



# QUARTER II REPORT 2025





# WORDS FROM THE EXECUTIVE DIRECTOR

As we reflect on the second quarter of 2025, I feel encouraged by the steady progress we continue to make in advancing the rights, confidence, and opportunities of young women and girls across the country.

Over the past few months, we have seen meaningful engagement through our digital platform, Panda Digital, where 716 new users joined, most of them young women. Our team ensured flexible access via both website and SMS, and this quarter alone we recorded over 3,600 active users. It's clear that young people are eager for tools and knowledge that help them pursue their ambitions.

In our school programs, 91 new girls joined Mshiko Clubs to make a total of 591 students in 5 schools, taking part in mentorship sessions, savings initiatives, and business activities. We supported schools with seed funding and maintained strong engagement with parents, recognizing how vital family and community support is to a girl's ability to succeed.

This quarter also marked a milestone in our youth leadership work. We trained 33 youth leaders, and 30 have already been deployed to host organizations in Dar es Salaam and Morogoro. These leaders are actively supporting MSMEs and leading digital and business training in their communities.

*Partnerships remain central to our work. This quarter, we engaged with 23 partners, participated in national and international forums, and strengthened collaborations that help us deliver a deeper, more sustainable impact.*

This quarter also marked a new and exciting collaboration with **IREX** and **Kansas State University** through the **STAWI Lab Adaptive Leadership Program**. Together, we trained 80 youth and women-led organizational leaders from across seven regions in Tanzania. This partnership brought forward powerful, practical leadership tools that empowered young leaders to navigate complex challenges and lead with clarity and purpose. It reaffirmed our belief that investing in leadership is essential to unlocking sustainable, community-driven change.

Thank you for being part of this journey.  
Warm regards,



**Lydia Charles Moyo**

Founder and Executive Director, Her Initiative

*None of this would be possible without the commitment of our team, and the trust from our partners including **Masana wa Afrika, MADRE, Segal Family Foundation, Women First International Fund, Digital Opportunity Trust, King Baudouin Foundation and Myriad USA** and the determination of the young people we work with every day. As we move into the next quarter, we do so with greater clarity and a renewed focus on creating change that lasts.*

## 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.

**Vision:** *We envision an inclusive society where adolescent girls and young women have the power to choose and create opportunities for themselves, achieving economic resilience, overcoming barriers, and living with dignity.*

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



# WHERE WE WORK

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



# QUARTER REACH

Total Direct Reach in this Quarter: **2736**

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Total Indirect Reach in this Quarter: **17,968**

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Total Media Reach in this Quarter: **718,000**

# 738,704

**Enabling Economic and Financial Freedom**

**2530** Total targeted Reach This quarter

76% Female

24% Male

**Equipping Adolescent Girls and Young Women to Overcome Barriers**

**38** Total targeted Reach This quarter

**17,968**

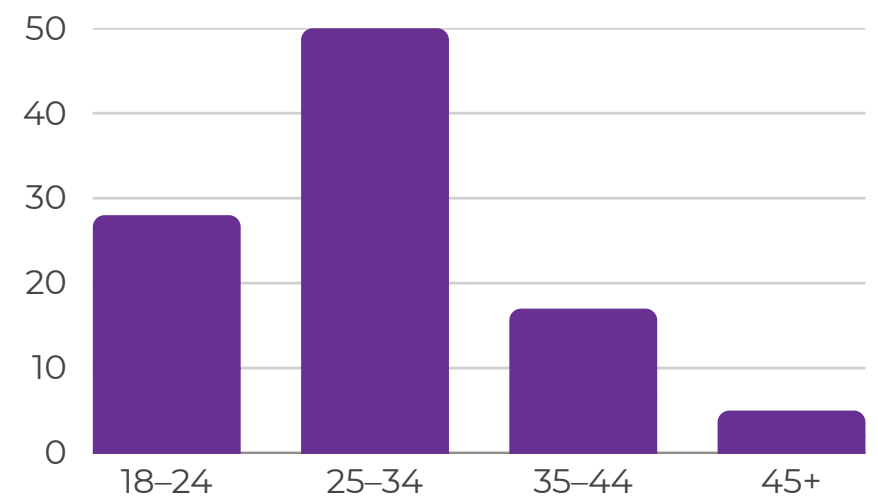
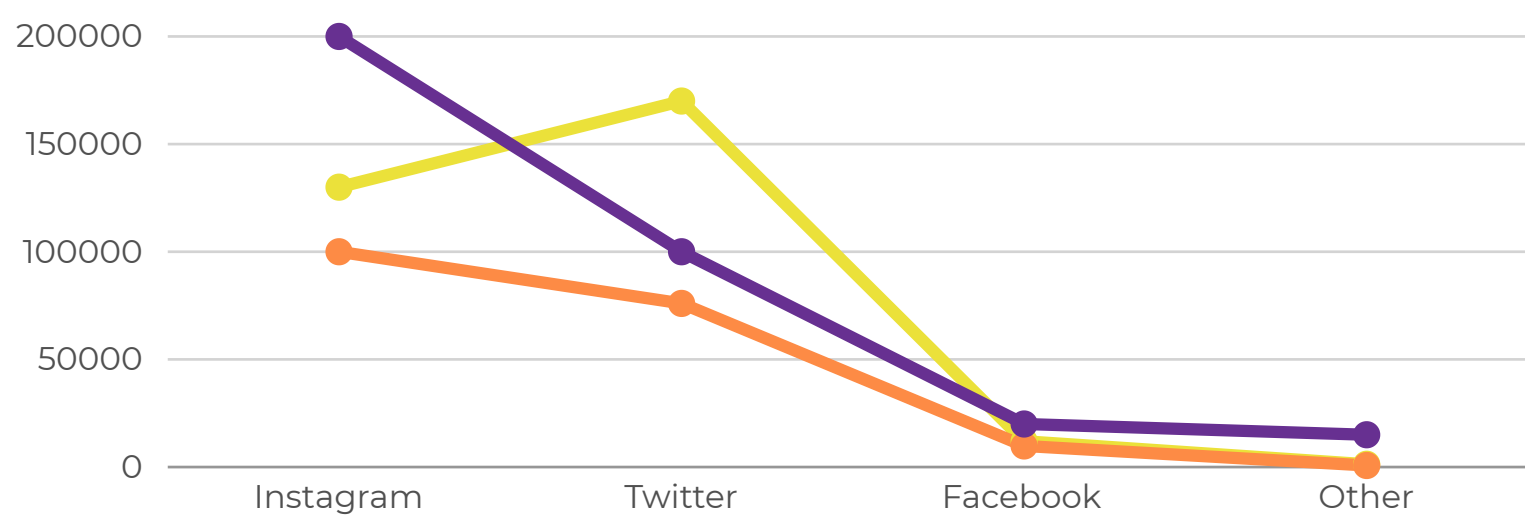
Total Indirect Reach in this Quarter:

**Developing Innovative Partnerships for Program Delivery**

**50** Total targeted Reach This quarter

**118** Stawi Lab Network

# MEDIA REACH



# 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.**

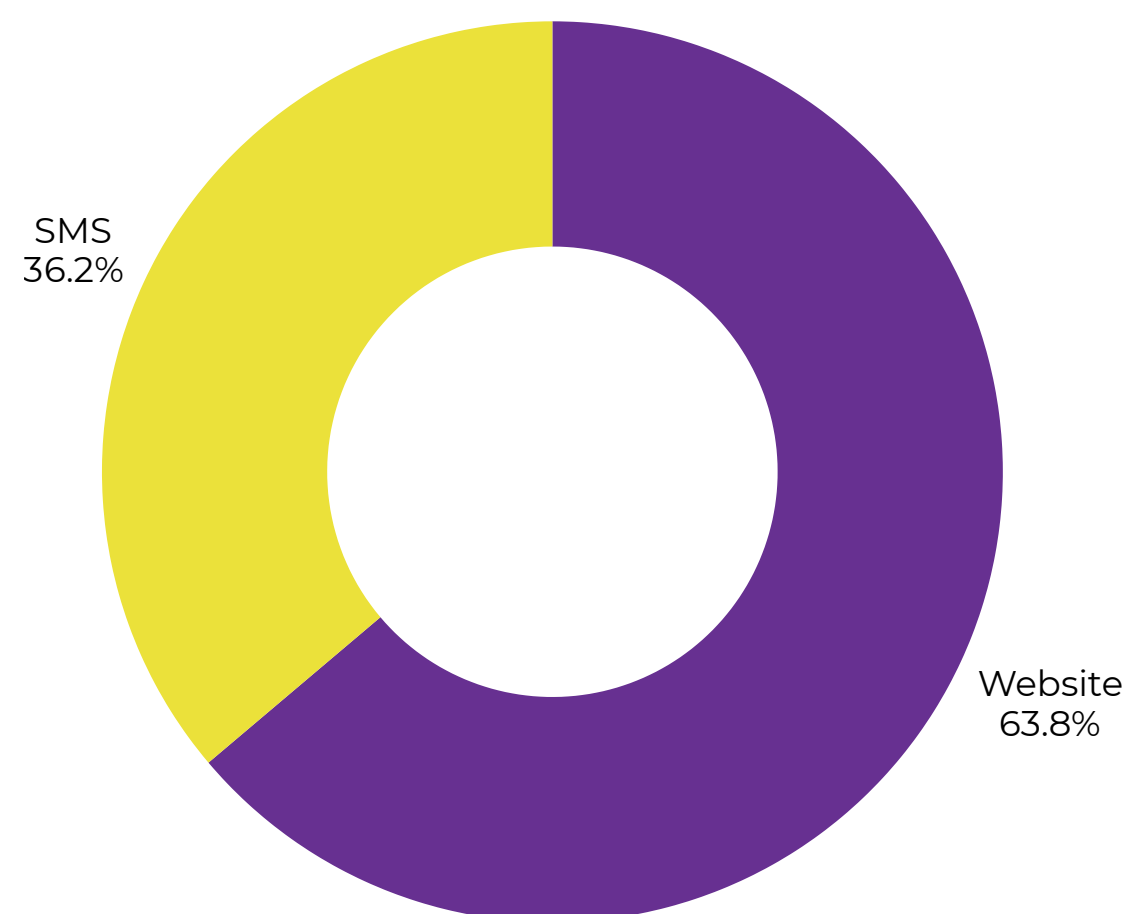
In Quarter 2, *Her Initiative* continued to expand the reach and impact of the **Panda Digital platform**, reinforcing our mission to promote digital and financial empowerment for young women across Tanzania. This period focused on user acquisition, inclusion, and deepening engagement, particularly in underserved areas.

*During this quarter, 716 new users joined the platform. Of these, 457 signed up through the website, while 259 registered via SMS, demonstrating the importance of maintaining multiple access points. Importantly, 76% of all new users were young women, affirming our continued commitment to bridging the digital gender gap.*

Strategic engagement efforts, including digital storytelling, SMS outreach, user-generated content, and real-life testimonials, played a crucial role in building trust, amplifying success stories, and inspiring more young women to join. These stories also helped reduce access barriers by simplifying language and formats, especially for SMS users.

While SMS registrations remain critical for reaching youth in low-connectivity or remote areas, we noted that engagement and course completion remain significantly higher among website users. This insight informs our future investment in user experience and retention strategies for SMS users to ensure equitable access and sustained participation.

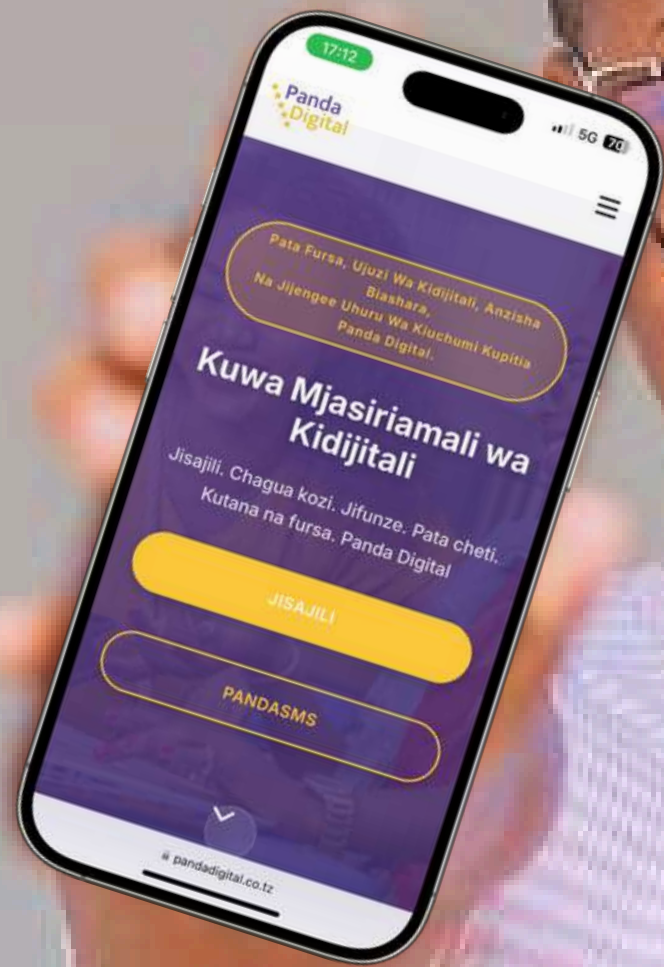
### Performance by type :



### Website Traffics

Our most significant growth indicator this quarter came from web traffic analytics, which showed a substantial surge in platform usage. According to data from Google Analytics, Panda Digital recorded 3.6K active users, all of whom were new users, with an average engagement time of 50 seconds per active user.

This dramatic spike in user activity, especially noticeable from early July, illustrates the strong momentum built through our ongoing content and platform promotion efforts.



## Beneficiary Highlight: Amina Changandevu

**Graduate – Business Model Canvas Course, Panda Digital**

Amina Changandevu is one of the inspiring young women who has greatly benefited from the Panda Digital platform. A resident of Chang'ombe, Amina enrolled in the **Business Model Canvas course** with the hope of gaining clarity and structure for her tailoring business, which she had been running informally for some time.

Before joining the course, Amina struggled to define her customer segments, manage income effectively, and position her brand in a competitive market. Through the course, she learned how to organize her business using the Business Model Canvas framework—understanding key elements such as value proposition, customer relationships, revenue streams, and cost structure.



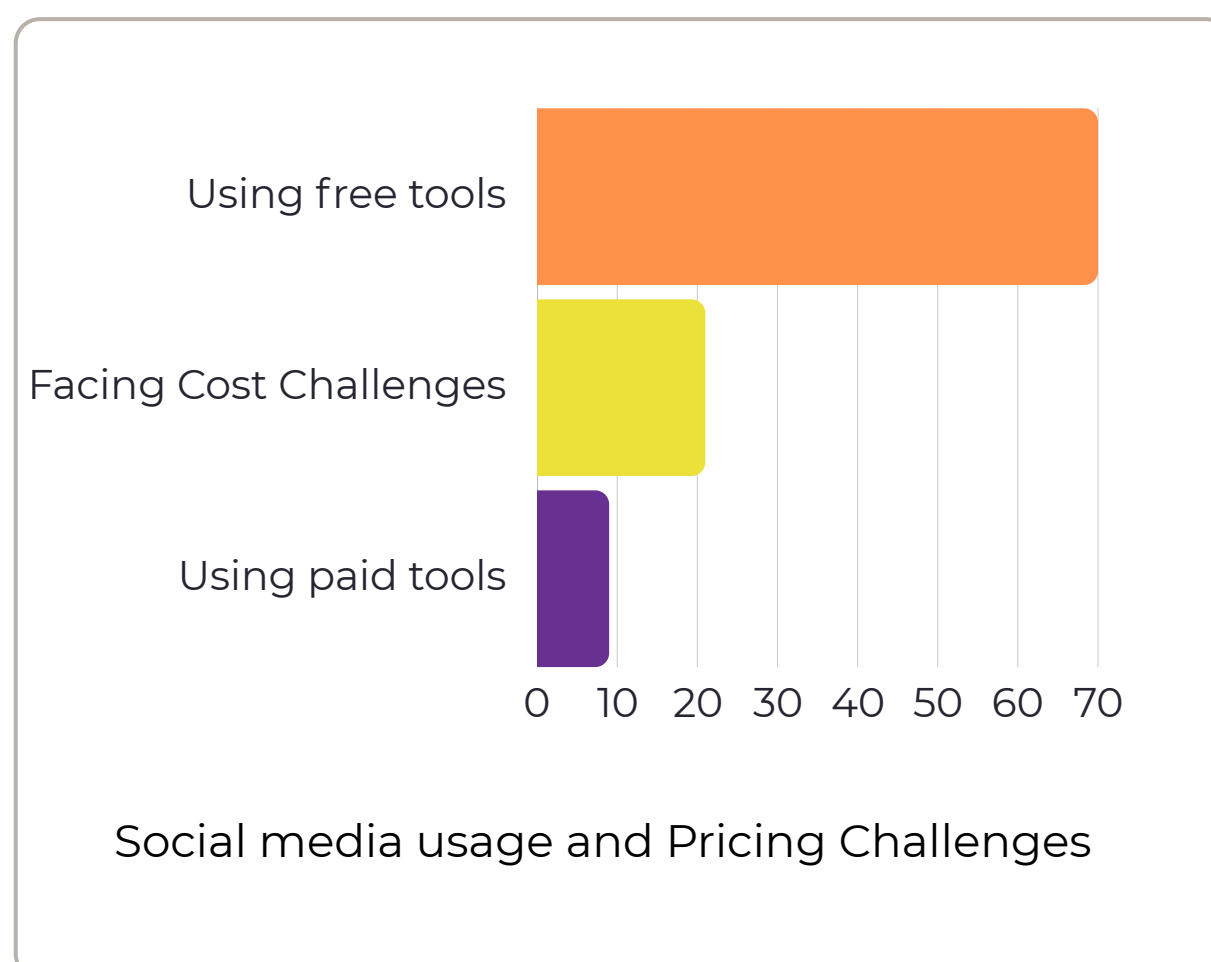
Today, Amina runs a more structured and client-focused tailoring business. She actively uses **social media platforms** to **advertise her services**, display her designs, and interact with potential clients. The course equipped her with the skills to manage her **client list**, track **revenue and expenses**, and set short- and long-term business goals. She now feels more confident as a businesswoman and continues to apply what she learned to grow her tailoring enterprise.

### User Feedback & Course Outcomes

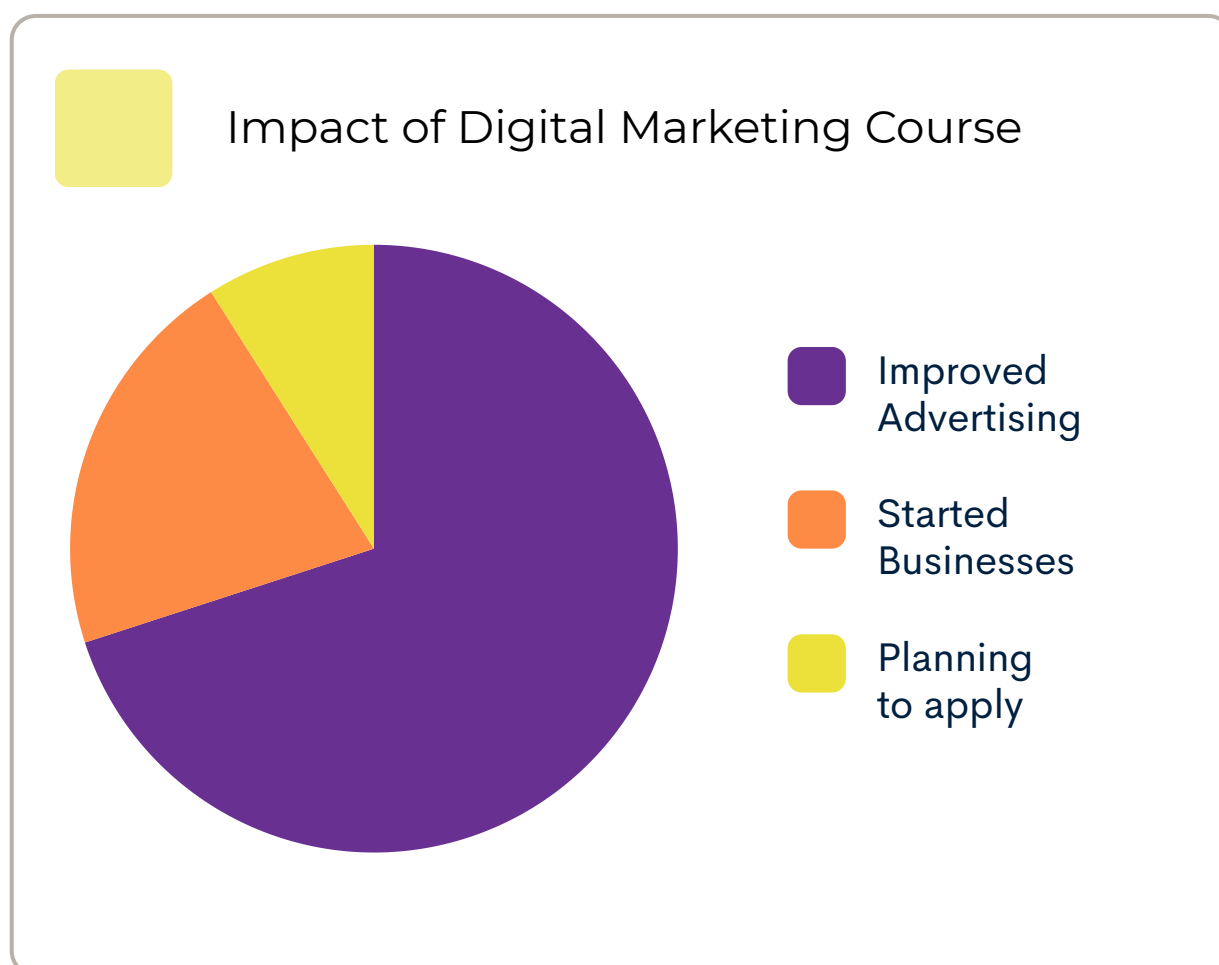
To better understand the impact of our courses, a sample evaluation was conducted among 20 users who completed the Digital Marketing course. The findings revealed encouraging outcomes, 70% of respondents reported improved skills in online advertising and marketing, applying their knowledge to promote existing businesses more effectively. 21% of the participants had launched new businesses as a direct result of the course, while the remaining respondents expressed their intention to apply the skills once they formally establish their ventures.

*An important takeaway from the feedback was the increased adoption of social media tools, with all participants reporting that they had started using platforms such as Facebook, Instagram, and WhatsApp Business to engage with potential customers.*

However, a common challenge raised was the cost associated with using advanced features and tools. While some digital marketing tools offer basic free access, many users expressed difficulty accessing full benefits without premium subscriptions, which they found financially restrictive.



Despite these challenges, the course has significantly contributed to mindset shifts and digital readiness, especially for users who previously lacked marketing skills or business exposure. These insights will guide the Communications and Program teams in adjusting future content and support mechanisms to ensure users can sustain their digital presence with minimal barriers.



### Platform Exhibition

Panda Digital at the Segal Connect Marketplace – Dar es Salaam

Panda Digital participated in the **Segal Connect Marketplace Exhibition** held in Dar es Salaam, an impactful platform that brought together innovators, social entrepreneurs, and youth-focused initiatives. The exhibition offered an excellent opportunity to **showcase Panda Digital's work**, interact directly with users, and build awareness among new audiences. Our booth attracted dozens of visitors, including young women, educators, and development partners, who engaged with our team to learn more about the platform's courses, success stories, and user-friendly design.

Live demonstrations, printed materials, and user testimonials helped position Panda Digital as a transformative tool for digital and financial empowerment. The event also opened doors for potential **collaborations and partnerships**, especially with youth organizations and digital hubs operating in Tanzania.



## Panda Digital at Innovation Week Dar es Salaam (JNICC)

Her Initiative showcased the Panda Digital platform during Innovation Week Dar es Salaam, held at the Julius Nyerere International Convention Centre (JNICC). The event, funded by FUNGUO Innovation Program, UNDP, and other key development partners, brought together a diverse range of innovators, youth organizations, tech startups, and government stakeholders under one roof for a full week of learning, connection, and exhibition.

Throughout the week, our booth] served as a hub for demonstrating how Panda Digital is empowering young women through digital learning, financial literacy, and entrepreneurship training. Attendees explored the platform, interacted with the team, and heard real-life testimonials from young women who have benefited from our courses such as Business Model Canvas and Digital Marketing. The booth attracted strong interest from students, youth-led organizations, educators, and partners interested in using or integrating Panda Digital into their own programs.

A major highlight of the week was the visit by **Hon. Patrobas Katambi, Deputy Minister for Labour, Youth, Employment and Persons with Disability**, who took time to visit the Panda Digital booth. He was introduced to the platform's impact model, including recent user growth and the role Panda Digital is playing in reducing the digital divide and promoting economic empowerment among youth, especially young women.

The exhibition served not only as a platform for visibility but also as a gateway to new collaboration opportunities and deeper engagement with the national innovation ecosystem. As a result, several conversations have begun with partners interested in co-hosting training, integrating content, or sponsoring outreach activities in the coming quarters.



### Media Outreach Highlights

During the second quarter, Panda Digital intensified its media outreach efforts, including a key engagement on EFM, to raise awareness about the importance of women's participation in the digital ecosystem. Our message emphasized the ongoing barriers women face in accessing digital tools and skills, and highlighted Panda Digital's role in equipping women and girls with critical digital literacy and market access to foster their economic empowerment.

The outreach successfully mobilized new users to join our platform and sparked conversations among stakeholders about closing the digital gender gap. Moving forward, we aim to sustain and expand this media engagement to further amplify women's voices in Tanzania's digital economy.

### Campaign Launch

Panda Digital launched the Panda Uwezavyo social media campaign to promote our newly introduced Beauty course alongside Panda Chat, an interactive platform offering real-time support and expert guidance. The campaign leveraged multiple social media channels to engage women and girls across Tanzania, encouraging them to enroll in the course and actively participate in Panda Chat for enhanced learning and networking. This digital outreach significantly boosted platform engagement and expanded our community of empowered women entrepreneurs, further advancing our mission to close the digital gender gap through accessible education and peer support.





## MSHIKO CLUB PROJECT

### **Mshiko Clubs Member Enrollment and Peer Mobilization Campaign**

More than 91 students across all five project schools joined Mshiko Clubs this quarter through targeted enrollment activities, with a significant push from peer-to-peer mobilization. Former club members played a key role in encouraging and inspiring new students to join, creating a strong sense of community and continuity within the clubs.

In addition to new enrollments, the quarter saw active participation in ongoing club sessions, special activities such as the financial literacy competition with GTI, the Tech-based learning with Mtabe, and the saving challenge sessions across all five schools. Cumulatively, these engagements reached and impacted over 591 schoolgirls this quarter, reflecting the growing influence and reach of Mshiko Clubs in promoting financial literacy, agency, and self-confidence among adolescent girls.

### **Parents and Community Engagement**

To enhance parental support for girls' education, one community meeting was held at Kiluyva Secondary School. The gathering brought together over 120 parents and guardians, surpassing the original target of 100. During the session, parents were introduced to the goals of Mshiko Clubs, the types of skills their daughters are acquiring, and how they can actively support their daughters' growth and aspirations. The result was an improved perception of girls' education among parents, promoting a supportive home environment for club members.



### **Mentorship session**

More than 80 students attended a mentorship session at Kiluyva Secondary School, featuring Ms. Faithbeth Mkenda, a young female leader and certified public speaker who inspired girls to dream big and remain in school.

The mentorship aimed to enhance self-confidence and reinforce leadership among the girls, resulting in noticeable improvements in their sense of self-worth and motivation. These engagements have strengthened the project's immediate outcome of increased mentorship capacity through peer and role model influence.



### **Safeguarding and Protection Training**

A safeguarding and risk assessment session was conducted at Dar es Salaam Girls Secondary School, focusing on building awareness around physical, emotional, and financial exploitation. Over 100 girls participated, learning how to recognize and report abuse using the proper channels.

### Seed Grants to Mshiko Clubs

During this quarter, seed grants were distributed to King'ongo and Malamba Mawili Secondary Schools to initiate income-generating activities (IGAs). Other schools had already received similar grants in the first quarter. The funds are being utilized to support practical business initiatives designed by club members, furthering their entrepreneurship skills and encouraging financial independence



### Agency Empowerment Sessions

Her Initiative staff conducted structured agency empowerment training across project schools with more than 100 students participating. The sessions, which focused on self-awareness, decision-making, and leadership, helped the girls gain confidence in their personal and academic lives, meeting the project's goal of improving motivation to excel academically and enhancing girls' sense of agency.



### Savings Culture Promotion through Mshiko Challenge

Through the Mshiko Challenge which lays a foundation for practical financial learning and encouraging saving habits among adolescent girls, all five schools successfully opened group saving accounts. These accounts are linked to the school-based Income Generating Activities, reinforcing the link between entrepreneurship training and financial literacy.



### Practical Entrepreneurship Training

Three schools, King'ongo, Kiluvya, and Dar es Salaam Girls, were supported to implement practical training sessions where students produced commodities such as vegetables, dish washing soaps, appetizers and bites as part of their business projects. These hands-on experiences helped translate theoretical learning into real-world action.



### **Leadership Engagement – Namibia Presidential Dialogue**

Highlighting the project's impact beyond schools, a group of Mshiko Club students participated in a dialogue event coordinated by The University of Dar Es Salaam in the presence of Her Excellency, the President of Namibia as the guest of honor. During the event, one of the Mshiko girls confidently asked

*“what are the initial stepping stones that I can take so as to be proven by my people that I lead considering that I am the Head Girl at my school.”*

The president answered that she should first focus on her dreams and avoid imitating others' dreams, other public figures should just stand as an inspiration not people to copy. Showcasing the project's success in building leadership, public speaking, and civic awareness among adolescent girls.

### **Celebrating Mshiko Club Graduates at Dar es Salaam Girls Secondary School**

Her Initiative attended the Form Six graduation ceremony at Dar es Salaam Girls Secondary School, following an invitation from the school administration. Among the graduates were proud members of the Mshiko Clubs, who had been actively engaged in the program throughout their academic journey.

To recognize their commitment and growth, we awarded the graduating Mshiko members with certificates and gifts as a token of appreciation for their participation and leadership. The event was deeply inspiring, graduates spoke passionately about how the Mshiko Club had influenced their self-confidence, financial literacy, and leadership skills. Many shared their plans to apply the knowledge gained from Mshiko sessions as they transition into the next phase of their lives, whether in higher education or entrepreneurship.



“

*In Mshiko clubs we have learnt a lot like being independent, knowledge about women empowerment and many more.*

*Indeed this club has helped me a lot and I will never forget it.*

## GOING BEYOND

### Seed Award Process

A major milestone this quarter was the successful mobilization and empowerment of 21 youth entrepreneurs through the Seed Award program. Each award was carefully issued to deserving youth peers with viable business ideas, aimed at strengthening their capacity to generate income, create jobs, and contribute to their communities. To ensure a smooth disbursement process, recipients were supported with personalized mentorship, clear communication, and guidance in submitting payment details. As a result, 100% of the awardees completed the required steps, demonstrating strong ownership, preparedness, and excitement to scale their businesses through the support provided by the Going Beyond Project.

### Youth Leader Identification, Interview, and Training of Trainers

The team shortlisted **60 potential youth leaders** from both Dar es Salaam and Morogoro and conducted structured interviews, **40 females and 20 males**. After careful evaluation, **33 youth leaders** were selected to attend an intensive **Training of Trainers (ToT)**.

The ToT incorporated both digital and in-person methods. All selected youth leaders underwent self-paced digital learning on Conductor, enabling them to navigate and engage in virtual courses. The platform's usage reports indicated a high level of engagement. Following the digital orientation, an in-person ToT session was conducted. The curriculum covered safeguarding orientation, personal mastery, facilitation skills, digital leap and transformation and entrepreneurship and business management skills.

### Deployment and Onboarding of Youth Leaders

After ToT, **30 trained youth leaders (24 females, 6 males)** were successfully **contracted and deployed** to host organizations. Placement plans, signed contracts, and orientation sessions were organized to ensure clarity on roles and expectations. However, a gap remains in some host organizations due to participant availability, prompting the team to explore new partnerships for placements, especially in Morogoro.





## Stakeholder and Government Engagement

Government authorities and departments were proactively engaged this quarter. A total of 8 government actors were officially oriented with the project's objectives and implementation plan. Several stakeholder meetings and a formal project inception event were held to promote transparency and partnership.

To strengthen implementation, the team onboarded 23 host organization partners (against a target of 15), including local CSOs, youth networks, and private sector stakeholders in Morogoro and Dar Es Salaam. These partnerships are vital for youth leader placements, mentorship, and expanding the program's reach.



# 23

Host Organizations

## Digital Business Program Resumption

The Digital Business Program Phase 2 resumed with a target of 750 participants. **To date, 521 MSMEs have participated.** While initial mobilization efforts were effective, the attendance rate remains low, primarily due to the busy schedules of micro-entrepreneurs, especially in Morogoro where sessions await final municipal approval.

Additional strategies are being developed to boost session turnout, including flexible training hours and digital engagement formats.

# 521



Entrepreneurs

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

### PLAN B

#### Implementation Status and Accomplishments

During this reporting period, the project implemented a series of structured legal and psychosocial support activities targeting out-of-school adolescent girls. These activities aimed to improve the girls' understanding of their rights, enhance their ability to respond to gender-based violence, and support them in building sustainable business ideas for economic empowerment.

#### Legal Awareness and Protection Mechanisms

The team successfully conducted legal and counseling sessions that covered key topics such as an introduction to basic legal rights, understanding gender-based violence (GBV), and referral pathways. These sessions aimed to enhance awareness among the girls on child rights, women's rights, types of GBV, and the steps to take when experiencing or witnessing violence.

*A total of **38 girls participated** in the sessions, representing a **moderate achievement** of the quarterly target of 50. The variance is attributed to some participants relocating to other areas or being occupied with family responsibilities, limiting their availability.*

#### Psychosocial Support and Counseling

Alongside the legal awareness sessions, the project provided psychosocial support through structured group counseling discussions and one-on-one sessions. These sessions focused on issues such as trauma recovery, self-esteem, emotional resilience, and the impact of violence within the family. The counseling component aimed to increase self-awareness and emotional strength among the participants.

Referral and linkage services were also provided to connect girls to legal aid providers and support services when necessary. These activities were implemented successfully, with no major delays or changes to the planned content.





### **Business Re-Pitching and Coaching**

The third key activity conducted during the reporting period was the **re-pitching of business ideas**. This involved reviewing and refining business concepts previously developed by the girls. One-on-one coaching sessions were held to provide personalized feedback and mentorship, helping the girls improve and tailor their ideas. The **final business presentations** showcased improved entrepreneurial thinking and increased confidence in public speaking and pitching. All planned sub-activities under this component were completed successfully.

### **Immediate Outcomes Achieved**

The implementation of these activities led to several important outcomes:

#### **Increased Awareness of Legal Rights and Protection Services**

There was a moderate improvement in the girls' awareness of their legal rights and the available protection services, as well as their ability to seek help when faced with GBV or exploitation.

#### **Improved Knowledge on GBV Prevention and Response**

The project contributed to a medium-level increase in knowledge related to the identification, prevention, and intervention of GBV.

#### **Enhanced Self-Awareness and Coping Skills**

There was a high level of impact in improving the girls' emotional resilience, self-esteem, and confidence in managing personal challenges.

#### **Clear Understanding of Referral Mechanisms**

A high level of understanding was observed in relation to referral options and access to additional support services.

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

### STAWI LAB

#### Strengthened Fundraising Capacity Among Youth-Led Organizations

This quarter saw a boost in the fundraising readiness of 38 youth-led organizations through an engaging Fundraising Garage session. Designed as a hands-on learning experience, the session provided practical tools to help participants communicate their mission with clarity and confidence.

Organizations walked away with well-crafted one-pagers, concise organizational briefs, and tailored 5-minute pitch decks to effectively engage funders. They also deepened their understanding of funder mapping and strategic resource mobilization. The session not only improved the quality of fundraising materials but also empowered participants to approach donors with a more compelling and confident narrative, strengthening their potential to attract sustainable funding.

*“Before this session, fundraising felt overwhelming. Now I have the tools and confidence to clearly communicate our mission and approach potential funders with a strong pitch.*

*This was a game-changer for our organization.”— **Aluwa, Fundraising Garage Session***



#### Strengthened Leadership Capacity and Collaboration Among Youth-Led Organizations Across Tanzania

Her Initiative, in partnership with IREX and Kansas State University, successfully implemented the STAWI Lab Adaptive Leadership Program, a transformative training that brought together 80 organizational leaders from 34 youth- and women-led organizations across seven regions of Tanzania to strengthen their leadership capacity. The program focused on equipping participants with practical tools to navigate complex challenges, lead adaptively, and foster collaborative change within their organizations and communities.

As a result, 96% of participants reported increased confidence in their leadership abilities, a deeper understanding of system-level problem-solving, and strengthened collaboration through peer learning. The training also contributed to enhanced strategic thinking, improved decision-making, and a stronger sense of agency among organizational leaders, positioning them to drive greater impact in advancing the rights of women and girls in Tanzania.

*“It was incredibly powerful to witness young Tanzanian leaders engaging deeply with adaptive leadership concepts and applying them to their real-life contexts. The energy, courage, and commitment in the room reminded me that leadership is truly about mobilizing others to tackle tough challenges together.”*

**Tamara Bauer, Ed.D., Director of Leadership and Service Programs, Kansas State University**

“

*This training challenged everything I thought I knew about leadership. I now understand that real change starts with diagnosing the root of the problem, not just fixing symptoms.*

*I'm leaving here not just inspired, but equipped to lead differently."— **Charlote, Stawi Lab Adaptive Leadership Program***



## Stawi Lab Ceremony and awarding of Unrestricted Grants

As part of this quarter's highlights, Her Initiative successfully hosted the Stawi Lab Ceremony at the PSSSF Complex, bringing together key stakeholders, youth-led organizations, and partners to celebrate the achievements of the program and graduates. The event featuredAs part of this quarter's highlights, Her Initiative successfully hosted the Stawi Lab Ceremony at the PSSSF Complex, bringing together key stakeholders, youth-led organizations, and partners to celebrate the achievements of the program and graduates. The event featured remarks from the Executive Director Lydia Charles Moyo, a keynote address from the Deputy Minister of State in the Prime Minister's Office, and an engaging panel discussion under the theme "Shifting Power, Sharing Resources: A Collective Call to Invest in Youth-Led Organizations and Movements."

*Attendees were inspired by powerful impact stories from Stawi beneficiaries, including Glory Florentine of MiNova, and witnessed the awarding of **\$7,000 grants** to six top-performing youth-led organizations.*

The ceremony also included a documentary showcase, certification of graduates, and a networking session fostering collaboration between funders and youth movements, reinforcing the call to invest meaningfully in youth leadership and institutional development.movements, reinforcing the call to invest meaningfully in youth leadership and institutional development.

A significant achievement was the awarding of flexible, unrestricted grants to six high-performing youth-led organizations in recognition of their innovation, growth, and bold vision for impact. Selected from a graduating cohort of 20, these organizations demonstrated exceptional leadership and potential in driving social change within their communities. **The grants, ranging from TZS 1.2 million to TZS 6.3 million**, provide rare but essential support for foundational needs such as strengthening financial systems, enhancing governance structures, and advancing long-term strategies.

*Unlike traditional project-restricted funding, these flexible resources empower recipients to address critical internal priorities that are often underfunded yet vital for sustainability.*

*This achievement reflects a deep commitment to trust-based support, enabling organizations to invest in the behind-the-scenes structures that ultimately lead to stronger, more resilient impact.*





## Partnership Activities

### New Partnerships Formed

#### Masana Africa

Early in the quarter, Her Initiative welcomed Masana Africa as a new partner in its mission to empower young women and drive sustainable community change. This partnership arrives at a critical time, strengthening the organization's reach and introducing renewed innovation and commitment.



#### Imago Dei Foundation

In the same spirit, Her Initiative proudly partnered with the Imago Dei Foundation as both funders and strategic collaborators. This partnership has bolstered the resource base while aligning closely with shared values around gender equality, youth empowerment, and economic justice.



Imago Dei Fund

#### Global Impact Transformation (GIT)

Her Initiative also partnered with Global Impact Transformation (GIT) in the implementation of the Mshiko Clubs Project. GIT brings technical expertise and mentorship that has enhanced the project's ability to equip students with practical income-generating skills rooted in real-life solutions.



Global  
Impact  
Transformation



A woman with short dark hair, wearing a green polo shirt with a logo, is seen from the side, looking out a window. The background is a bright, slightly blurred outdoor scene with greenery and a building. A large yellow graphic with a purple border is overlaid on the right side of the page, containing text.

## Strategic Engagements and Visibility

### **Segal Connect 2025**

Her Initiative participated in Segal Connect 2025, a high-level convening of grassroots changemakers, funders, and global development actors. The organization showcased its work across digital inclusion, economic empowerment, and feminist leadership, including the Panda Digital platform and recent policy advocacy efforts.

### **Visit from Digital Opportunity Trust (DOT)**

A strategic reflection session was held with leaders from DOT, including the VP for Sub-Saharan Africa and other senior staff. The dialogue, held ahead of the launch of Going Beyond Phase II, focused on lessons learned, challenges, and a shared vision for deepening impact through innovation and learning.

### **Skoll World Forum**

Her Initiative's Executive Director, Lydia Charles Moyo, participated in the Skoll World Forum in Oxford, joining global leaders in social entrepreneurship. Lydia also engaged in a dialogue led by the Segal Family Foundation in London on reforming philanthropy to center African-led solutions, elevating the voices of grassroots movements.

### **MAISHA Scale-Up Workshop**

In May, Her Initiative took part in the MAISHA Workshop in Kenya, contributing lessons from Tanzania on empowering girls through integrated economic and social programming. The workshop focused on preventing intimate partner violence and scaling gender-transformative models.



### **Panel on Inclusive, Green, and Smart Cities**

In Dar es Salaam, the organization participated in a panel highlighting women's role in designing equitable urban futures. Her Initiative shared insights from its work at the intersection of gender, digital inclusion, and economic transformation.

### **Government Engagement and Policy Influence**

#### **Partnership with the Ministry of Community Development, Gender, Women and Special Groups**

Her Initiative collaborated with the Ministry in the planning of the Young Women Leaders in NGOs Summit. This included co-designing the Young Women Leaders Agenda, aligning the event with national development frameworks, and ensuring meaningful inclusion of young women's voices in policymaking.



### **Parliament Visit under the Young Women Leaders Agenda (YWL)**

In June, representatives from Her Initiative and other youth-led organizations visited Parliament in Dodoma. The team met with the Deputy Minister for Community Development, who expressed support for the YWL Agenda. This engagement enhanced national visibility for young women's leadership in governance.




### **YWL Committee Meeting in Dodoma**

Her Initiative participated in a high-level meeting with the Young Women Leaders Committee and the Ministry, reflecting on progress, identifying challenges, and aligning priorities ahead of the upcoming Summit.

### **Community Empowerment and Grassroots Innovation**

#### **Digital Training in Kigoma**

Through a strategic partnership with Enabel, under the AWA Prize and Wezesha Binti Project, Her Initiative delivered digital entrepreneurship training to 40 young women entrepreneurs in Kigoma. Using the Panda Digital platform, participants gained practical business skills and digital tools to grow their ventures.

A woman with dark curly hair, wearing a light-colored blazer over a black patterned dress, is speaking into a microphone on a stage. The background is a blurred presentation screen. The image is partially overlaid by a large yellow and purple graphic on the right side of the page.

## **Panel Engagement in Dar es Salaam - Amplifying Women's Voices in Urban Transformation: Panel on Inclusive, Green, and Smart Cities in Dar es Salaam**

Her-Initiative also participated at a high-level panel discussion in Dar es Salaam centered on the role of women in shaping inclusive, green, and smart cities. This engagement positioned Her Initiative as a thought leader in the intersection of gender, urban innovation, and entrepreneurship.

By sharing insights from programmatic experience, including how digital access fuels women's economic and civic engagement, the panel reinforced the importance of investing in ecosystems where young women are co-designers of the future. This participation deepened credibility with current and prospective partners focused on urban development and gender equality.

## Mshiko Clubs Implementation

Her Initiative continued to expand the reach of Mshiko Clubs across five schools in Dar es Salaam. With support from our implementing partner **Global Impact Transformation (GIT)**, the program emphasized income-generating activities, financial inclusion, and savings culture.

The initiative also engaged parents and guardians to strengthen support for girls' participation.



## Strategic Partner Engagement

### Wanawake na Maisha Visit

Following a learning visit to Kenya, Her Initiative team is adapting the Maisha Curriculum to better address Intimate Partner Violence (IPV) among young women in Tanzania. To deepen the process, the team hosted at her initiative Susan Kelly and Veronica Selestine from the Maisha Scale-Up team for discussions on local relevance.

The conversations confirmed that Her Initiative's beneficiaries align well with Maisha's target group, making this a timely and impactful for future collaboration.

### KBF Visit & Myriad USA

Her Initiative was honored to host partners from the King Baudouin Foundation (KBF) and Myriad USA. The visit facilitated in-depth discussions on the progress of key projects, safeguarding approaches, and innovation in program delivery. It also strengthened trust and transparency between the organization and its funders.

## Strategic Objective 4: Strengthening Institutional Capacity and Sustainability

### CAPACITY BUILDING

#### **Safeguarding and Code of Conduct Refresher**

This quarter, the team conducted a refresher meeting with project beneficiaries to reinforce Her Initiative's Code of Conduct. The session focused on safeguarding principles, reporting mechanisms, and our zero-tolerance policy on misconduct. It served to reemphasize the importance of maintaining a safe and respectful environment, while ensuring all stakeholders remain accountable and aligned with our organizational values.

#### **Fundraising Strategy Capacity Building with Bill Bruty**

As part of strengthening our fundraising efforts, we facilitated a specialized capacity-building session focused on developing a robust fundraising strategy. Our mentor Bill Bruty, a globally experienced fundraising expert, led the session. His guidance helped the team sharpen our organizational vision, mission, and partner mapping strategies.

Bill's key message, "funders are busy people, we should make our vision short, sharp, and powerful", challenged the team to rethink how we communicate impact. The session enhanced our ability to craft compelling, authentic narratives that resonate with both current and prospective partners, with the overarching goal of improving long-term funding sustainability.

#### **Leadership Alignment Session with Jonathan Ndali**

This quarter we also participated in a cross-departmental leadership session led by Jonathan Ndali, focused on aligning productivity with purpose. The session provided space for reflection, honest dialogue, and hands-on team exercises. It offered the PRM team a chance to reassess our approach to partnerships and resource mobilization through the lens of purpose, clarity, and shared impact. This experience reinforced our commitment to not only increase our output but to do so with greater intentionality and alignment to our mission.

#### **Enhancing Impact Communication Skills**

During this quarter, the Communications Department prioritized strengthening internal capacity in impact-driven communication to better showcase Her Initiative's work and influence. Recognizing that powerful storytelling and data-informed messaging are key to attracting partnerships and driving engagement, the team undertook targeted training and collaborative sessions focused on aligning communication outputs with programmatic impact.



# SUMMARY OF OUR ACHIEVEMENTS

ACTIVITY (Indicators)	Target	Reach
Young women accessed skills and opportunities through the Panda Digital website and SMS services	1000	716
Number of informational materials distributed (flyers, SMS, videos) to raise awareness among stakeholders	100	167
Number of youth leaders who graduate from the Youth Leadership Program.	30	33
Number of host organizations engaged	15	23
Number of students reached through our agency empowerment and financial literacy programs.	591	591
Number of Students of students who joined as new Mshiko club Members through the peer mobilization campaign	--	91
Number of Mshiko club Members engaged in Mentorship Sessions with role models	50	80
Number of Mshiko Club Schools received Financial and material Support from Mshiko Supporters as startup capital for their income-generating activities	1	2
Number of parents engaged in the Mshiko Club Awareness meetings	100	120
Number of Extracurricular Income-Generating Activities established by Mshiko Club Members	5	7
Number of Stawi Lab organization's Leaders who completed the mentorship program	20	19
Number of Organization Leaders who participated in Fundraising Garage session	40	38
Number of LGA and Government officials engaged	--	9
Capacity Building sessions for Team and Institutional growth	--	4
Number of beneficiaries reached through Stawi lab ripple effect	10000	14368

# LEARNINGS, CHALLENGES, AND WAY FORWARDS ENCOUNTERED

## LESSON LEARNT

### **Mentorship Boosts Engagement**

Regular mentorship and follow-up visits significantly increase club activeness, motivation, and performance. Students respond positively to consistent peer support.

### **Peer-to-Peer Learning is Effective**

The Mshiko Club's peer-led model is proving successful in building girls' confidence, leadership skills, and agency, fostering a safe and relatable learning environment.

### **Timely Preparation is Key**

Early planning and securing necessary permits and funds in advance are critical to ensuring smooth project execution and beneficiary tracking.

### **Clear Instructions and Application Design Matter**

Ensuring clarity in application processes, guidance documents, and digital forms can significantly reduce errors and improve the quality of program participants.

### **Safeguarding Requires Continuous Reinforcement**

Ongoing orientation and capacity-building on safeguarding are essential to ensure all stakeholders, especially students and mentors, understand their roles and responsibilities in maintaining a safe environment.

### **Trust-Building is Foundational**

Building trust with vulnerable groups, particularly adolescent girls, is foundational. A safe, supportive approach helps them speak up, understand their rights, and seek help when facing violence or injustice.



## CHALLENGES

### **Inadequate Time and Scheduling Conflicts**

Academic pressures, especially for students in exam classes, and the unavailability of some club mentors (e.g., teacher transfers), made it difficult to maintain consistency in club activities. Additionally, delays in securing government permits (e.g., in Morogoro) and scheduling conflicts within host organizations slowed down planned interventions.

### **Digital System and Application Barriers**

Technical glitches in tracking youth leader progress and issues with application processes, including incorrect emails, failure to follow instructions, or overreliance on AI-generated applications, created difficulties in recruiting the right candidates and monitoring learning progress.

### **Fund Disbursement and Resource Constraints**

Delays in securing or disbursing funds affected the timely implementation of planned activities. This impacted follow-ups, club mentorship visits, and business idea development among out-of-school youth and adolescent girls.

### **Trust and Communication Barriers**

Some out-of-school girls were hesitant to communicate openly about experiences of violence, underscoring the need for stronger trust-building, safe spaces, and consistent safeguarding reinforcement.



# OUR ESTEEMED PARTNERS

## NEW PARTNERS



**MADRE**



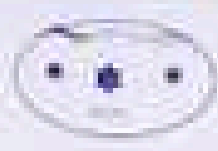
## EXISTING PARTNERS



## IMPLEMENTING PARTNERS







**EQUITY** BRANCH 

TO: MINOVA MENTAL HEALTH CLINIC

AMOUNT: SIX MILLION THREE HUNDRED THIRTY THREE THOUSAND  
NINE HUNDRED TWENTY FIVE ONLY.

TZS 6,333,925/-

ALL INTERESTS  
 EQUAL PARTS TO ALL

MINOVA MENTAL HEALTH CLINIC

# SUCCESS STORIES

## ***“We Had the Heart, Now We Have the Systems”:* MiNova’s Rise Through STAWI Lab**

Before joining the STAWI Lab program, MiNova Mental Health Clinic & Fellowship faced significant operational challenges that limited its ability to grow or attract support. Despite a clear passion for serving communities affected by mental health issues, the organization lacked key governance structures, including a board of directors, foundational policies, and institutional systems, which made it difficult for donors to recognize them as a credible partner.

*“Before STAWI Lab, we were just surviving, we didn’t even have a board of directors,” recalls **Glory Florentine**, Executive Director of MiNova. “We had the heart, but not the systems. That made it incredibly hard for us to serve our community in a sustainable way.”*

The absence of critical documents such as HR manuals, safeguarding policies, and a clear governance framework limited their potential to scale their impact. Funders were hesitant to support an organization without the foundational tools that ensure accountability, sustainability, and professional management.

Everything changed when MiNova was selected to participate in **Her Initiative’s STAWI Lab**, a program designed to strengthen youth-led organizations through intensive capacity building, mentorship, and access to small, unrestricted funding.

Through the program, Glory and her team engaged in hands-on sessions covering **organizational compliance, human resource systems, communications, fundraising, safeguarding**, and more. They received mentorship that not only improved their technical knowledge but also helped build confidence in their leadership.

***“The STAWI Lab didn’t just give us information, it gave us direction. For the first time, we understood what it means to build an organization, not just run a project,” says Glory.***

As a result, **MiNova has now established its first-ever Board of Directors**, who held their inaugural meeting this quarter. They have also begun developing key internal policies that are fundamental for donor engagement and long-term impact, including HR policies, safeguarding guidelines, and financial management frameworks.

To cap it off, MiNova emerged as the **top performer** in the cohort, winning a **\$2,500 unrestricted grant**. This flexible funding will be invested directly into institutional development and policy formulation.

*“Winning the STAWI grant felt like a turning point. For once, we have the resources to build our systems, not just chase project funding. We’re using this opportunity to finally invest in our foundation as an organization.”*

MiNova’s journey justifies the power of targeted investment in youth-led organizations. With the right support, even small, grassroots initiatives can grow into structured, resilient institutions ready to serve their communities with excellence.

## **Evaline Irunde — From Learner to Community Champion**

In the quiet neighborhood of Sekei, Arusha, a young woman named **Evaline Irunde** turned a learning opportunity into a movement. As a participant in the second cohort of the **Going Beyond Project**, Evaline didn't just absorb the knowledge she applied it with purpose.

After completing the program, Evaline saw firsthand how powerful the right skills and mindset could be. Instead of keeping that transformation to herself, she took it upon herself to **mobilize over 30 other young people** in **Kijenge** many of whom had never had access to such training. She even offered a space as a **training center in a church where she worships**, creating a safe, accessible place for youth to gather, learn, and grow. The number of participants quickly exceeded the original target of 25. Evaline did this purely out of belief in what the program could do for others without expecting anything in return.

*“Going Beyond changed how I see myself not just as a business owner, but as someone with the power to create space for others,”* Evaline shared.

Her leadership and impact were recognized.

Evaline was nominated for the **Seed Award** alongside youth from the second and third cohorts and emerged as one of the winners. Her business idea? **Affordable, reusable sanitary pads** for women in her community. Evaline understood the burden many girls and women face each month when they cannot afford menstrual hygiene products. Before the award, she operated on a small scale, producing pads only when she could, often charging just enough to cover costs. Growth was slow, but her commitment never wavered.

The **Seed Award** became a turning point.

***“Before the award, I could only make a few pads at a time. Now, I’m able to produce more, reach more people, and meet the demand,”*** she explained.

***“And what matters most to me is that I’m helping women and girls who couldn’t afford these products before.”***

With the support she received, Evaline was able to **scale up production, increase her inventory, and expand her client base**. Today, she is not just an entrepreneur, she is a **supplier of sanitary materials**, helping more women manage their health affordably and with dignity.

Evaline's story is a powerful reminder that leadership is not about titles or recognition, it is about showing up for your community and making change possible, even when no one is watching. Her journey embodies the spirit of the **Going Beyond Project**: unlocking potential, empowering youth, and creating ripple effects that stretch far beyond the classroom.



Tanzania's youth organizations seek funds, managerial skills for survival

By Brighta Masaki June 7, 2025 763



Why Youth-Led organisations face funding woes and collapse

TUESDAY, JUNE 10, 2025 - 3 min read



es Salaam. Ukosefu wa fedha, masharti magumu kutoka kwa wafadhili, kutokuwa na maarifa ya kutosha ya feshaji wa taasisi na rasilimali zake ni miongoni mwa changamoto zinazochangia taasisi nyingi zinazoanzishwa ia kufa kabla ya kufikia malengo yake. Hayo yamelezwa na Mkrugenzi Mtendaji wa taasisi ya Her Initiative, Ly r'ies, katika hafla ya kuhitimisha mafunzo ya uongozi kwa taasisi 20 zinazoongozwa na vijana kupitia programu y ptive Leadership Program chini ya mradi wa Ustawi Lab.





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