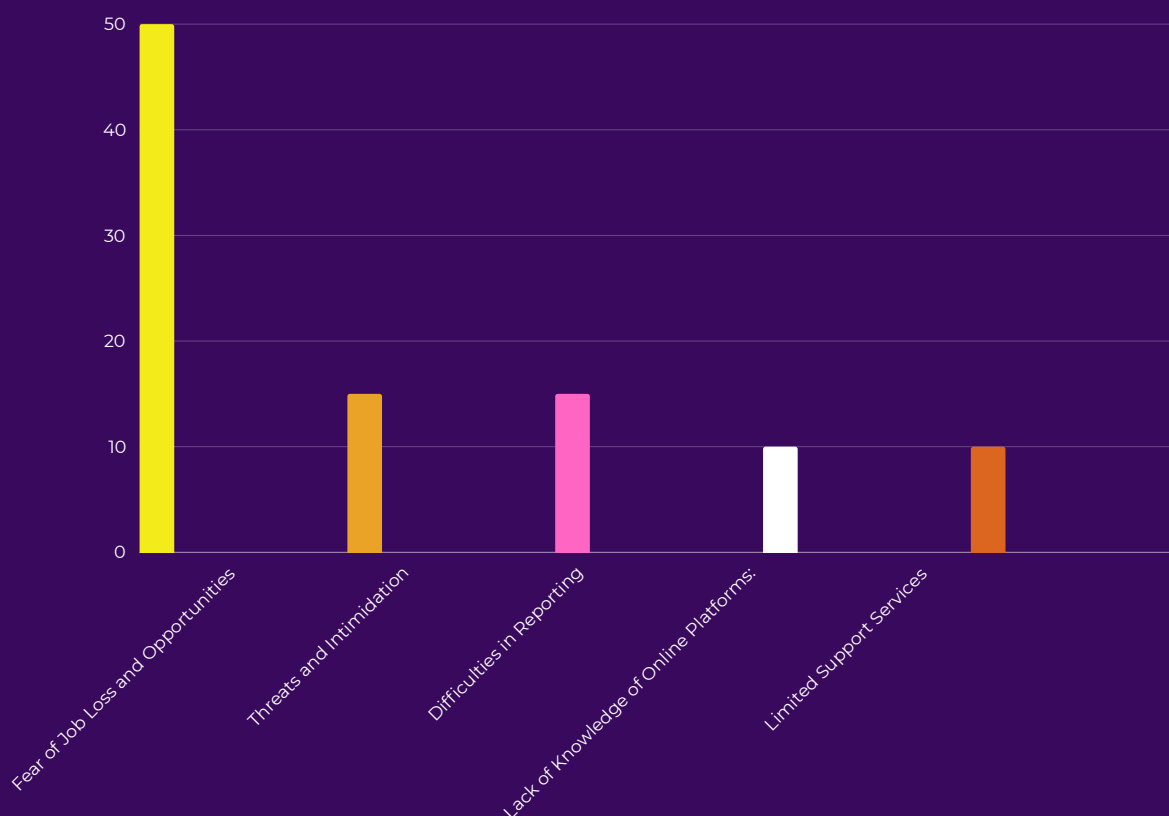


Challenges in Responding to Sextortion Incidents

The needs assessment conducted among young women entrepreneurs revealed several key challenges that may hinder the effective response to sextortion incidents within the community:

- **Fear of Job Loss and Opportunities:** A significant percentage, 50% of respondents, expressed fear of losing their jobs and opportunities as a barrier to effectively responding to sextortion incidents. This fear may deter individuals from reporting incidents, fearing repercussions on their employment or business prospects.
- **Threats and Intimidation:** Respondents highlighted threats and intimidation as significant challenges in responding to sextortion incidents. Perpetrators may use coercion and threats of harm to manipulate victims, making it difficult for them to seek help or report the abuse.

- **Difficulties in Reporting:** Some respondents cited difficulties in reporting sextortion incidents, including stigma, shame, and lack of trust in authorities or support services. These factors may prevent individuals from seeking assistance.
- **Lack of Knowledge of Online Platforms:** A limited understanding of online platforms was identified as a barrier to effectively responding to sextortion incidents. Challenges include recognizing and addressing online harassment and exploitation, as well as navigating digital reporting mechanisms.
- **Limited Support Services:** Several respondents highlighted the lack of accessible and comprehensive support services as a challenge. The absence of dedicated resources tailored to the needs of victims may hinder their ability to seek help and access assistance.

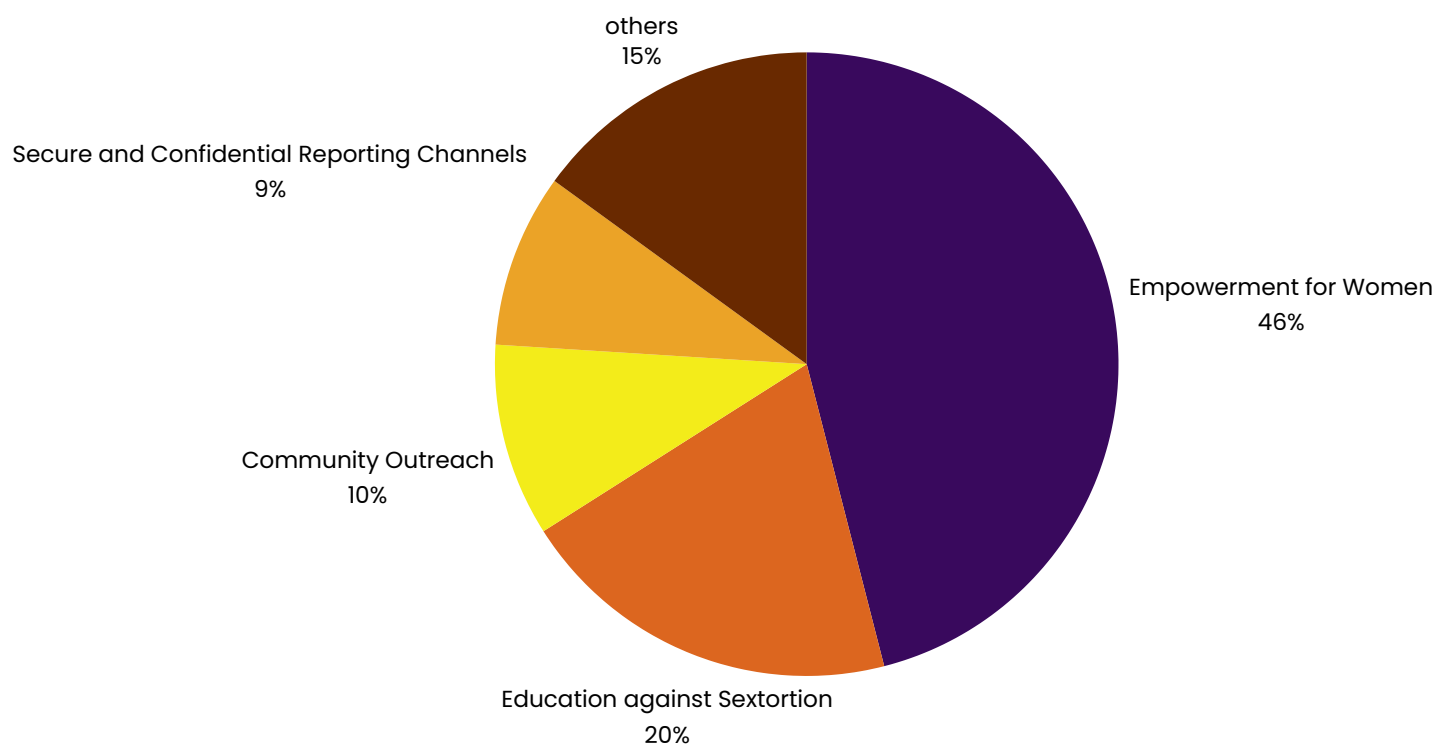


Improvements and Support Mechanisms to Encourage Reporting of Sextortion Cases

The needs assessment conducted among young women entrepreneurs yielded several key suggestions for improvements and support mechanisms to encourage individuals to report cases of sextortion:

- **Empowerment for Women:** A significant percentage (46.2%) of respondents emphasized the importance of empowerment initiatives for women. These programs could include activities aimed at building self-confidence, assertiveness, and resilience among women, enabling them to speak out against sextortion and seek assistance without fear.
- **Education against Sextortion:** Many respondents highlighted the need for education and awareness campaigns focused on combating sextortion. These campaigns could provide information about the nature of sextortion, its legal implications, and available support services, empowering individuals to recognize and respond to sextortion incidents effectively.

- **Community Outreach:** Some respondents suggested engaging in community outreach activities to build trust between law enforcement agencies and the public. By fostering open communication and collaboration, these efforts could help dispel fears and address concerns about reporting sextortion incidents, encouraging victims to come forward and seek assistance.
- **Secure and Confidential Reporting Channels:** Ensuring that reporting channels for sextortion incidents are secure and confidential was highlighted as a critical improvement. Victims need to feel confident that their identities will be protected and that they will not face retaliation for reporting sextortion. Implementing secure and confidential reporting mechanisms can help alleviate concerns and encourage individuals to seek help.



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

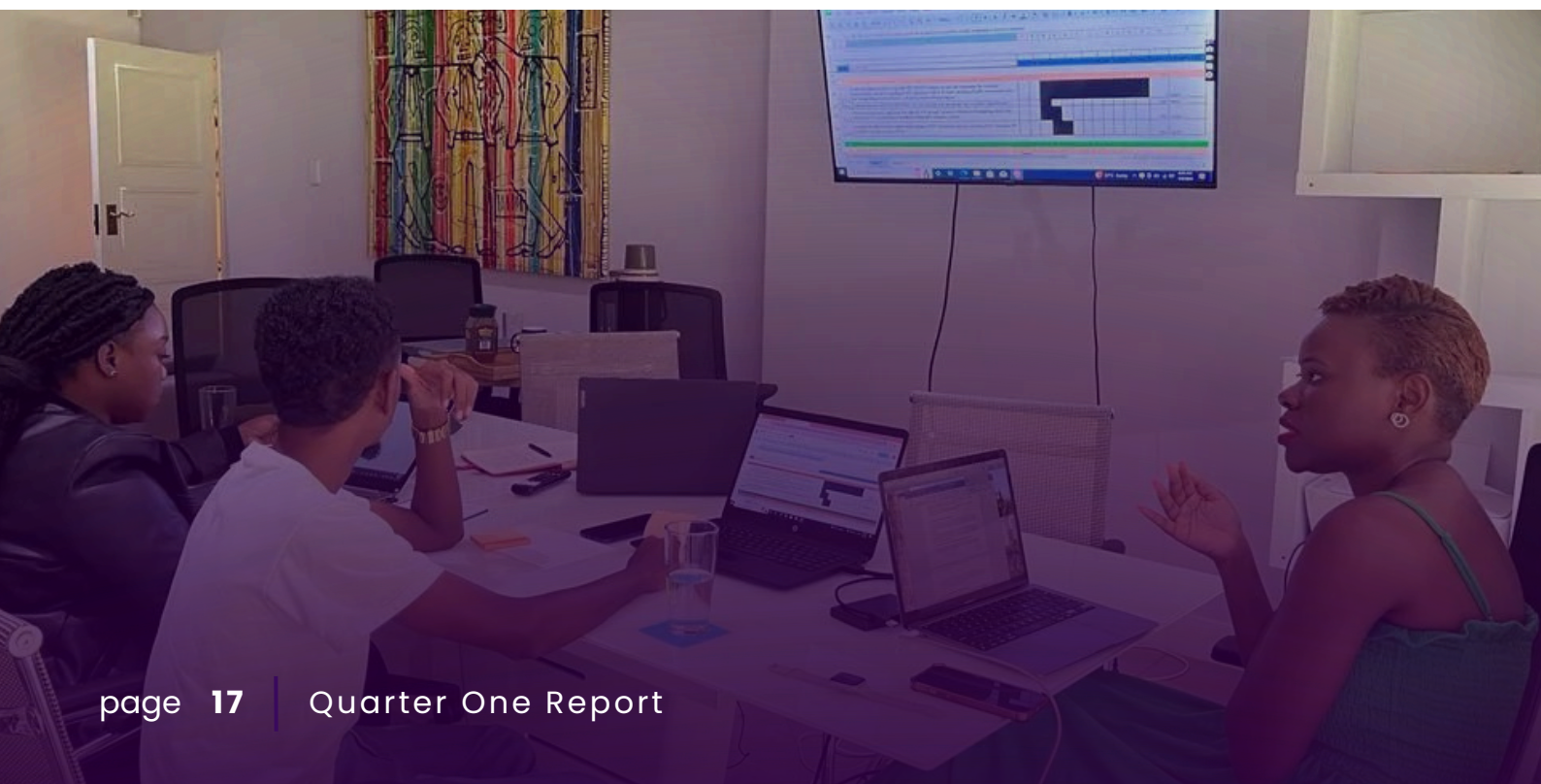
3.1 Annual Planning Meeting: Setting Goals, Allocating Resources, and Establishing Priorities

In the first quarter of this year, Her Initiative led a transformative annual planning meeting, uniting the organization's team to set objectives, allocate resources, and establish priorities for 2024. Through collaborative efforts, the team thoroughly reviewed past performance, assessed market conditions, and defined future goals, creating a roadmap for success. Discussions centered on identifying areas for improvement based on past experiences and insights, enabling the team to set clear, achievable goals and allocate resources effectively.

During the meeting, Her Initiative played a central role in developing the organization's work plan for 2024. This comprehensive document outlined strategic objectives, key activities, timelines, and resource allocations necessary for achieving the organization's goals. Through collaborative efforts and strategic discussions, the team formulated a detailed roadmap that guided their actions and initiatives for the year ahead.

The development of the work plan involved careful consideration of past performance, Project analysis, and organizational priorities. Her Initiative facilitated discussions to identify areas of focus, clarify objectives, and establish actionable steps to move the organization forward. By leveraging their expertise and fostering teamwork, the team ensured that the work plan was thorough, realistic, and aligned with the organization's overarching vision and mission.

Throughout the process, Her Initiative provided leadership and guidance to ensure that the work plan addressed key challenges and capitalized on growth opportunities. By incorporating feedback from team members and stakeholders, the plan was tailored to meet the specific needs and objectives of the organization. As a result of their efforts, the work plan served as a strategic roadmap for the organization, guiding their activities and initiatives toward achieving success in the upcoming year.

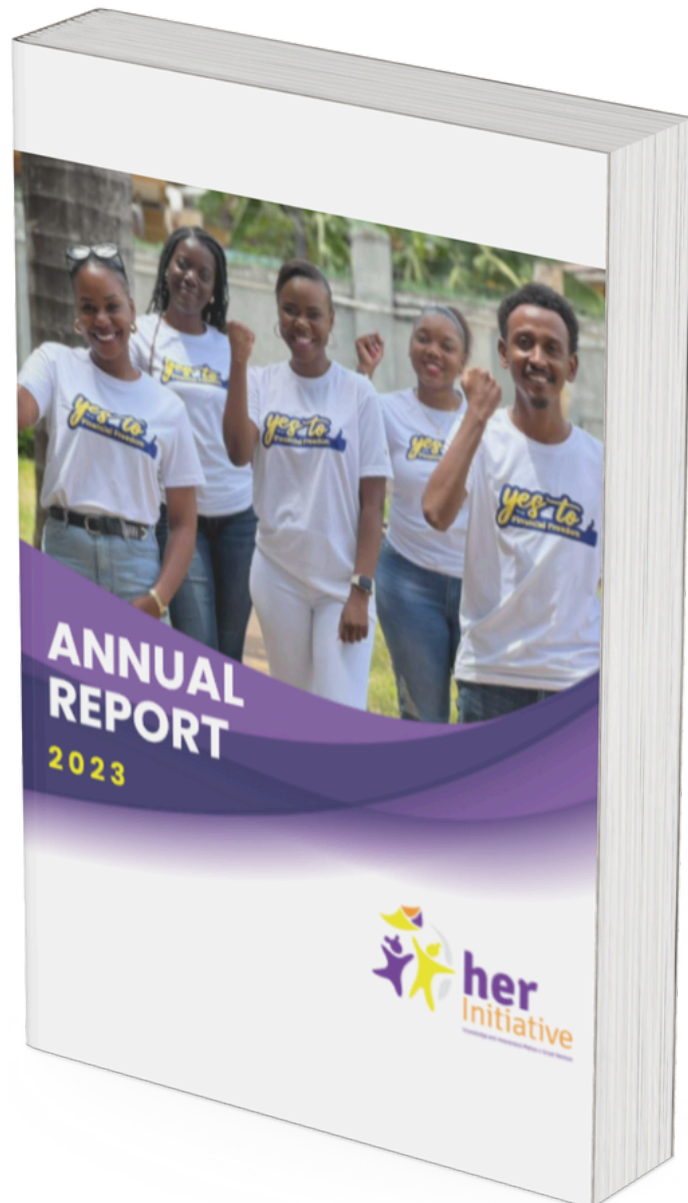


3.2 Leadership in Drafting and Refinement of Annual Report

In this quarter, Her Initiative accomplished a significant milestone by leading the drafting and refinement of the organization's annual report for 2023. This comprehensive document served as a testament to the organization's achievements, encapsulating all activities undertaken throughout the year. Her Initiative meticulously compiled details of each activity, evaluating their impact on organizational objectives and documenting key learnings gleaned from events attended.

Moreover, Her Initiative ensured transparency and accountability by providing actionable recommendations for improvement in the upcoming year, fostering a continuous cycle of growth and enhancement in the organization's initiatives. The department's commitment to excellence was further demonstrated through the collaboration with a Consultant to refine the report, leveraging external expertise to enhance its quality and effectiveness.

Additionally, Her Initiative's prompt and thorough response to feedback requesting corrections showcased their dedication to accuracy and completeness. From rectifying numerical discrepancies to refining language for clarity, each correction was meticulously implemented, elevating the overall quality and credibility of the report. Overall, Her Initiative's leadership in this endeavor exemplifies their commitment to organizational excellence and continuous improvement.





3.3 Successful Board Meeting Marks Milestone for Her Initiative

The board meeting served as a platform to reflect on our accomplishments, address challenges, and identify opportunities for growth and innovation.

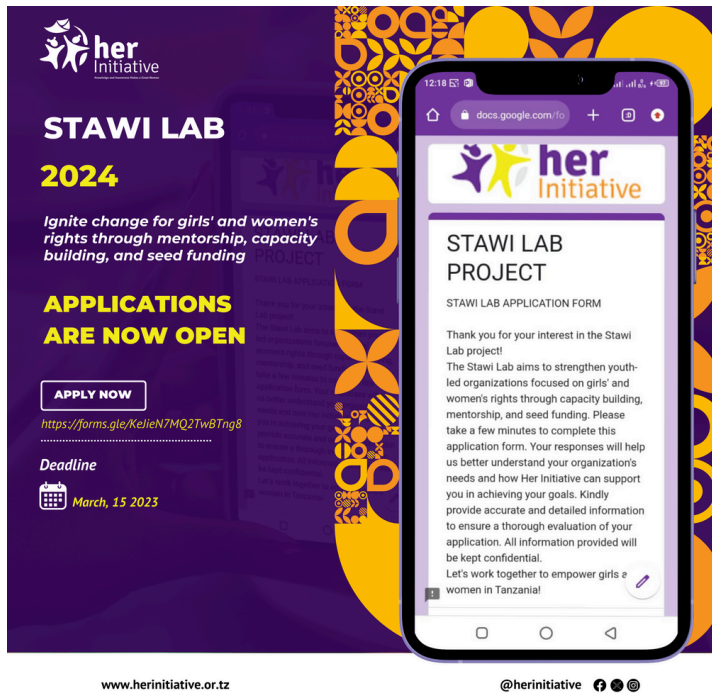
In the dynamic landscape of the first quarter of this year, Her Initiative proudly celebrates a significant achievement: the successful convening of a comprehensive board meeting. This milestone represents a pivotal moment in our organizational journey, reflecting our steadfast commitment to transparency, strategic planning, and collective decision-making.

During this productive gathering, key stakeholders, including board members, management, and advisors, came together to review our progress, chart our course for the future, and align our actions with our overarching mission and vision. Through robust discussions, insightful deliberations, and constructive feedback, we reaffirmed our shared dedication to empowering adolescent girls and young women in Tanzania.

The board meeting served as a platform to reflect on our accomplishments, address challenges, and identify opportunities for growth and innovation. Importantly, it provided a forum for fostering collaboration, nurturing partnerships, and leveraging collective expertise to maximize our impact and effectiveness.

As we navigate the complexities of promoting financial resilience and digital inclusion among girls and young women, the outcomes of this board meeting will serve as a guiding compass, steering us toward greater success and sustainability in our endeavors.

We extend our sincere gratitude to all participants for their invaluable contributions and unwavering support. Together, we are not only shaping the trajectory of Her Initiative but also catalyzing positive change and empowerment within the communities we serve.



3.4 Stawi Lab Phase II Inception Activities

"Through strategic partnership building and proactive stakeholder engagement, Her Initiative is paving the way for transformative change in the Stawi Lab project, ensuring collective success and impact."

In this quarter, Her Initiative made significant strides in advancing the Stawi Lab project phase two, focusing on crucial aspects of partnership building and stakeholder engagement. Firstly, through meticulous mapping of partners, juries, trainers, and mentors, the organization ensured a comprehensive understanding of the project's ecosystem, fostering collaboration and resource allocation. These efforts laid a solid foundation for effective engagement and utilization of key stakeholders throughout the project lifecycle.

Additionally, Her Initiative facilitated inception meetings with partners, fostering alignment of goals and strategies to drive the project forward. This proactive approach not only enhanced collaboration but also set the stage for effective implementation and achievement of project objectives.

Furthermore, the release of an online call/application-initiated stakeholder engagement will attract qualified Youth-led organizations interested in contributing to and benefiting from the project. These achievements underscore Her Initiative's commitment to strategic planning and proactive stakeholder engagement in driving the Stawi project toward success.



FORDFOUNDATION



3.5 Planning and learning visit

This quarter, Her Initiative made significant strides with its strategic trip to South Africa, setting a strong foundation for its activities in 2024. For five days, the organization dedicated three days to intensive work planning sessions. During these sessions, Her Initiative meticulously crafted a narrative outlining the activities planned for implementation throughout the year. This thorough planning process ensures that the organization is well-prepared to execute its initiatives effectively and achieve its goals of empowering girls and combating poverty.

In addition to the planning sessions, Her Initiative utilized two days of the trip to engage in enriching learning visits at prestigious institutions in South Africa. These included visits to the Ford Foundation offices in Johannesburg and the Adanian Lab. These visits provided invaluable insights into topics such as data reserves, cloud computing, and exploring various funding opportunities. By actively seeking out learning opportunities, Her Initiative demonstrates its commitment to staying informed about cutting-edge technologies and funding strategies, ultimately enhancing its capacity to make a meaningful impact in the communities it serves.

The knowledge gained from the planning sessions and learning visits will strengthen Her Initiative's ability to leverage technology effectively and secure resources for its mission. This achievement highlights Her Initiative's dedication to strategic planning, continuous learning, and proactive engagement in pursuing its vision to empower girls and alleviate poverty. With a solid foundation laid during this quarter's activities, Her Initiative is well-positioned to drive positive change and make a lasting difference in the lives of those it serves.

3.6 Attending the International Conference on Population and Development in New York

Her initiative to attend the International Conference on Population and Development (#ICPD30) in the first quarter of 2024 proved to be a significant milestone for our organization. During this prestigious event, our Executive Director had the esteemed privilege of representing our organization, showcasing our unwavering commitment to advancing reproductive rights and gender equality on a global scale.

For two days, #ICPD30 served as a platform for celebrating achievements and catalyzing action towards the empowerment of women and girls worldwide. Among the distinguished attendees was Dr. Natalia Kanem, the Executive Director of UNFPA, whose advocacy for women's reproductive rights resonates globally. Our Executive Director had the distinct honor of meeting Dr. Kanem, further solidifying our organization's network of influential allies in the pursuit of gender equality.

Participation in #ICPD30 not only underscored our organization's dedication to promoting gender equality and reproductive health but also facilitated crucial connections with leaders, stakeholders, and advocates from around the world. Through engaging discussions and collaborative initiatives, our Executive Director reinforced our organization's commitment to championing the rights and well-being of women and girls. Attending #ICPD30 provided invaluable opportunities for networking, knowledge-sharing, and collaboration.

By actively participating in the global dialogue on women's rights and reproductive health, our Executive Director strengthened partnerships, gained insights into best practices, and contributed meaningfully to the advancement of crucial initiatives aimed at empowering women and promoting gender equality worldwide. Her initiative to attend #ICPD30 exemplifies our organization's ongoing dedication to creating a more equitable and inclusive world for all.





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***Empowering girls means reshaping
our future, one empowered young
woman at a time***

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

In this quarter Her initiative's attendance at the CSW68 event, under the guidance of our Executive Director, where the theme "Pass the Mic: Centering Unheard Voices for Gender-Just Economies" was prominent, marks a significant achievement. This initiative underscores the Her initiative's dedication to advancing gender equality and economic empowerment by actively participating in crucial discussions that amplify marginalized voices. By embracing this powerful theme, Her initiative exemplifies its commitment to fostering inclusivity and driving meaningful change toward gender-just economies on a global scale.

The decision by the Women First International Fund to host this event reflects a commendable dedication to addressing the systemic silencing of marginalized voices in discussions surrounding economic justice. By providing a platform for these voices to be recognized and valued, the organization empowers individuals and communities to actively engage in shaping policies and initiatives that directly impact their lives.

Her initiative's participation in "Pass the Mic" at Women First CSW68 facilitated invaluable discussions, workshops, and networking opportunities. These activities not only shed light on the challenges faced by marginalized groups but also paved the way for exploring innovative strategies to create more equitable economic systems.

By uniting diverse stakeholders, including activists, policymakers, and grassroots leaders, the event catalyzed collaboration and solidarity toward the shared goal of building gender-just economies where every individual can thrive.



3.8 Welcoming Our New Monitoring and Evaluation Officer!

In this quarter, Her Initiative celebrates a significant milestone as we warmly welcome our new Monitoring and Evaluation Officer to our dedicated team. This addition marks a pivotal moment in our journey towards greater impact and effectiveness in advancing the rights and economic empowerment of adolescent girls and young women in Tanzania.

With the arrival of our Monitoring and Evaluation Officer, we are poised to elevate our organizational capacity to assess, track, and measure the outcomes of our programs and interventions. This strategic move underscores our unwavering commitment to transparency, accountability, and evidence-based decision-making.

As we continue our mission to promote financial resilience and digital inclusion among girls and young women, our new team member will play a crucial role in ensuring that our initiatives are not only impactful but also responsive to the evolving needs of our target communities.

Join us in extending a warm welcome to our new Monitoring and Evaluation Officer as we collectively strive to create a world where every girl is empowered to fulfill her potential, unencumbered by the barriers that constrain her. Together, we are forging a brighter future for Tanzania—one girl at a time.



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Girls hold the power to redefine norms and break the cycle of poverty within their communities



4.0 COALITION ACTIVITIES

- **Women Global Network on Reproductive Rights (WGNNR)**

In this quarter the organization included participation in the Women Global Network on Reproductive Rights (WGNNR) meeting on February 16th, 2024, focused on data collection for the CSO Shadow Report. This initiative evaluates the government's progress in meeting commitments outlined in the Addis Ababa Declaration on Population and Development in Africa post-2012.

The report encompasses five pillars: Dignity and equality, Health, Place and mobility, Governance, and Data and Statistics. Data collected will aid in identifying progress, challenges, and threats, and in gathering recommendations from CSOs for the preparation of a Continental CSOs Shadow Report. African Feminist Organizations will present this collective report at the 57th session of the Commission on Population and Development (CPD 57).

- **Tanzania Education Network/Mtandao wa Elimu Tanzania (TEN/MET)**

Her initiative this quarter actively attended the TENMET meeting on the 8th and 9th of February. The primary objective of this meeting was to develop the caucus's annual work plan and strategies for preventing student dropouts. These strategies will play a crucial role in shaping the National Re-entry Implementation Plan, considering the feedback received from the Ministry of Education, Science, and Technology (MoEST) following the submission of the 2nd draft of the plan.

Also, Her Initiative actively participated in the orientation meeting on the 26th-29th of March contributing to discussions on key legal frameworks such as the Education Act 1978, the Marriage Act, and the Law of the Child Act. Her Initiative provided insights into the provisions, rights, and responsibilities outlined in these acts, along with implications and recent updates. By engaging in these discussions, Her Initiative enhanced our understanding of legal frameworks governing our operations. It reinforced our commitment to upholding the rights and protections afforded to all stakeholders, particularly children.



- **Ant-sexortion Coalition**

In this quarter, Her Initiative actively participated in a working meeting organized by TAKUKURU aimed at enhancing operational relations between civil society organizations and TAKUKURU. Many significant points were highlighted during this session, with the primary focus being on devising a work plan to streamline collaboration between civil society organizations and TAKUKURU in combating corruption and its indicators. This initiative underscores Her Initiative's commitment to fostering transparency and accountability within the community, contributing to the collective effort against corruption in Tanzania.

In addition to the aforementioned objectives, the meeting also served as a platform to introduce the impact of TAKUKURU RAFIKI, an initiative designed to raise awareness within society about the work of TAKUKURU. This initiative aims to engage in field activities to assist communities that are often victimized by corruption, further enhancing the outreach and effectiveness of TAKUKURU's anti-corruption efforts. By introducing TAKUKURU RAFIKI, the meeting sought to broaden community engagement and empower individuals to actively participate in the fight against corruption.

- **Belgium Embassy**

Her Initiative achieved a significant milestone by orchestrating a meeting with Fanny Heylen at the Belgium embassy in this quarter. During this encounter, the Executive Director seized the opportunity to showcase the impactful work undertaken by Her Initiative and the diverse projects the organization is actively engaged in. Moreover, Miss Fanny presented the embassy's initiatives and projects. This strategic meeting served as a platform for mutual exchange, allowing both parties to share insights, and experiences, and explore potential avenues for collaboration. This achievement underscores Her Initiative's proactive approach to fostering partnerships and expanding its network on an international scale.



5.0 QUARTERLY PROGRESS

SUMMARY OF OUR ACHIEVEMENTS

ACTIVITY	Target	Reach
Mobilization of Panda Digital users	500	428
Youth Employability Bootcamp Placement	-	17
Attending events	-	9
Donor visits and due diligence	-	1
Beneficiary visits	-	2
Success story shared	-	6



6.0 OUR NEW PARTNERS IN THIS QUARTER

Malala Fund

We are thrilled to announce our partnership with the Malala Fund, as they have generously supported Her Initiative by funding Ms. Monica Patrick through the prestigious Malala Fellowship program. As hosts for a fellow on this esteemed program, we are honored to provide a platform for Ms. Patrick to amplify her voice and contribute to our mission of empowering girls and young women.

Additionally, we are grateful to the Malala Fund for entrusting us with the role of fellow supervisor, allowing us to further collaborate and support the incredible initiatives championed by the Malala Fund. This partnership exemplifies our shared commitment to creating positive change and ensuring that every girl has the opportunity to pursue her dreams without barriers.



Girls Opportunity Alliance

We are excited to announce a new partnership with the Girls Opportunity Alliance, which has graciously funded our innovative Mshiko Club project. This initiative is designed to empower young girls in schools by providing them with essential financial literacy skills and fostering resilience towards financial independence.

Through the Mshiko Club project, we aim to equip these girls with the knowledge and tools they need to navigate the world of finances confidently, setting them on a path towards greater independence and economic empowerment. By instilling basic financial literacy at a younger age, we believe we can empower these girls to make informed decisions and lay the groundwork for a more financially secure future.



7.0 OUR VISITORS

Digital Opportunity Trust (DOT)

In this quarter, Her Initiative is thrilled to share the success of a productive engagement with representatives from the Digital Opportunity Trust (DOT) at Her Initiative's office. The visit, aimed at providing the DOT team with a deeper understanding of our organization, proved to be an invaluable opportunity for mutual learning and exploration of potential collaboration avenues.

During their visit, the DOT representatives actively immersed themselves in our operations, participating in personal assessments to gain insights into our organizational structure and methodologies. They engaged in detailed discussions with members from each department within our team, fostering meaningful exchanges and facilitating a comprehensive understanding of our work.

Furthermore, the DOT team conducted one-on-one sessions with our beneficiaries, allowing them to glean firsthand insights into their experiences with our programs and services. By listening to the stories and perspectives of our beneficiaries, the representatives gained valuable context and appreciation for the impact of our initiatives on the ground.

A highlight of the visit was the opportunity for the DOT representatives to join beneficiaries on a site visit, providing them with a tangible experience of witnessing the transformative impact of our initiatives within the community. This firsthand exposure deepened their understanding of the real-world implications of our work and reaffirmed the importance of our mission.

The due diligence process undertaken during the visit facilitated a comprehensive understanding of our organization, activities, and impact by the DOT representatives. This understanding sets the stage for potential collaboration in the "Going Beyond Project," slated for launch in Tanzania this year.

The "Going Beyond Project" holds great promise as it aims to empower youth-led organizations through peer-to-peer engagement, fostering leadership, entrepreneurship, and agency among youth for the betterment of community well-being. By leveraging our expertise and resources in youth empowerment and community development, we are excited about the possibility of collaborating with DOT to maximize the project's impact and reach.

Her Initiative extends our sincere gratitude to the DOT representatives for their active participation, genuine interest, and commitment to exploring avenues for collaboration. Together, we look forward to harnessing the power of youth leadership and innovation to drive positive change and create lasting impact in Tanzania and beyond.

World Bank Private Sector Specialist

Her Initiative achieved a significant milestone in this quarter by hosting a collaborative meeting with Alena Sakhonchik, a Private Sector Specialist focusing on Women, Business, and the Law at the World Bank. The meeting, held at our office, served as a platform to delve into critical discussions surrounding gender equality, women's safety, and economic opportunities in Tanzania.

The primary aim of the meeting was to leverage the expertise and perspectives of Her Initiative to contribute to a comprehensive understanding of gender dynamics in Tanzania. Specifically, the World Bank sought our organization's valuable input to ensure that their assessments accurately captured the nuances of gender dynamics within the country.

During the meeting, in-depth discussions were held regarding the current state of gender equality, women's safety, and economic opportunities in Tanzania. Our team provided insights drawn from our on-the-ground experiences and expertise in empowering young women and girls towards financial resilience and digital inclusion.

Her Initiative played a pivotal role in reviewing the measures identified by the World Bank and providing feedback on their alignment with supportive frameworks. Additionally, Her Initiative highlighted any crucial aspects that may have been missing from the scope, ensuring that the assessment encompassed a holistic understanding of gender dynamics in Tanzania.



The collaboration between Her Initiative and the World Bank underscores our commitment to driving positive change and advancing gender equality in Tanzania. By actively engaging with key stakeholders such as the World Bank, Her Initiative aims to influence policy, advocate for the rights of young women and girls, and foster inclusive economic growth in the region.

Her Initiative is grateful for the opportunity to contribute our insights and perspectives to this important initiative led by the World Bank. Through continued collaboration and partnership, we are confident that we can collectively address the challenges facing women and girls in Tanzania and pave the way for a more equitable and prosperous future.

AkiraChix

In this quarter, Her Initiative welcomed a visit from AkiraChix, a distinguished non-profit organization dedicated to nurturing female technological talent in Africa. The visit served as a platform for an enriching exchange of knowledge and insights between the two organizations. Throughout the visit, AkiraChix engaged in interactive sessions and discussions with Her Initiative's team members, gaining valuable insights into the organization's approaches, methodologies, and impact.

The visit facilitated discussions around potential areas for collaboration, with both organizations recognizing synergies in their missions to empower women and girls across Africa. Through exploring collaboration opportunities, Her Initiative and AkiraChix identified avenues for mutual learning and partnership, with a shared commitment to driving positive change. Additionally, the visit provided the AkiraChix team with a chance to immerse themselves in the local context, gaining firsthand experience of the socio-economic challenges faced by young women and girls in Tanzania. This experience deepened their understanding of the unique context in which Her Initiative operates, strengthening the bond between the two organizations and paving the way for future collaboration in their shared mission.

Elimu Fanaka

In this quarter, Her Initiative is thrilled to announce the successful completion of a highly enriching visit from Elimu Fanaka, a distinguished partner organization based in Kenya. The visit, which took place from March 18th to March 22nd, exemplified a fruitful exchange of ideas, insights, and best practices aimed at advancing our shared missions of community empowerment and educational excellence.

During their time in Dar es Salaam, the esteemed delegation from Elimu Fanaka engaged in a series of immersive experiences and interactive sessions designed to deepen their understanding of Her Initiative's mission, vision, and operational strategies. Through guided tours, collaborative workshops, and open dialogues, both teams fostered meaningful connections and identified areas of mission alignment and potential collaboration.

The visit provided an invaluable opportunity for the Elimu Fanaka team to witness firsthand the impactful work being done by Her Initiative in promoting financial resilience and digital inclusion among adolescent girls and young women in Tanzania. From empowering girls through agency empowerment initiatives to fostering skills development and facilitating access to resources and opportunities, the delegation gained valuable insights into our holistic approach to community transformation.

Conversely, Her Initiative had the privilege of learning from Elimu Fanaka's innovative programs, including Nawiri, which focuses on children's numeracy, literacy, and alternative learning methods, and Imarisha, a leadership program for teachers and parents. By sharing best practices and lessons learned, both organizations enriched their respective toolkits and expanded their capacity to effect positive change in their communities.



Through this collaborative exchange, Her Initiative and Elimu Fanaka have laid the foundation for a robust partnership grounded in shared values of inclusion, innovation, learning, and partnership. Moving forward, we are excited to explore opportunities for joint initiatives and cross-border collaborations that amplify our collective impact and contribute to the advancement of educational equity and socio-economic empowerment across our regions.

Her Initiative extends deepest gratitude to the Elimu Fanaka team for their enthusiasm, insights, and commitment to fostering meaningful partnerships. Together, we are poised to make a tangible difference in the lives of young women and girls, unlocking their full potential and creating a brighter, more equitable future for all.

Her Initiative looks forward to continued collaboration with Elimu Fanaka and other like-minded organizations as we work towards our shared vision of an inclusive society where every individual has the power to choose and create opportunities for themselves and others.



8.0 ATTENDED EXTERNAL EVENTS FOR NETWORKING AND PARTNERSHIPS

Organizers	Our Position	Agenda
Segal Family	Attendees	Meet and Greet
JamiiForums	Attendees	A thought leadership forum for digital space stakeholders
MEDEA	Attendees	NZOWA film previewing Session
Women Global Network on Reproductive Rights (WGNNR)	Attendees	Data Collection for the CSO Shadow Report
Tanzania Education Network/Mtandao wa Elimu Tanzania (TEN/MET)	Partners	Developing the caucus's annual work plan and strategies for preventing student dropouts
TAKUKURU	Partners	Enhancing Operational Relations Between Civil Society Organizations and TAKUKURU
Coca Cola	Partners	Panda Event partnership meeting
Jubilee Life Insurance	Partners	Panda Event partnership meeting

9.0 SUCCESS STORIES



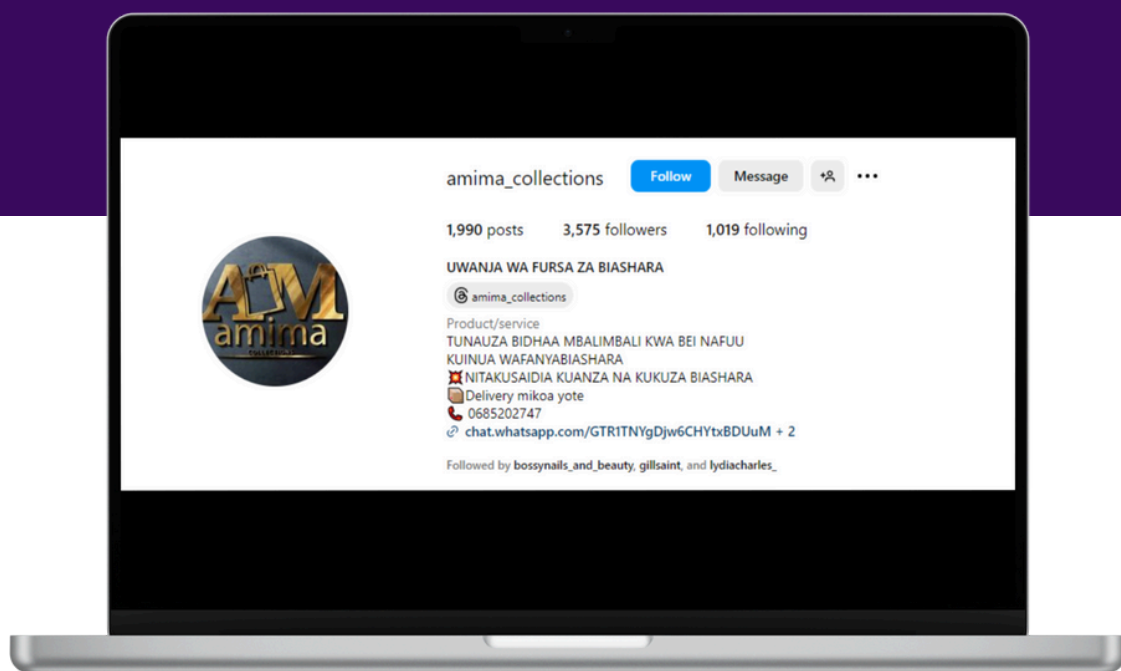
THE INSPIRING JOURNEY OF AMIMA AND DIGIMALI

Amima's journey from struggling entrepreneur to thriving digital business owner is nothing short of inspiring. Hailing from Dar Es Salaam, she faced numerous challenges in her traditional business before encountering the transformative opportunity of DigiMali 2022. Before her involvement, Amima grappled with digital business management, finding herself disheartened by the lack of clients and the modest presentation of her products in a small, uninspiring shop.

Her determination wavered, teetering on the edge of giving up. But fate had other plans for Amima when she became one of the fortunate 101 beneficiaries of DigiMali 2022. Through this project, she was introduced to a world of possibilities that would reshape her business trajectory. With newfound knowledge in digital marketing and financial literacy, Amima breathed life into her once-struggling enterprise. Her products were no longer relegated to the floor; instead, her office flourished with activity, adorned with abundant goods, and a fresh aesthetic breathed new life into her surroundings. Harnessing the power of platforms like Instagram and Facebook, Amima's savvy marketing strategies catapulted her business into the digital spotlight. Her profits surged, marking a staggering 40% increase, a testament to the efficacy of her newfound digital prowess. Yet, Amima's journey didn't culminate with personal success. Fueled by a desire to pay forward her blessings, she embarked on a mission to empower other young women.

Through her Amima Collection shop, Amima initiated training sessions for aspiring entrepreneurs, sharing the invaluable knowledge and skills she acquired through DigiMali 2022. Her goal was clear: to create a ripple effect within the digital ecosystem, ensuring that every young woman with entrepreneurial aspirations could benefit. Over two remarkable years, Amima's efforts bore fruit as she imparted her expertise to over 500 eager learners.

Amima's story is more than a tale of personal triumph; it's a testament to the transformative power of education and mentorship. Through resilience, determination, and a commitment to uplift others, she has not only elevated her circumstances but has become a hope for countless aspiring entrepreneurs.





"WINFRIDA ALUTE: A TALE OF TRIUMPH THROUGH THE YOUTH EMPLOYABILITY BOOTCAMP"

Winfrida Alute's story epitomizes resilience and determination in the face of adversity. As a graduate of the Centre for Foreign Relations, she found herself grappling with the daunting task of securing employment. Despite sending countless applications and tirelessly updating her CV, success seemed elusive, leaving her disheartened and questioning her abilities.

However, fate intervened when Winfrida stumbled upon a flier advertising the Youth Employability Bootcamp (YEB). This transformative program aimed to equip young graduates with essential skills for navigating the job market, including crafting impeccable CVs, mastering the art of cover letters, honing interview techniques, and promoting career development and problem-solving skills. Recognizing the opportunity it presented, Winfrida seized it with unwavering determination.

Selected among the 60 successful candidates, Winfrida immersed herself in the comprehensive sessions offered by the YEB program. From refining her application materials to enhancing her communication and negotiation skills, she embraced each opportunity for growth with zeal and dedication. The pinnacle of her experience came at the YEB ceremony, where she had the chance to network with 25 potential employers, setting the stage for what would become a life-changing encounter.

Within a week of the ceremony, Winfrida's remarkable skills captured the attention of MEDEA Tanzania, a prestigious organization impressed by her capabilities. Invited for an interview, Winfrida approached the panel of six with confidence and poise, effortlessly navigating each question with the expertise she had acquired through the YEB program. Reflecting on her performance, Winfrida couldn't help but marvel at the stark contrast between her current self and the person she was just two months prior.

Her stellar performance during the interview left an indelible impression on MEDEA Tanzania, leading to an offer for a paid internship position within their communications department. Today, Winfrida stands as a shining example of the transformative impact of programs like the Youth Employability Bootcamp. By providing young graduates with the tools and skills necessary to thrive in the competitive job market, initiatives like YEB not only empower individuals like Winfrida but also contribute to the overall socioeconomic development of communities by bridging the gap between education and employment.





10.0 CHALLENGES ENCOUNTERED

- **Budget Constraints**

During this quarter, budget constraints emerged as a critical challenge, severely impacting project implementations. Plan B project faced significant delays and failed to complete any activities due to limited budget allocation. Similarly, Panda Digital struggled with content deployment and media engagement. Stawi Lab encountered severe budget limitations, hindering all planned activities. These financial limitations underscored the need for better budget planning and resource mobilization to ensure project success.

- **Resource Limitations**

Resource limitations further hindered project progress in this quarter. Plan B was significantly affected by a lack of necessary resources beyond budget constraints, disrupting overall implementation. Similarly, Stawi Lab faced resource shortages, necessitating the scaling down or postponement of activities, which impacted project timelines and outcomes. These limitations highlighted the critical need for efficient resource management to ensure successful project execution.

- **Over-Reliance on Digital Mobilization for Panda Digital**

In this quarter, We recognized the significant impact of solely relying on digital mobilization via social media for Panda Digital. The absence of broader outreach initiatives has led to a decline in new sign-ups. Moving forward, we've learned the importance of diversifying our outreach strategies to ensure a more balanced approach to attracting new users and increasing sign-ups.

- **Insufficient Partnership Engagement**

Partnership challenges were notable this quarter, affecting many of our projects, particularly the Panda Event. Insufficient partnership engagement hindered the development of strong collaborations and support for the projects. This highlighted the need for more frequent and effective partner engagement to build robust and supportive partnerships for successful project implementation.

WAY FORWARD

- **Enhanced Fundraising and Resource Mobilization:**

Continue exploring various funding sources and partnerships to secure additional resources necessary for project implementation.

- **Revised Planning and Execution Strategies:**

Reassess and adjust project strategies to align with available resources and realistic targets. Implement more flexible and adaptive planning approaches.

- **Strengthened Communication and Engagement:**

Improve communication with partners and stakeholders to ensure better collaboration and support. Regular updates and transparent reporting can foster stronger relationships.

- **Focused Catch-Up Plans:**

Develop and implement detailed catch-up plans to address delays and incomplete activities. Prioritize critical tasks and allocate resources efficiently to catch up on project timelines.





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