



QUARTER 1 REPORT 2025

WORDS FROM THE EXECUTIVE DIRECTOR

As we close the first quarter of 2025, I am proud to share the remarkable progress we've made in advancing our mission to empower adolescent girls and young women to achieve economic resilience, overcome barriers, and live with dignity.

This quarter, 2,550 young people were directly reached through our programs, while our digital campaigns and platforms engaged an impressive 6.7 million individuals online. These numbers are not just metrics, they are a testament to the growing reach, relevance, and impact of our work.

Through Panda Digital, 564 new users registered and 508 engaged with our content, receiving essential training in digital marketing and entrepreneurship. Over 8,700 young women have now accessed this platform since its launch. The introduction of Panda Chat, our AI-powered SMS tool, is already revolutionizing how young women access business support and financial education, even in low-connectivity settings.

Our school-based initiative, Mshiko Clubs, has engaged over 150 students across five schools, distributed seed grants to support student-led businesses, and equipped schools with 10 digital devices. These efforts are building a generation of young entrepreneurs who are applying their knowledge in real-time through income-generating activities, mentorship sessions, and marketplace exposure.

Additionally, 577 youth peers completed our Digital Business Program under the Going Beyond project, with 92% applying new skills to strengthen their ventures. Through community engagement sessions, we reached 486 family members and stakeholders, strengthening the support system around youth development.

Internationally, our representation at the 68th Commission on the Status of Women (CSW69) positioned Her Initiative at the heart of global policy dialogues on gender equality. Launching our 2025–2029 Strategic Plan during the Celebrating Young Women Leaders event was a historic moment, marking our roadmap to empower 50,000 young women across East Africa in the next five years.

None of this would be possible without our dedicated team, trusted partners, and the young women whose courage fuels our mission. Together, we are not just delivering programs, we are reshaping systems, reframing narratives, and building a more just, inclusive future for girls and young women. Let us carry this momentum forward, with purpose, power, and pride.

Lydia Charles Moyo

Founder and 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.

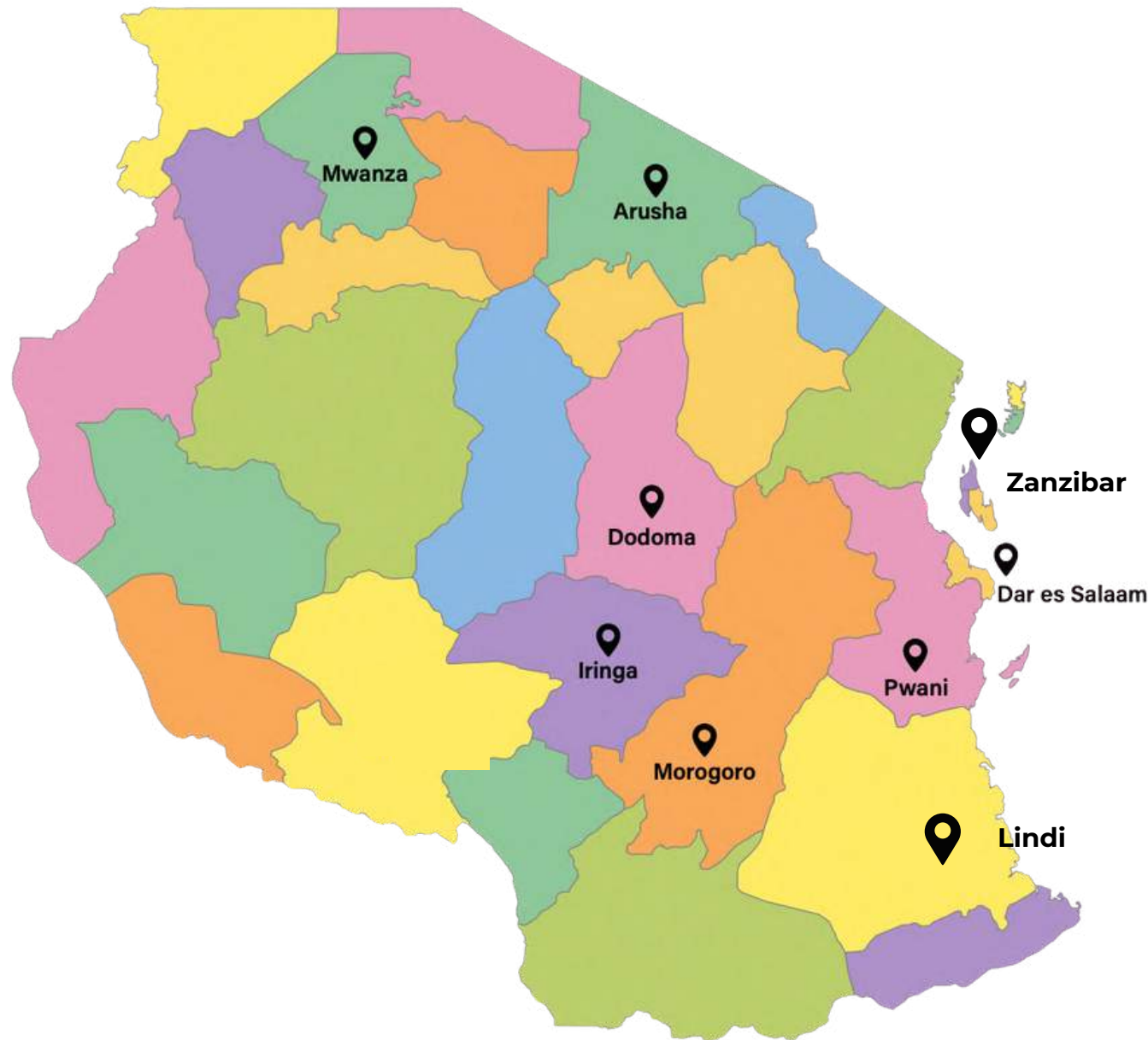
Her Initiative stands for a girl who has empowered herself enough to address her social and economic problems. Most problems that affect young women and girls are, in one way or another, influenced by poverty and are amplified by financial dependence.

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

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.



WHERE WE WORK



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

STRATEGIC OBJECTIVES.

- Enabling Economic and Financial Freedom
- Equipping Adolescent Girls and Young Women to Overcome Barriers
- Developing Innovative Partnerships for Program Delivery
- Strengthening Institutional Capacity and Sustainability

QUARTER ONE REACH

STRATEGIC OBJECTIVE 1: Enabling Economic and Financial Freedom



2032

Total Direct Reach

686

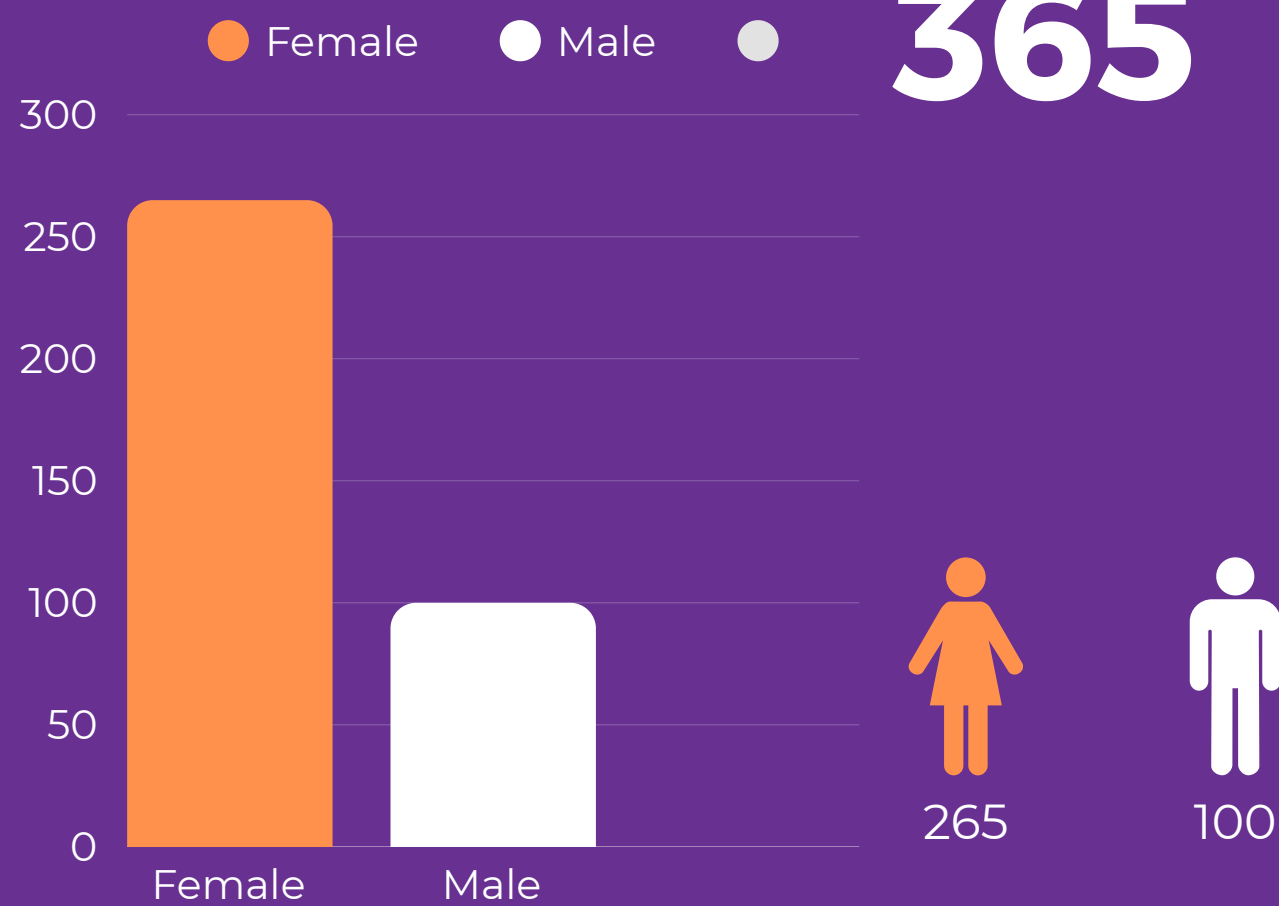
Community Members reached indirectly

STRATEGIC OBJECTIVE 2: Equipping Adolescent Girls and Young Women to Overcome Barriers

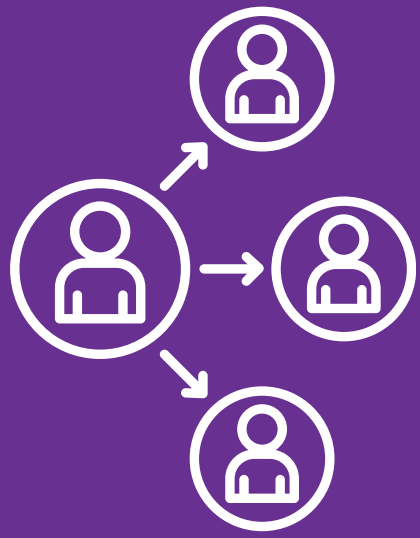


365

Total Direct Reach



STRATEGIC OBJECTIVE 3: Developing Innovative Partnerships for Program Delivery



34

Total Direct Reach - Youth-Led Organizations on Stawi Lab Network

STRATEGIC OBJECTIVE 4: Strengthening Institutional Capacity and Sustainability

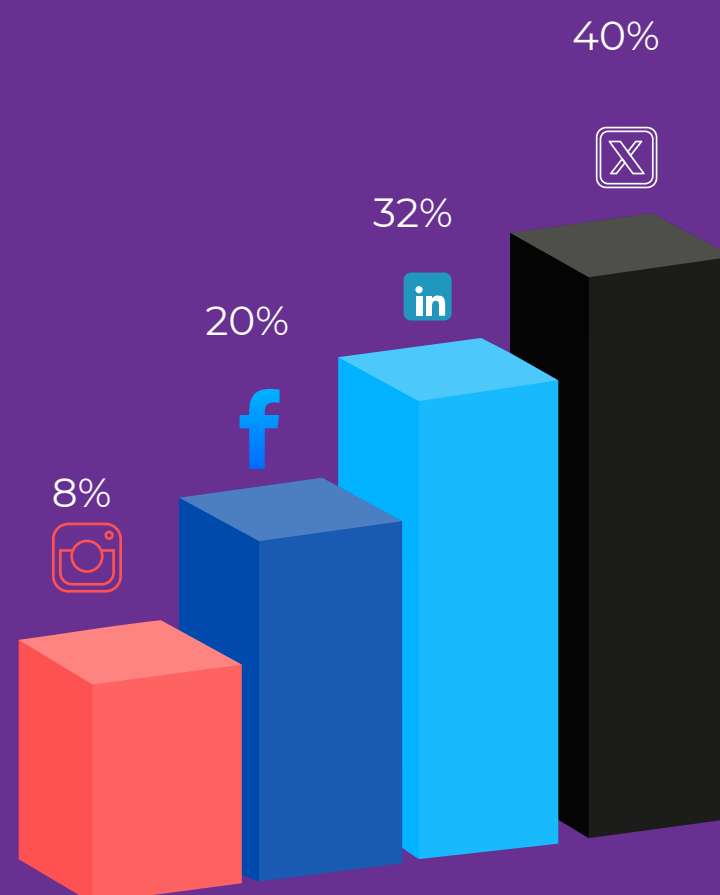


153

Total Direct Reach

SOCIAL AND MASS MEDIA REACH

6.7 M





QUARTERLY ACHIEVEMENTS

Strategic Outcome 1: Enabling Economic and Financial Freedom

PANDA DIGITAL

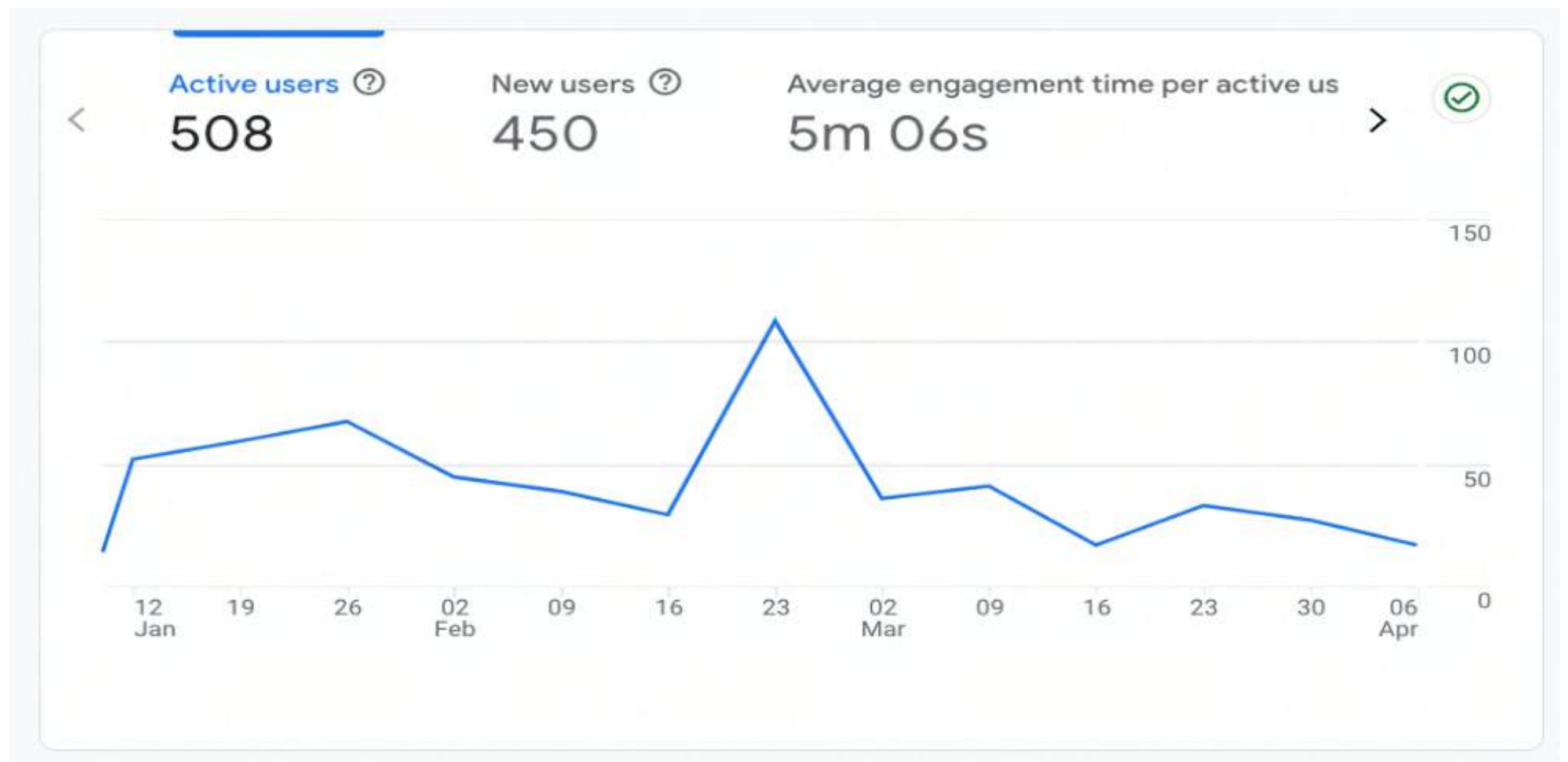
Young women accessed skills and opportunities through the Panda Digital website and SMS services, resulting in a tangible impact across digital inclusion and entrepreneurship.

In the first quarter of 2025, a total of 564 new sign-ups were recorded, 254 in January, 213 in February, and 97 in March, while 508 web visitors engaged with the platform during the same period. These figures reflect the growing trust and reach of Panda Digital in equipping young women with essential tools for success. Through the platform, many have excelled in areas like digital marketing and the Business Model Canvas (BMC), enabling them to scale their businesses and attract more customers.

One beneficiary, Suzanne, who runs a home décor business, shared her transformation:

“Through the digital marketing course, I have increased my customer base by 60% and doubled my profits. I now have the skills to effectively promote my business online and provide better services to my clients.”

This ongoing impact demonstrates how Panda Digital is not only bridging the digital divide but also unlocking new paths to economic empowerment for young women across Tanzania.



MSHIKO CLUB PROJECT

Mshiko Clubs Member Enrollment and Peer Mobilization Campaign

More than 150 students across all five project schools joined Mshiko Clubs through targeted enrollment activities, with a special focus on welcoming new Form One students. The process was driven by strong peer-to-peer mobilization, where former club members actively encouraged and inspired new students, including those from other classes, to join. These efforts helped foster a sense of community and continuity within the clubs, ensuring sustained participation and engagement.

Mentorship Sessions to Inspire and Empower Adolescent Girls

Mentorship sessions held across four schools created meaningful opportunities for Mshiko Club members to engage with successful young women leaders, including Lydia Charles Moyo and Najma Paul. These role models shared their experiences and insights on navigating challenges, staying focused on education, and pursuing long-term goals. The sessions sparked increased self-confidence and self-worth among the girls, reinforcing their belief in their abilities and motivating them to remain committed to their personal and academic aspirations.



"The mentorship sessions taught me that no dream is too big and that I have the power to overcome any challenge. Hearing from successful women like Lydia Charles Moyo made me believe in my potential. I now feel more confident in my ability to stay in school and pursue my dreams, no matter the obstacles."

— Janeth, a Mshiko club member from Saranga Secondary school

Parents' Engagement Meetings at Project Schools

Over 200 parents and guardians from Saranga, Malamba Mawili, and King'ongo Secondary Schools took part in engagement meetings focused on strengthening their role in supporting Mshiko Club members. These gatherings fostered open dialogue around the importance of girls' education and offered parents practical ways to encourage their daughters to pursue their goals. The sessions also deepened understanding of the clubs' purpose, helping shift perceptions and reinforcing the value of a supportive home and community environment for girls' personal and academic growth.



"After attending the meeting, I now understand how important it is to support my daughter not just at home but also in her dreams. The Mshiko Club is helping her grow, and as a parent, I want to be part of that journey."

— Rashid Dogoli - A parent of a Form II student from Malamba Mawili Secondary School

Field Safeguarding Assessment and Training at King'ongo Secondary School

Students at King'ongo Secondary School participated in a field safeguarding assessment and training session designed to strengthen their understanding of safeguarding issues. The session focused on identifying different forms of harm, such as physical, emotional, and financial exploitation, and outlined clear reporting procedures. Through this training, students enhanced their ability to recognize risks and take action to ensure a safer and more supportive school environment.



Provision of Digital Devices to Enhance Academic Performance

Five Mshiko Club project schools have been equipped with digital devices to support students' access to academic resources and enhance learning through technology. Each school received two laptops, making a total of ten devices distributed. During the handover, the District Education Officer from Ubungu District encouraged students to maximize the use of these tools for their academic growth. This milestone reflects the growing commitment within schools and communities to embrace digital learning and bridge the digital divide.

"Today's world demands digital skills, and these laptops are not just devices; they are gateways to knowledge and opportunity. I urge all students to use them wisely to improve their academic performance and prepare for a brighter future."—



District Education Officer, Ubungu District



Mtobe Platform Training

Mshiko students and teachers from four project schools successfully participated in Mtobe Platform Training sessions, gaining practical skills to access and navigate digital academic resources. The training strengthened their ability to use technology to support learning and teaching, promoting a more resourceful and self-directed academic environment.



"The Mtobe platform has made it so much easier for me to access the materials I need for my studies. I now feel more confident in my ability to learn and improve, thanks to the training." — **Lightness Makarius, Kiluvya Secondary School.**

Financial and material Support from Mshiko Supporters.

After receiving financial support of 100,000 TZS from mentors, the four Mshiko Clubs at Girls, Saranga, King'ongo, and Kiluvya Secondary Schools have successfully used the funds as startup capital for their income-generating activities. The students have initiated small businesses within their clubs and are already demonstrating improved financial literacy, teamwork, and a strong sense of responsibility. This support has strengthened their confidence and commitment to sustaining their initiatives.



"We were so excited to receive the support—it gave us the push we needed to turn our ideas into action. Now we're running a small business and learning how to manage money as a team," — **Grace Mwagebwa, Dar e Salaam Girls Secondary School.**

Learning Visit to METL Beverage Industry

Mshiko Club members from all five project schools participated in a learning site visit to the METL Beverage section in Kiwalani, where they gained practical exposure to entrepreneurship. The visit introduced them to key concepts such as teamwork, customer care, product packaging and branding, production safety, and brand differentiation. Beyond technical knowledge, the experience was a strong source of motivation, helping students see entrepreneurship as a realistic pathway to financial independence.

It also encouraged peer learning and strengthened collaboration among clubs, boosting their confidence and igniting excitement to launch income-generating projects within their schools.



Seeing how a real company operates showed me that our dreams are valid. I now believe we can start something small in our club and grow it step by step,"— **Aisha Abdallah Hashim, a student from King'ongo**

Establishment of Extracurricular Income-Generating Activities (IGAs)

Mshiko Club members at Saranga Secondary School successfully acquired practical skills in producing multipurpose liquid soap through a dedicated training session this quarter. This initiative empowered students to kick-start school-based income-generating activities, promoting financial creativity, entrepreneurship, and hands-on learning beyond the classroom.



"We have started producing our products thanks to the liquid soap training. The skills we gained have empowered us to turn our knowledge into a real income-generating activity, and we're excited to see how this will help support our club and community." — **Sesilia Daudi Singano, Saranga Secondary School.**



GOING BEYOND

Community Engagement and Awareness Sessions

In this quarter, 13 community engagement sessions were conducted, reaching over 486 community members, including family members, guardians, and partners of youth peers. These sessions served as a platform to introduce the program, share key information, and promote active community involvement. To complement the sessions, 200 printed brochures were distributed to provide clear, accessible information about the program and its objectives. This initiative contributed to strengthening community awareness, promoting collaboration, and reinforcing the shared commitment to youth development.



*"These meetings are important because they help us, as parents, understand how our daughters can grow through opportunities like this. I encourage others to support their children, especially girls, in building skills and knowledge that can uplift the whole family and community. - **Shuza Juma, Parent from Morogoro***

Mobilization and Implementation of the 3rd Cohort

Through strong community-led efforts, 577 youth peers completed and graduated the 3rd cohort of the Digital Business Program. Led by 21 youth leaders and supported by Local Host Organizations, the program equipped Youth Peers with practical skills in digital entrepreneurship, financial literacy, and business development.

More than 92% have applied these skills to strengthen income-generating activities, contributing to greater economic engagement and confidence among youth.

Business Development Linkages for Youth Peers

The 577 youth peers had connections with banks, SIDO, and TCCIA, built through collective effort. These linkages have provided them with expert guidance on business development, financial management, and access to loans and savings opportunities. Ongoing support helps them track their progress and apply their skills effectively.



*"Through the connections with banks, SIDO, and TCCIA, I've gained valuable knowledge on managing my business and finances. The guidance I received has helped me grow my business and plan for the future with more confidence." - **Scola Wales***



Professional Development for Youth Leaders

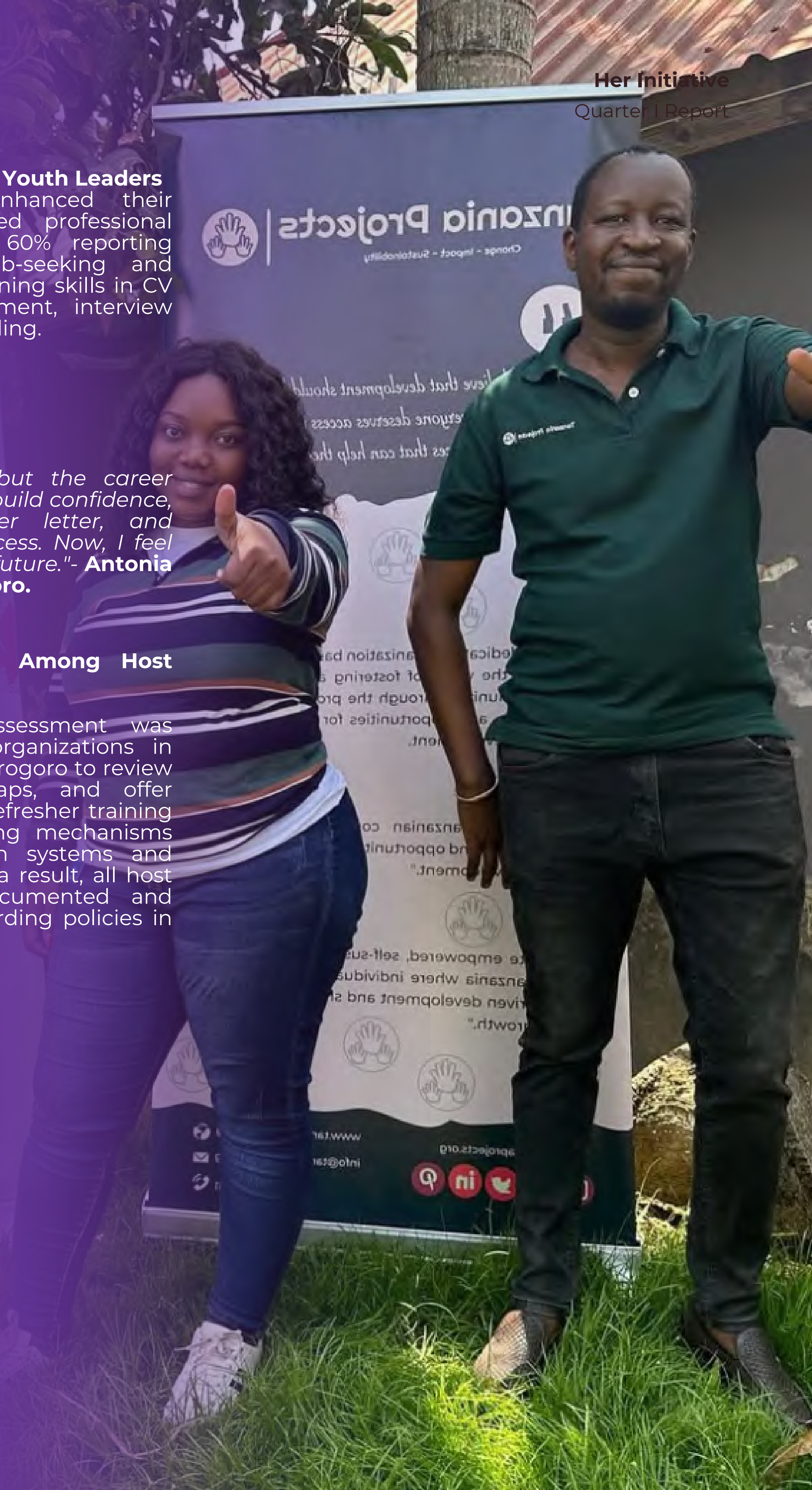
Nineteen youth leaders enhanced their employability through tailored professional development training, with 60% reporting increased confidence in job-seeking and application processes after gaining skills in CV writing, cover letter development, interview techniques, and personal branding.



"I used to fear interviews, but the career readiness training helped me build confidence, improve my CV and cover letter, and understand the interview process. Now, I feel prepared and clear about my future." - **Antonia Roman, Youth Leader, Morogoro.**

Safeguarding Strengthening Among Host Organizations

A safeguarding capacity assessment was conducted across 14 host organizations in Arusha, Dar es Salaam, and Morogoro to review existing policies, identify gaps, and offer targeted recommendations. Refresher training on safeguarding and reporting mechanisms was facilitated to strengthen systems and ensure safe environments. As a result, all host organizations now have documented and actively implemented safeguarding policies in place.



Strategic Objective 2: Equipping Adolescent Girls and Young Women to Overcome Barriers

Panda Digital Movement

Increased capacity of young leaders to recognize, prevent, and lead community advocacy against sextortion.

Her Initiative, in collaboration with the Prevention and Combating of Corruption Bureau (PCCB), advanced youth-led efforts to combat sextortion through a hybrid Anti-Sextortion Champions Training. A total of 10 female champions participate in person and virtually, ensuring broad accessibility. The training resulted in a 60% average increase in participants' knowledge and 100% reported greater confidence in identifying and explaining sextortion.

Additionally, 90% completed campaign planning projects, and 80% created peer sensitization action plans. Notably, 95% of champions pledged to lead awareness activities, and 10 have already reached over 197 peers through community sessions, demonstrating early impact and strong commitment to advocacy.



“Before the training, I knew sextortion was wrong, but didn’t fully understand how to name it or explain it to others. Now, I not only recognize it. I feel equipped to speak up, educate my peers, and lead real change in my community. Since the training, I’ve already educated more than 20 peers, and I’m just getting started.”—Joanitha Eliud, Anti-Sextortion Champion, 2025

Increased digital access and awareness to help young women challenge sextortion and grow their businesses

Her Initiative launched the Panda Chat SMS platform under the Panda Digital platform to expand digital access to business support for young women entrepreneurs. The tool offers expert guidance, financial education, and peer learning to address barriers like limited knowledge, weak networks, and gender-based violence, including sextortion. The launch was aligned with the 2024–2025 Haki Haiuzwi Campaign, which empowered youth champions to raise awareness through interactive sessions and social media pledges. The campaign gained widespread attention, reaching **4.1 million people online** and receiving coverage from 13 media outlets, significantly boosting visibility and reinforcing Her Initiative’s commitment to digital empowerment and gender justice.



“The launch of Panda Chat is a game-changer for young women entrepreneurs in the community, offering them digital access to the tools and support they need to grow their businesses and overcome challenges like gender-based violence and limited networks. Combined with the Haki Haiuzwi campaign, which has empowered youth to speak out and raise awareness, we are seeing a powerful movement take shape in communities across Tanzania, where young people are actively driving change and challenging sextortion.”—Lydia Charles Moyo, Executive Director, Her Initiative

Panda Digital



**WOMEN FUND
TANZANIA TRUST**
Empowering Local Women Hero

ve
reat Woman



HAKI HAIUZWI

WAZOJAJI KUPINUKAZA

HAKI HAIUZWI

KWAZI

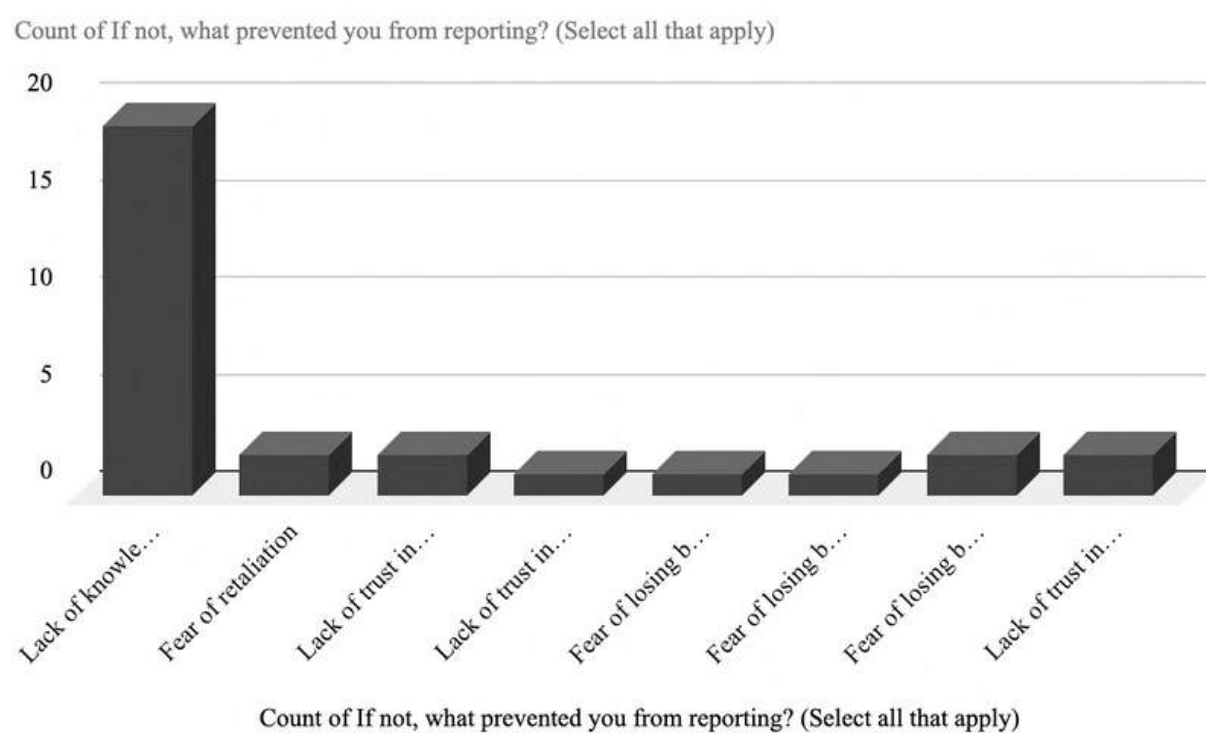
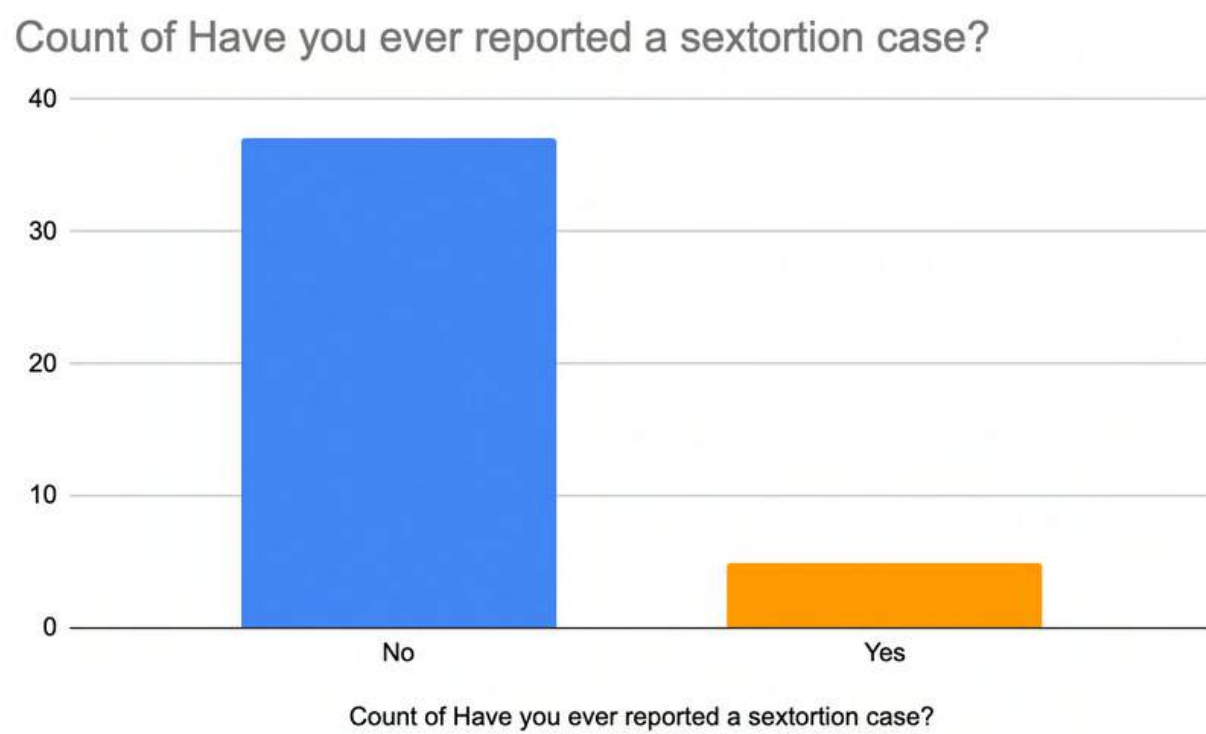
Market Outreach: Uncovering Barriers and Amplifying Women's Voices in Marketplaces

The outreach sessions conducted at Makumbusho and Mwananyamala markets engaged 55 young women entrepreneurs and 10 champions to gather real-life experiences and discuss business challenges. The sessions uncovered major barriers such as limited access to finance, high taxes, harassment, and lack of safe spaces. A situational analysis revealed that 88.1% of respondents had never reported sextortion, mainly due to a lack of knowledge on where to report, distrust in authorities, and fear of retaliation.

These findings highlight the pressing need for targeted awareness campaigns, stronger legal support, and safer business environments to empower women and foster inclusive economic participation.



"Through these discussions, I have discovered that we women have great power in business. I have gained an understanding of how to tackle challenges, advocate for my rights, and seize opportunities that will help me grow beyond just surviving." — **Mjasiriamali Mdogo, Soko la Mwananyamala**





PLAN B

Community Engagement on Gender-Based Violence Prevention – Kisarawe District (Masaki and Msimbu Wards)

Strengthened Community Awareness on GBV and Safeguarding Roles

Over 100 community members, including parents, guardians, and youth, participated in family and community engagement sessions focused on raising awareness of gender-based violence (GBV) and safeguarding principles. These sessions introduced the project's objectives and clarified community roles in ensuring the safety and dignity of adolescent girls. 85% of participants showed increased understanding of safeguarding practices and could identify at least three forms of GBV (physical, emotional, economic, sexual) affecting girls in their community.



"As we engage with the community, it is clear that raising awareness about gender-based violence and safeguarding principles is a vital step towards creating a safer environment for adolescent girls."

The increased understanding among participants is a testament to the impact of these sessions and the shared commitment to protecting our girls." – Celine Julius, Safeguarding and Partnership Officer

Identification and Acknowledgment of Local GBV Challenges

100 Community members actively identified key gender-based violence (GBV) challenges affecting young girls in their area, such as early marriage, denial of education, and domestic violence. Through facilitated discussions, there was a noticeable shift from passive acknowledgment to proactive concern, with several participants expressing a willingness to engage in advocacy efforts. This reflects growing community ownership of the issue and a commitment to addressing GBV at the local level.

Challenging Harmful Cultural Norms and Promoting Inclusive Parenting

Facilitated community discussions highlighted the negative impact of harmful cultural norms contributing to gender-based violence (GBV), particularly within families. These sessions encouraged critical reflection, especially among fathers and male guardians, on the importance of gender-equitable parenting and positive role modeling. As a result, 60% of male participants reported a shift in their parenting mindset and committed to adopting more inclusive and supportive practices at home.

"These discussions have opened my eyes to the power of positive parenting. I now see how my actions and words can shape my children's understanding of respect and equality. I am committed to creating a home where my children, especially my daughters, feel safe and valued." – Mwanaidi Waziri, A Parent from Msimbu Ward



Mobilizing Influential Stakeholders to Act as GBV Prevention Champion

Dialogues with influential stakeholders, including religious leaders, local authority representatives, and respected community members, highlighted their critical role in shaping community attitudes and driving action against gender-based violence (GBV). These engagements led to a strategic shift toward institutional ownership, with four religious leaders and two ward officers pledging to incorporate GBV prevention messages into sermons and ward meetings. This commitment marks a significant step toward sustained, community-driven advocacy and behavioral change.



Strategic Objective 3: Developing Innovative Partnerships for Program Delivery

STAWI LAB

Mentorship Program

The Stawi Lab Mentorship Program continued to strengthen 19 youth-led organizations through focused mentorship on governance, resource mobilization, leadership, and strategic communication.

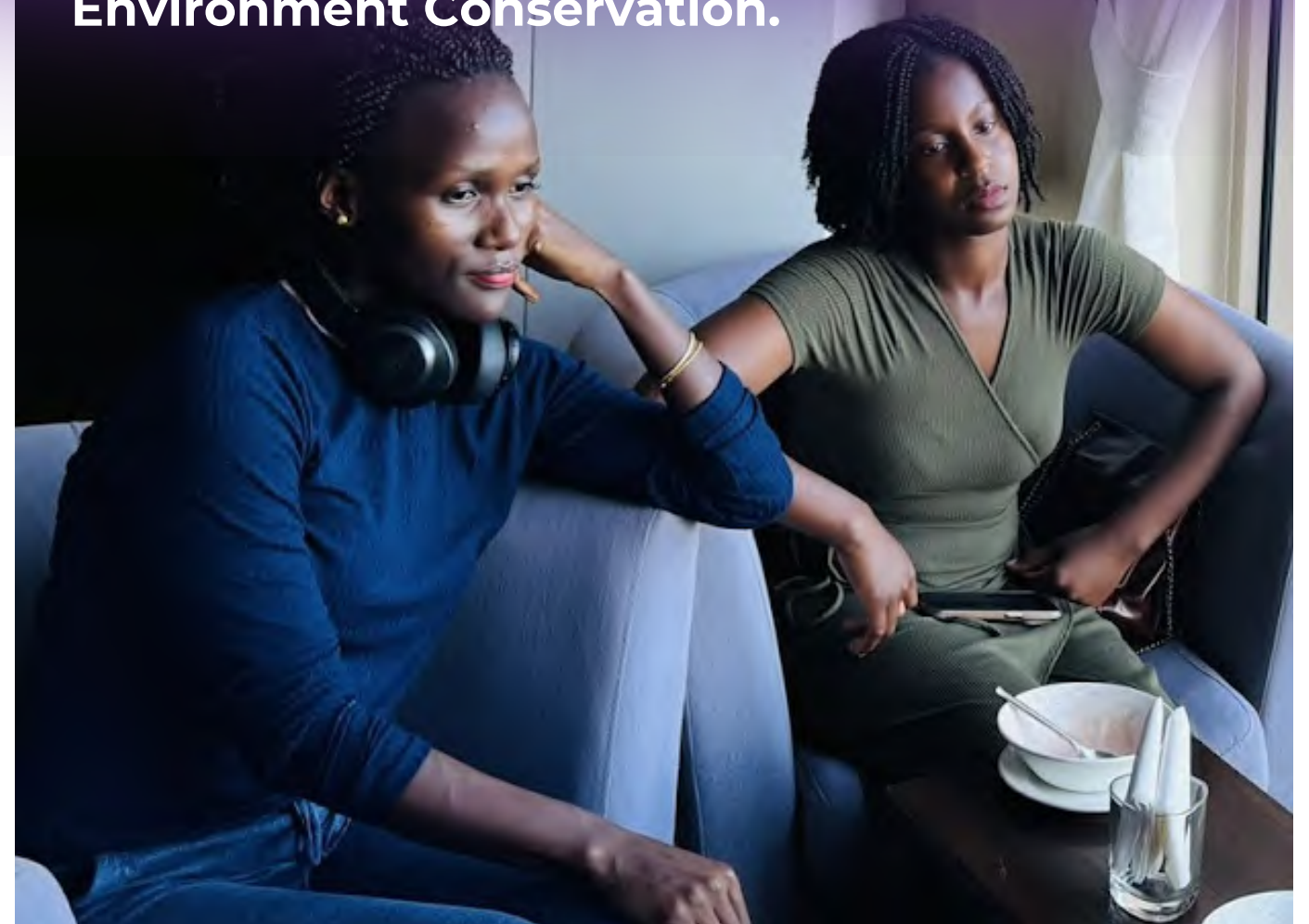
Organizations improved their governance structures by adopting key tools, including consent processes for documenting impact stories, enhancing accountability, and ethical storytelling. Mentorship in resource mobilization led to new partnerships with financial and technical institutions, enabling support for vulnerable groups and improving service delivery.

Support in fundraising and proposal development equipped mentees with practical skills to craft competitive proposals, while targeted guidance in communication helped organizations begin working with media professionals to amplify their impact.

A total of four one-on-one mentorship sessions were conducted, involving 19 organizational leaders who worked closely with their respective mentors. These personalized sessions offered tailored insights in leadership development, proposal writing, and strategic planning, fostering deeper engagement and capacity building.

"This Mentorship has been a turning point for both our organization and our team. It helped us build stronger systems, unlock new funding opportunities, and gain clarity in our mission. Personally, it has empowered me with the confidence and skills to lead with purpose and tell our story with impact."— **Mary Daniel, Executive Director, Nyayo Tanzania**

"The mentorship journey with Stawi Lab has been transformative. It sharpened my leadership, deepened my understanding of strategic growth, and reminded me that personal development is just as important as organizational progress. I now lead with more clarity, confidence, and purpose."— **Upendo Mwakyusa, Executive Director, Call for Environment Conservation.**



Final Exams for Youth-Led Organizations

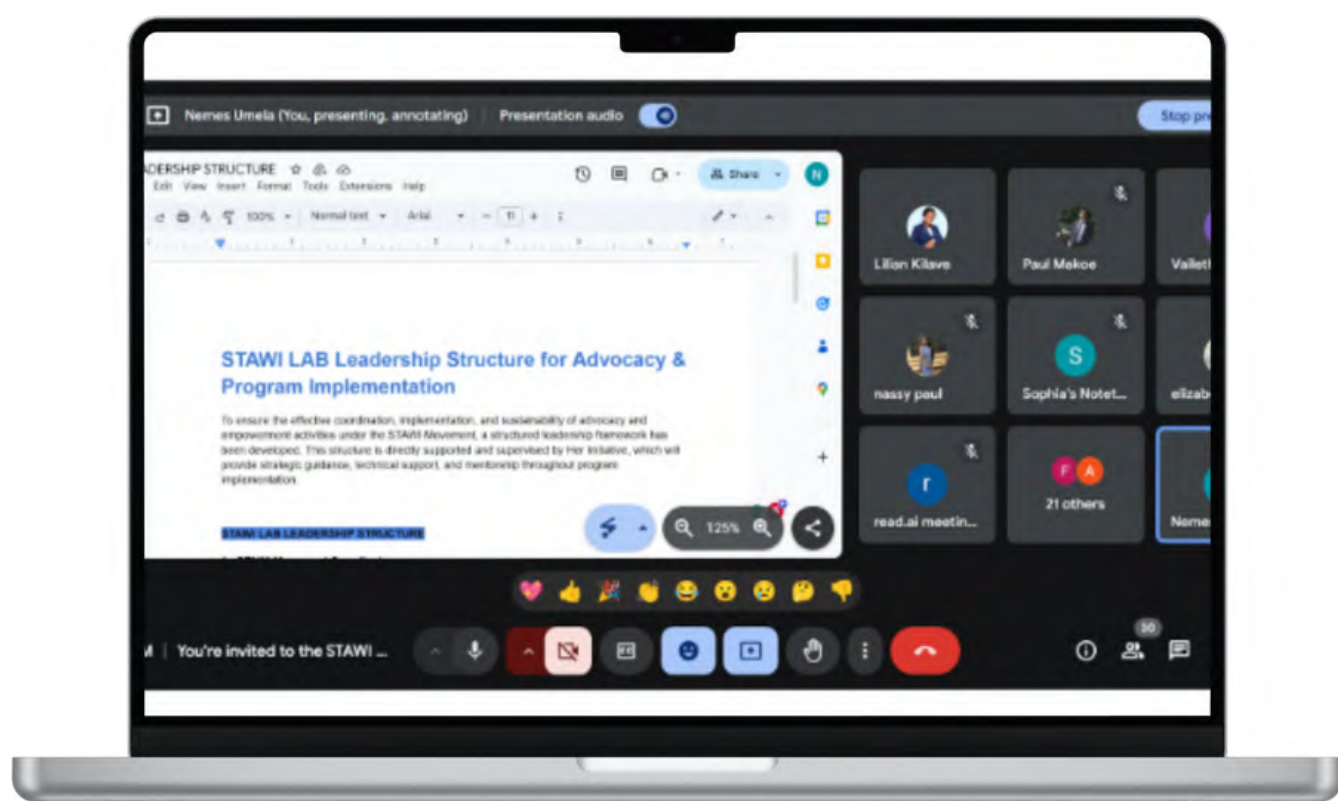
As part of the Endline Evaluation, final exams were conducted for all 19 participating youth-led organizations. The purpose of this exercise was to assess knowledge gained throughout the training and mentorship program and identify high-performing organizations.

The exam outcomes will inform the effective resourcing of five women- and girls' rights youth-led organizations, who will be selected to receive unrestricted and long-term grants to further strengthen their impact and sustainability.

Strengthening the Stawi Lab Movement

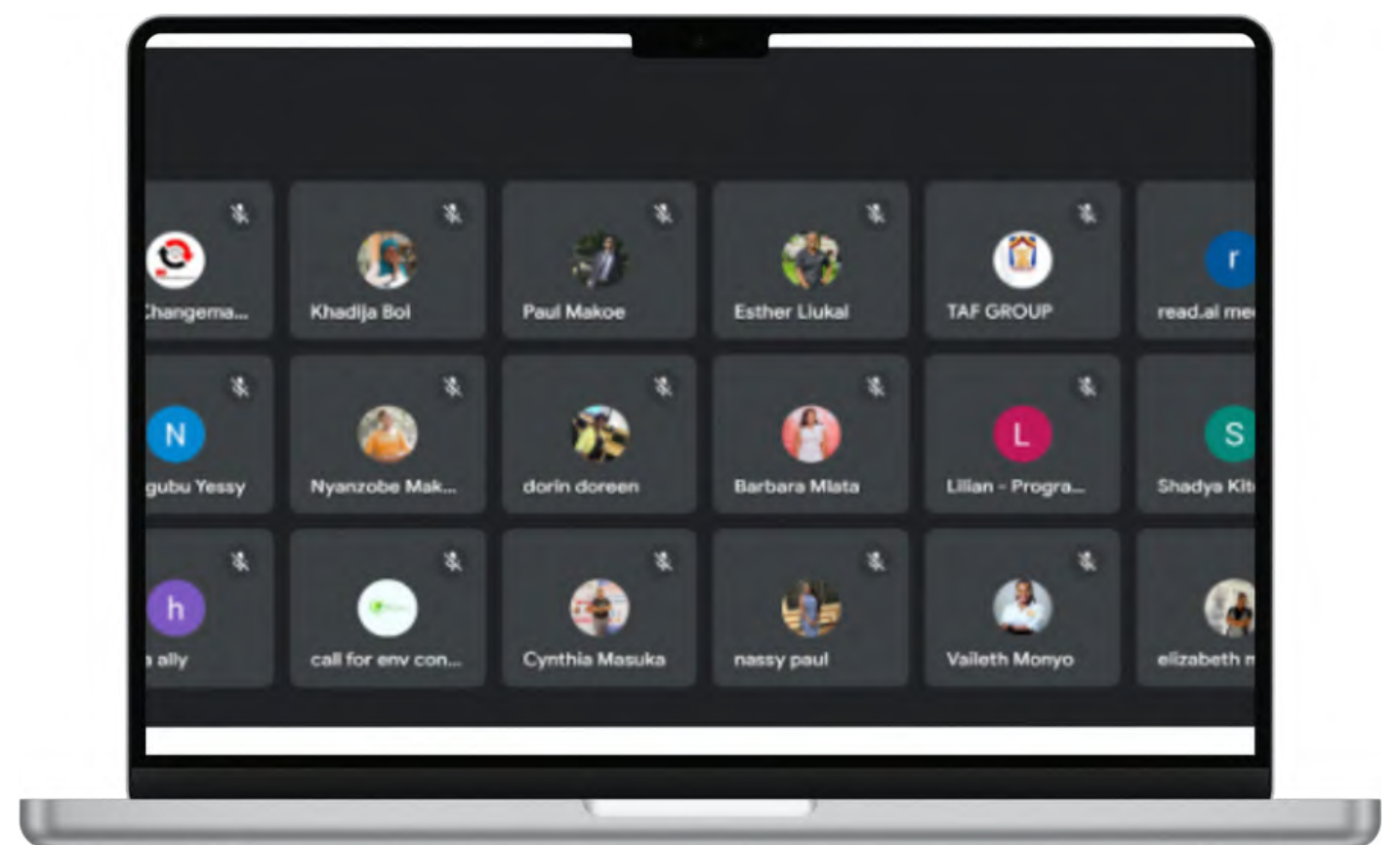
This quarter also marked progress in strengthening the Stawi Lab movement through the organization of coordination meetings and the establishment of a leadership structure. These efforts aimed to enhance collaboration, sustainability, and collective ownership among participating organizations.

A total of 38 youth-led organizations, both from previous and current cohorts, were engaged in shaping this structure, laying the groundwork for a more organized and representative movement that continues to amplify the voices and work of young women and girls' rights organizations across the country.



Capacity Building on Diversification and Sustainability - Stawi Lab Movement

An exclusive online capacity-building session was held to equip 38 youth-led organizations with practical strategies for financial diversification and long-term sustainability. The session explored diverse funding streams, ranging from local funding and corporate sponsorships to individual giving, and emphasized the importance of developing strong sustainability and reserve policies. Participants gained insights into the value of unrestricted funding, hybrid registration models, and income-generating activities to strengthen organizational resilience. Legal considerations around income generation and the benefits of non-taxable financial instruments, such as bonds, were also discussed.



“The session on diversification and sustainability shifted my mindset completely. I now understand the power of unrestricted funding and have started developing a reserve policy for our organization. It reminded me that financial resilience is not about waiting for grants, it's about building systems that can sustain us.”— **Willeliminah, Msichana Imara Foundation**

GLOBAL AND INTERNATIONAL NETWORKS, CONFERENCES, AND MEETINGS

Participation in 68th Commission on the Status of Women (CSW69) - New York

Her Initiative actively participated in the 68th Commission on the Status of Women (CSW69) in New York, represented by Executive Director Lydia Charles Moyo and Project Lead Nusura Myonga. Marking the 30th anniversary of the Beijing Declaration, the event provided a strategic platform to amplify the voices of grassroots young women leaders on a global stage. By contributing to high-level dialogues, such as the session on **“Generation Equality Towards Beijing+30,”** which addressed rural women’s land tenure insecurity and gendered injustice.

Her Initiative strengthened its international presence and advanced its mission to promote gender equality and elevate marginalized voices in global policy discussions.

High-Level Session Moderation at CSW69: Shaping Global Policy with UN Women

A major highlight of the CSW69 mission was Her Initiative's representation by Executive Director Lydia Charles Moyo in moderating a high-level session hosted by UN Women and the UN Youth Affairs Office.

Focused on aligning the Beijing Platform for Action with the proposed Pact for the Future, the session drew participation from the UN Women’s Deputy Executive Director and other influential stakeholders.

This opportunity elevated Her Initiative’s visibility and credibility in global policy spaces, reinforcing its role as a leading voice in youth and feminist leadership and strengthening its influence in shaping gender equality agendas at both local and international levels.

Participation in Side Events and Feminist Dialogues: Strengthening Influence and Strategic Partnerships

Her Initiative’s participation in key side events during CSW69, including the Malala Fund Community Luncheon, the African Feminist Generational Dialogue by AWDF, and MADRE’s 40th Anniversary Celebration, enabled the organization to showcase its community-based model and engage with influential feminist leaders.

These interactions expanded Her Initiative’s global network, deepened knowledge on feminist advocacy strategies, and opened doors for future partnerships focused on education, youth leadership, and gender justice. The exposure and connections gained have enhanced the organization’s visibility and credibility, positioning it for greater collaboration and impact in advancing gender equality.

Engagement with the Tanzanian Delegation

Her Initiative was honored to engage with the Tanzanian delegation during CSW69, including Hon. Minister Dr. Dorothy Gwajima. This engagement provided a valuable opportunity to strengthen relationships with national leaders and align on shared priorities for advancing gender equality. The organization extends heartfelt appreciation to the Tanzanian Embassy in New York for their support and warm hospitality throughout the mission, which contributed to a meaningful and impactful experience.



Participation in Forward Global Gathering – Los Angeles

Her Initiative took part in the Forward Global Gathering in Los Angeles, a convening that united grassroots changemakers and global donors to discuss sustainability, local leadership, and resource equity. During the gathering, Her Initiative shared insights on the resilience of local organizations amidst shrinking aid landscapes, emphasizing the need for authentic, trust-based partnerships. This participation reinforced the organization’s voice in global philanthropy conversations and strengthened its advocacy for equitable funding and recognition of local leadership.

Strengthening Strategic Partnerships and Donor Relations

During the U.S. mission, Her Initiative strengthened key relationships by engaging with the Chanel Foundation, reconnecting with Women First, and meeting with the Girls Opportunity Alliance to explore future collaborations. A key highlight was a strategic discussion with the ILO’s UN Representative on aligning efforts with SDG 8 to support decent work for Tanzanian youth.



LOCAL PARTNERSHIPS, NETWORKS, AND MEETINGS

Participation in Global Action Week for Education (GAWE) Committee Meeting

Her Initiative, in collaboration with TEN/MET and partner organizations, actively contributed to the Global Action Week for Education (GAWE) by attending national committee planning meetings. As part of the girls’ education caucus, the organization helped develop a media engagement strategy to amplify key messages, raise awareness on critical education issues, and promote inclusive, quality learning outcomes for all.

EACOP Engagement and Gender Action Collaboration

Her Initiative participated in a stakeholder meeting with over 20 NGOs on the East Africa Crude Oil Pipeline (EACOP) project, focusing on livelihood restoration and the Gender Action Plan for affected communities. Discussions addressed critical gender issues such as migration, women’s safety, and economic opportunities. Her Initiative shared insights on women’s economic empowerment and community engagement, strengthening its role as a gender-responsive advocate and securing potential collaboration with EACOP stakeholders to monitor gender action plans and promote inclusive policies.





Experience Sharing from Going Beyond Phase One: Strengthening Youth Engagement

During the Digital Opportunity Trust (DOT) onboarding session with new and existing partners in Iringa, Dodoma, and Zanzibar, Her Initiative shared valuable lessons from the first phase of the Going Beyond Project. The session highlighted key strategies for effective recruitment, communication, community engagement, and youth participation.

This solidified the organization's position as a thought leader among partners. Additionally, Her Initiative actively contributed to the RACI session during the Round Two Partners Country Kickoff, reinforcing its commitment to safeguarding by supporting the integration of clear roles and accountability structures, thereby strengthening project coordination and participant protection.

Empowering Connections Across Generations: Women Shaping the Future

Her Initiative's participation in *The Invested In Series: Women Shaping the Future – Intergenerational Conversations* provided a valuable platform for both staff and beneficiaries to engage with 100 women from diverse industries, fostering dialogue across generations.

The event enhanced leadership networks, sparked new mentorship opportunities, and inspired personal and professional growth, particularly for young women beneficiaries who left the gathering more motivated and equipped to drive change in their communities.

Exploring Strategic Partnership with Jakaya Kikwete Cardiac Institute (JKCI)

Her Initiative, alongside Panda Innovation, engaged in a technical and partnership proposal meeting with the Jakaya Kikwete Cardiac Institute (JKCI) to explore collaboration opportunities. The discussion focused on building JKCI's public relations capacity, developing a robust fundraising strategy, enhancing digital presence through multimedia and social media, and offering strategic guidance for sustainability.

Support for coordinating JKCI's upcoming April event was also proposed. This engagement lays the foundation for a strategic partnership aimed at amplifying JKCI's visibility and long-term impact.

Empowering Young Women in Tech: Launch Pad Tanzania Event

Organized by Launch Pad Tanzania (LP Digital), this event brought together young women innovators, tech stakeholders, and NGOs to celebrate women in technology. Her Initiative joined the event to support a pitch competition featuring five university students presenting tech solutions for community challenges.

Key discussions highlighted accessible digital tools and AI's role in advancing women's entrepreneurship. The event emphasized the importance of digital inclusion and ended with awards, networking, and a strong call to protect girls' rights by Ms. Sabra Machano.



Meeting with Women's Voice and Leadership (WVL) Program Evaluator – Canadian Embassy

Her Initiative met with Jennie, the external evaluator for the WVL Program, at the Canadian Embassy in Dar es Salaam to share our strategic direction and program impact. Discussions focused on evaluating WVL's role in advancing gender equality and empowering women and girls in Tanzania. Key areas included strengthening the sustainability and advocacy of Women's Rights Organizations (WROs), influencing policy reforms, and building feminist leadership. We shared recommendations for future support, including enhanced funding, improved networking, sustainability measures, advocacy backing, and intergenerational mentorship to ensure a thriving feminist movement.



PARTNERS VISIT

Unlocking Growth with the Issroff Family Foundation

Her Initiative joined nine other organizations from the new cohort in an engaging session with the Issroff Family Foundation to explore strategies for growth, sustainability, and innovative fundraising. The visit fostered meaningful dialogue, peer learning, and trust-based collaboration, reinforcing our shared commitment to collective impact across diverse regions and sectors.

Imagodei Funders Visit: Aligning for Impact

Her Initiative was honored to host the Imagodei Funders in a powerful engagement that fostered learning, alignment, and shared commitment to financial inclusion and sustainable entrepreneurship for young women. The visit created space for meaningful dialogue, with beneficiaries sharing personal stories of resilience and transformation that highlighted the real impact of investing in women-led initiatives. This exchange deepened our partnership and reaffirmed a joint vision for a future where no young woman is left behind.





Strategic Objective 4: Strengthening Institutional Capacity and Sustainability

Annual Staff Retreat & Strategic Planning | Johannesburg

In January, Her Initiative staff convened in Johannesburg for a strategic Annual Planning Retreat. The team reflected on 2024 achievements, assessed organizational capacity, and aligned on shared priorities for 2025. The retreat fostered team cohesion and set the stage for navigating upcoming opportunities and challenges with clarity and purpose. As we closed 2024 with thoughtful reflection, we step into 2025 ready for new adventures, stronger plans, and deeper impact.

Capacity Buildings

Advancing Gender Awareness for Transformative Leadership - Her Centric Model Training

Her Initiative staff participated in a gender-focused training session led by Mary Ndaro. The session covered key topics including the invisible burden on women, patriarchal barriers to leadership and financial independence, and the importance of engaging men as allies. This training strengthened the team's understanding of gender dynamics and reaffirmed our commitment to a girl-centered approach in all programs and strategies.

Strengthening Monitoring and Evaluation for Impact-Driven Programs

Her Initiative enhanced its Monitoring and Evaluation capacity this quarter through targeted training that resulted in updated M&E frameworks and improved project implementation trackers. These upgrades have strengthened data quality, streamlined tracking of progress, and increased the team's ability to generate actionable insights for more impact-driven decision-making.

Harnessing AI and Data for Sustainable Impact

Her Initiative recently took part in a data-driven workshop on AI and sustainability for non-profits, facilitated by Adanian Labs and led by our very own Irene Kiwia. The session inspired a deeper commitment to digital transformation and data utilization, positioning Her Initiative as a knowledge engine. This momentum will support our efforts to drive sustainable, long-term impact for young women and girls in Tanzania.



TOTAL



Strengthening Partnerships and Resource Mobilization Capacity

During the quarter, the Her Initiative team engaged in targeted capacity building to enhance strategic partnerships and resource mobilization. The sessions focused on deepening understanding of donor landscapes, refining proposal development skills, and strengthening risk analysis and management strategies. These efforts equipped the team with practical tools to secure sustainable funding, build value-aligned collaborations, and drive long-term impact for girls and young women.

Celebrating Young Women's Leadership: 30 Years Since the Beijing Declaration

As part of Women's Month and the global commemoration of 30 years since the Beijing Declaration, Her Initiative organized a high-level event themed ***"Girls and Young Women in Leadership: Achieve Economic Resilience, Overcome Barriers, and Live with Dignity."***

The event brought together key partners, including the Embassy of Belgium, UN Women Tanzania, and the Embassy of the Kingdom of the Netherlands, and was officiated by Hon. Dorothy Gwajima, Minister of Community Development, Gender, Women, and Special Groups. A key highlight of the event was the **launch of Her Initiative's Strategic Plan for 2025–2029**, setting the organization's roadmap for the next five years.

In addition, Her Initiative was assigned to co-develop a national **Action Plan for Young Women Leaders**, with a focus on: Establishing a **National Directory of Young Women Leaders**, Hosting an **Annual Young Women Leadership Event** in partnership with the government, Developing **strategic pathways for government engagement**, Enhancing the **visibility of young women-led organizations**. This event served not only as a celebration of progress but also as a platform to elevate a new generation of leaders committed to gender justice and inclusive leadership.





OUR ESTEEMED PARTNERS

New partners

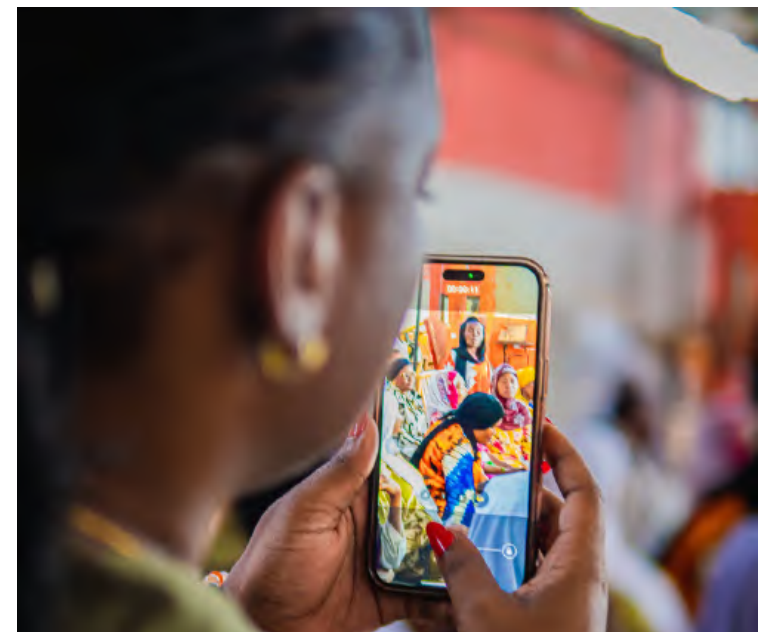


MADRE

Existing partners



GALLERY



Success Story

Spiced with Support: Emelly's Journey Through Going Beyond

Before joining the *Going Beyond Project*, Emelly Ipyana Malamba had a clear vision for her spice business, *Espices*. She believed in the power of natural ingredients, not just for flavor, but for health, and wanted to share that belief through a well-structured, customer-centered business. What she lacked wasn't dreams or determination, but access to the right tools, skills, and resources to take her business to the next level.

Emelly's turning point came through her participation in the **Digital Business Program**, a component of the *Going Beyond Project*. Through the program, she began to understand how digital platforms could unlock new opportunities for visibility and growth. It was also through this journey that she became a recipient of the **Going Beyond Seed Award**, a milestone that marked a new chapter for her business.

"The training helped me see what was possible with the right strategy and support. I had ideas, but this gave me the direction and structure I needed," Emelly shared.

With the Seed Award, Emelly was able to invest in machinery, expand her product range, improve packaging and branding, and increase her marketing reach through digital platforms. Her packaging now reflects her brand identity, and her online presence, especially on Instagram and TikTok (@emie_spices) has opened doors to a wider customer base.

Production capacity has grown significantly, and with it, her ability to respond to customer demands. A particularly proud moment was when a customer from China received her shipment and sent a message of appreciation, proof that her products could travel far beyond Kigamboni.

"I'm still growing, but now I feel more equipped," she said. "The support gave me the foundation I needed to build something sustainable." Though she hasn't hired a team yet, she's optimistic. Her plans include showcasing *Espices* at national exhibitions such as SabaSaba and continuing to diversify her spice portfolio. She's also carrying forward one of her most important lessons: the value of planning and financial management, regardless of available capital.

Recently, Emelly had the honor of showcasing *Espices* at the **Celebrating Young Women Leadership in Tanzania** event, hosted by Her Initiative in partnership with the Embassies of Belgium and the Netherlands and UN Women. Standing in front of esteemed guests, including the *Minister of Community Development, Gender, Women, and Special Groups*, Hon. Dorothy Gwajima, she presented her products with pride. "It was a moment of pure joy," she said. "Being there made me feel seen, it gave me hope and valuable connections for the future."

Emelly's story is one of *elevation through opportunity*, a young woman with potential, supported with the skills, capital, and confidence to bring her ideas to life. The *Going Beyond Project* didn't just give her funds, it gave her tools, a platform, and belief in the power of structured growth.

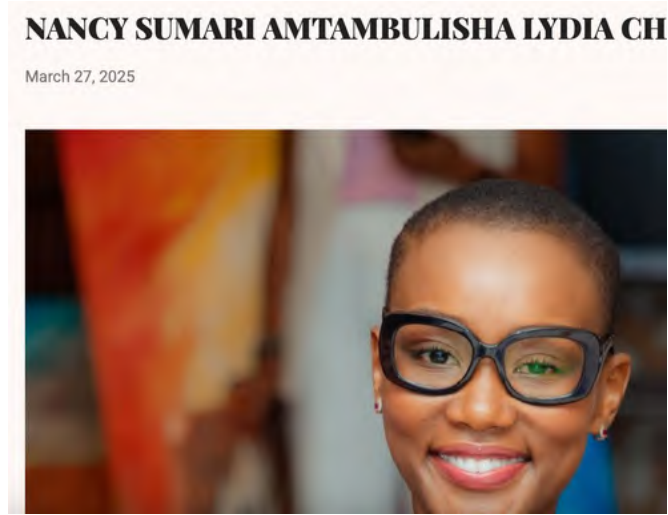
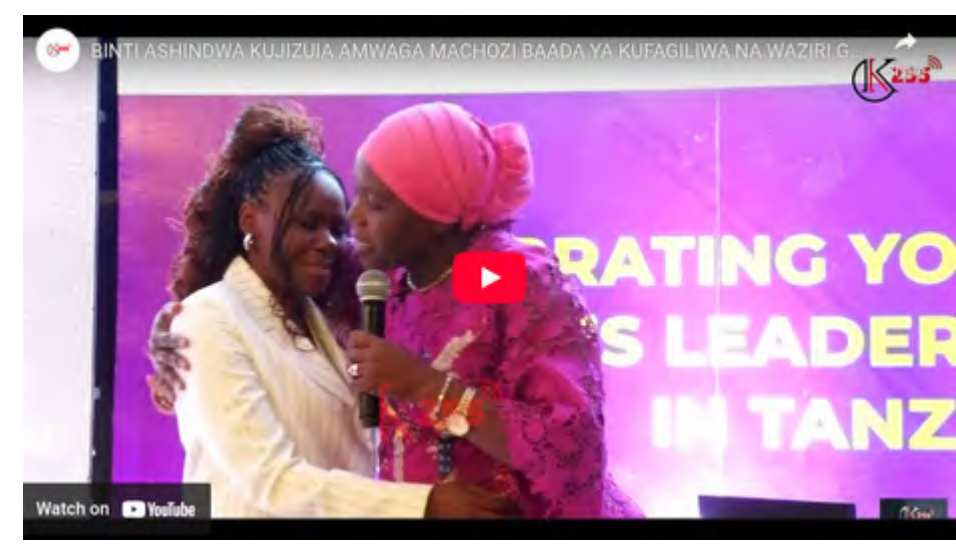


MEDIA WALL

Strategies provided to female entrepreneurs for combating gender-based violence



Wasichana wapewa mbinu kupambana na ukatili wa kijinsia



ETV

Clouds TV

ITV

MWANANCHI

Wanawake katika uongozi
Gwajima amesema kadri siku zinavyozidi kwenda Tanzania inapiga hatua katika kufikia usawa wa kijinsia haswa katika upande wa uongozi.
Ametolea mfano bungeni ambao umeongezeka kutoka asilimia nane mwaka 1995 hadi asilimia 35 mwaka 2020.
Pia, amesema wapo wanawake wengine ambao ni viongozi katika maeneo mbalimbali ambao bado hawajabuliwa ili dunia kufahamu wanachokifanya.
Hivyo wizara hiyo kwa kushirikiana na wadau wengine wanakuja na mkakati wa kuwaibua wanawake wanaofanya kazi nzuri kutoka maeneo mbalimbali.
"Tunajenga mazingira yanayowezesha wanawake kustawi kama viongozi, wajasiriamali, na mawakala wa mabadiliko, Uwezeshaji wa kiuchumi ni msingi wa kushiriki kwao katika jamii"





Yes! To Financial Freedom

CONTACT US

10 Asmara Street | Mikocheni A, Dar Es Salaam

@herinitiative.or.tz    