

# CELEBRATING YOUNG WOMEN'S LEADERSHIP IN TANZANIA

## EVENT REPORT



**Belgium**  
partner in development



Kingdom of the Netherlands



***Yes! To Financial Freedom***

# INTRODUCTION

On March 27, 2025, the Embassy of Belgium, Her Initiative, UN Women Tanzania, and the Embassy of the Kingdom of the Netherlands hosted the **Celebrating Young Women Leadership in Tanzania** event at Delta Hotels in Masaki. Held in commemoration of the 30th anniversary of the Beijing Declaration and Platform for Action, the event offered a powerful platform to reflect on progress made in advancing women's rights and leadership while highlighting the ongoing work toward gender equality.

Under the theme **“Girls and Young Women in Leadership: Achieve Economic Resilience, Overcoming Barriers, and Live with Dignity,”** It honored the resilience of young women fighting daily challenges to claim space and lead change.

The Guest of Honor, **Hon. Dr. Dorothy Gwajima, Minister of Community Development, Gender, Women, and Special Groups**, was joined by ambassadors, development partners, financial institutions, corporate leaders, media representatives, and Her Initiative beneficiaries to engage in rich dialogue on critical issues like women's rights, financial inclusion, and economic justice.

The event also celebrated major milestones achieved by Her Initiative, including receiving the **2024 Global Citizen Award** in New York and being named the **KBF Africa Prize Laureate by the King of Belgium**. These recognitions highlight the transformative power of young women-led organizations and the importance of investing in their leadership.

More than a celebration, the event served as a rallying call for sustained investment, collaboration, and policy support to ensure young women have the opportunities, platforms, and resources needed to thrive and contribute meaningfully to a just and equitable society.



**“Girls and Young Women in Leadership: Achieve Economic Resilience, Overcoming Barriers, and Live with Dignity,”**

# ABOUT THE ORGANIZERS

Her Initiative is a young women-led nonprofit based in Tanzania, dedicated to advancing gender equality by promoting financial resilience and digital inclusion among adolescent girls and young women. Operating in nine regions across the country, our programs focus on Women's Economic Empowerment (WEE), Sexual and Reproductive Health and Rights (SRHR), and Organizational Development. Through movement-building, mentorship, and seed funding, we nurture a strong ecosystem of youth- and women-led organizations driving transformative change.

Our **mission** is to promote financial resilience and digital inclusion among girls and young women, enabling them to challenge oppressive and discriminatory practices.

Our **vision** is to build an inclusive society where adolescent girls and young women have the power to choose, create opportunities for themselves, and uplift others.

Her Initiative is based in Tanzania Mainland and has operated in nine regions: **Dar es Salaam, Mwanza, Morogoro, Dodoma, Iringa, Lindi, Arusha, Pwani, and Zanzibar.** Our programs focus on adolescent girls and young women aged 15-35, with interventions in three key strategic areas: Women's Economic Empowerment (WEE), Sexual Reproductive Health and Rights (SRHR), and Organizational Development.

Through these focus areas, Her Initiative continues to drive sustainable change, equipping young women with the skills, knowledge, and support systems necessary to achieve financial independence and contribute meaningfully to society.

## ABOUT THE EVENT

The **“Celebrating Young Women Leadership in Tanzania”** (CYWLT) event, hosted by Her Initiative in partnership with the Embassy of Belgium, UN Women Tanzania, and the Embassy of the Kingdom of the Netherlands, spotlighted young women’s leadership and economic empowerment.

Held in honor of the **30th anniversary of the Beijing Declaration**, the event featured powerful exhibitions, success stories, and intergenerational dialogues. It also marked the official launch of Her Initiative’s 2025–2029 Strategic Plan.

From artistic expression to high-level speeches, CYWLT reinforced the importance of recognizing and investing in young women’s leadership across Tanzania.



# PARTICIPATION

The **“Celebrating Young Women Leadership in Tanzania”** event, organized by Her Initiative in partnership with the Embassy of Belgium, UN Women Tanzania, and the Embassy of the Kingdom of the Netherlands, successfully brought together 153 participants, including young women leaders, government officials, corporate partners, development organizations, financial institutions, and other stakeholders.

The event was honored by the presence of the Guest of Honor, **Hon. Dr. Dorothy Gwajima, the Minister of Community Development, Gender, Women, and Special Groups**, who delivered a powerful address on empowering young women and advancing gender equality in Tanzania.

In addition to **Hon. Dr. Gwajima**, ambassadors from **Belgium and the Kingdom of the Netherlands** were in attendance, along with esteemed representatives from various embassies in Tanzania.

*These diplomatic leaders were joined by numerous representatives from non-governmental organizations (NGOs), HI board members, financial institutions, university students, HI Beneficiaries, and media representatives, all of whom contributed to the event’s dynamic discussions and presentations.*



153

PARTICIPANTS



A woman wearing a pink headwrap and a vibrant, patterned top is speaking and gesturing with her hands. She is surrounded by other people, some of whom are looking towards her. The background is slightly blurred, suggesting an indoor setting like a conference or plenary session. The entire image has a semi-transparent purple overlay.

# HIGHLIGHTS FROM PLENARY SESSIONS

## SHOWCASING SESSION

The event featured a variety of projects, each showcasing the incredible potential of young women across different areas. Projects included were, **Panda Digital, GoingBeyond, Pan B, Mshiko Club and STAWI**. However it was Mshiko Club that truly captured the attention and left a lasting impact on all.

As one of the key projects under Her Initiative, Mshiko Club empowers young girls in school by providing extra-curricular training that equips them with life skills and the ability to engage in income-generating activities.

Mshiko Club's approach aims to reach over 500 girls in five schools within the Ubungo district, helping them stay in school while simultaneously equipping them with valuable skills to become independent, self-sufficient entrepreneurs.

The initiative is a testament to the power of education and empowerment, fostering a new generation of young women leaders who will contribute significantly to Tanzania's economic growth and social development.

The **Triple S Group from Saranga Secondary School**, whose students developed water-based soap as part of their training. This innovative project stood out and caught the eye of the Guest of Honor, **Dr. Dorothy Gwajima, Minister of Community Development, Gender, Women, and Special Groups**.

The Minister **was impressed by the creativity and entrepreneurial spirit demonstrated by the students**, further encouraging them to pursue business ventures that will benefit their communities.





PANDA DIGITAL

Panda Digital

NYUMBANI KOZI ZOTE FUR

Nyumbani » Kozi Zote

kiana na wataalamu, tumekuandalla mballimballi kama vile usimamuzi wa biashara, u

masoko zitakazosaidia kukuza ujuzi wako ili kujajiri au kuajirika

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Hisense

## WELCOMING REMARKS

In her opening remarks, the Board Chairperson of Her Initiative, Ms. Vanessa Anyoti, expressed her excitement and gratitude to the attendees. She officially welcomed the Guest of Honor, beneficiaries, students, and all guests, emphasizing the importance of the occasion.

*“Her Initiative started as a humble campus movement led by three passionate young women hosting events to educate their peers about their rights. Today, it has grown to reach over 31,000 girls across Tanzania. We remain committed to empowering young girls and building a better future for the next generation of Tanzanian women.*

*This event is not just a celebration, it is a space for reflection, inspiration, and continued collaboration among women leaders, advocates, and young change-makers.”-Ms. Vanessa Anyoti, Her Initiative Board Chairperson*



## Opening Remarks, from Mshiko Club Girls.

On going on opening remarks a group of young students who are beneficiaries of Her Initiative. They expressed their gratitude for the opportunity to be part of the event, acknowledging the immense support and empowerment they have received from the organization.

*“Education and leadership opportunities are key to our success. With the right support, we believe we can overcome any challenge. Initiatives like Her Initiative have helped us understand our rights and realize our leadership potential”* - **Caren, Mshiko Club Girl**



## Remarks from Partners - Embassy Of Belgium

Am. Huyghebaert opened his remarks with a warm Swahili greeting, recognizing the presence of Hon. Dr. Dorothy Gwajima and other gender equality champions. He celebrated the achievements of young Tanzanian women and reaffirmed Belgium's commitment to gender equality as a path to a more inclusive world.

*“Her Initiative's innovative approach to empowering girls and young women is truly inspiring, and it's no surprise they received the King Baudouin Foundation Africa Prize. Gender equality is a global issue that demands collective action. Through initiatives like **Wezesha Binti, VEMA, and Binti Dijitali**, Belgium is proud to stand with Tanzania in supporting young women's leadership and progress. Let us honor and support the young women here tonight and across the country. Let us be advocates for their voices and champions of their rights. Let this evening be a celebration of hope, a call to action, and a powerful reminder that gender equality is not just a vision, it is a future we can create, together”*. - **Amb. Peter Huyghebaert, Embassy of Belgium.**



## Remarks from Partners - UN WOMEN TANZANIA

UN Women Country Representative, delivered a powerful message celebrating the leadership of young women in Tanzania. She applauded Her Initiative for creating a space that honors their voices and vision, while emphasizing that young women are not just contributors but leaders reshaping the gender equality movement. Reflecting on **30 years since the Beijing Declaration**, she introduced the Beijing +30 Action Agenda and called for greater investment, mentorship, and trust in young women as agents of change. Her message was clear: progress is possible and it must continue.

*“Young women are not just participants in the gender equality movement, they are reshaping it with bold ideas, fresh energy, and transformative leadership. As we mark 30 years since the Beijing Declaration, we must recognize that true progress comes when we place young women and girls at the center as agents of change, not just beneficiaries. Her Initiative has created a powerful space where their voices are not only heard but celebrated. But celebration alone is not enough.*

*To achieve the goals of Beijing +30 and the Sustainable Development Goals, we must go further, we must invest in young women, mentor them, amplify their voices, and most importantly, trust them to lead. Progress is possible and it must continue.”-*

**Ms. Hodan Addou, UN Women Country Representative.**



## Remarks from Partners - Embassy Of The Kingdom Of The Netherlands

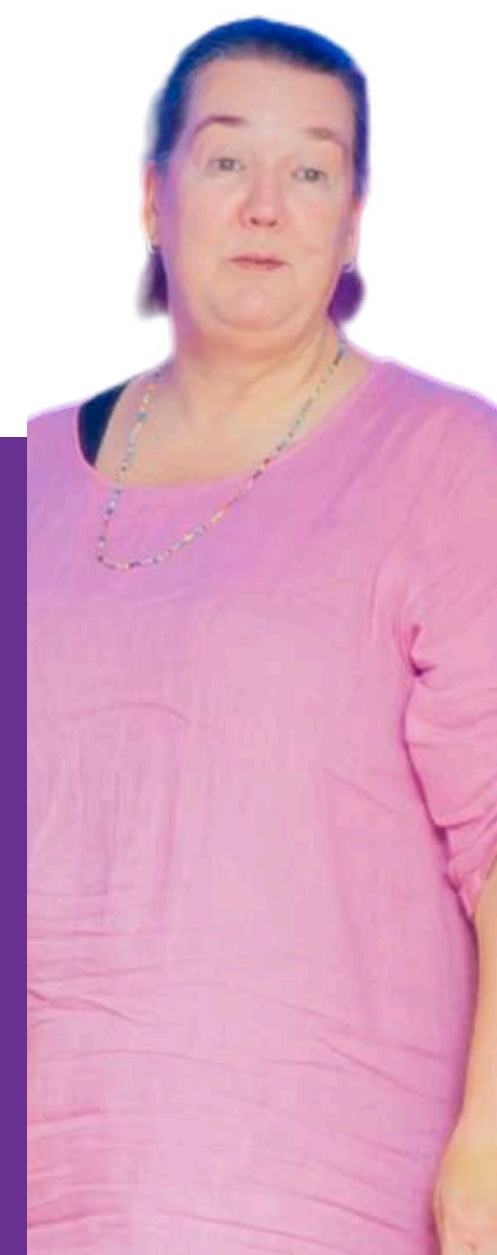
In her remarks, she expressed pride in the continued partnership with Her Initiative, particularly through their support of the DigiMali project which equips Tanzanian women with digital skills for entrepreneurship, fostering self-reliance, creativity, and leadership. She highlighted the importance of celebrating young women leaders and emphasized that while progress has been made, it must never be taken for granted. Concluding with a heartfelt “Asante sana,” she reminded the audience of the power of global solidarity and the need to invest in young women as future changemakers.

*"It has been truly inspiring to witness how projects like **DigiMali** are not only providing women with the digital skills they need to thrive in today's economy, but also shifting mindsets encouraging self-reliance, creativity, and leadership. Our partnership with Her Initiative reflects our shared belief in the power of young women to drive change.*

*As we celebrate their achievements, we must also remember that progress must be protected and pushed forward. Let us continue to invest in young women not just for their future, but for the future of our societies. Let us celebrate, and let us keep moving forward, together.” - **Ms. Marielle Van Der Linden, Deputy Head of Mission, Embassy of the Kingdom of the Netherlands***



*Let us continue to invest in young women not just for their future, but for the future of our societies. Let us celebrate, and let us keep moving forward, together*



## A Word from Her Initiative Long term Supporter

Nancy Sumari, a key supporter of Her Initiative, has played a vital role in helping the organization reach over 31,000 girls with confidence and entrepreneurial education. Reflecting on Lydia Charles' journey, she shared how it all began with a brave phone call thirteen years ago: ***"I know you don't know me, but I'd love you to come to our school and mentor us girls."***

She highlighted; despite limited resources, Lydia rose above the odds, mentored others, and built a movement that empowers girls across Tanzania with digital skills, entrepreneurship, and leadership. Nancy praised Lydia's courage, vision, and impact, affirming Her Initiative's commitment to continue this transformative work.

*"Her Initiative has been proud to stand by Lydia in this journey and it's an honor to see the incredible progress made. We have come a long way, but there is still much to be done.*

*Together we will continue to empower young women, inspire leadership and create opportunities that help them thrive".- Nancy Sumari*



## Artwork Session

During the event, a captivating art work session led by Rebecca Ngunu who represented an artist (Ms. Sekela Yonnah) took place, offering an insightful and creative exploration of the young women's leadership and empowerment. Rebecca shared her thoughts on the paintings, emphasizing how each artwork vividly portrayed the resilience, strength, and potential of young women.

She explained that the pieces were inspired by the diverse journeys of young women like those present at the event, girls who overcome hardships, break barriers, and rise to leadership positions despite the challenges they face. The paintings featured vibrant colors and powerful imagery, symbolizing the empowerment of women in various fields including education, economic development and social change.

Each stroke conveyed a story of determination, courage, and the unwavering belief that young women can make a significant impact on society.





*"These paintings are more than just artistic expressions; they are powerful reflections of the lived experiences, dreams, and voices of the young women who are part of Her Initiative. Each piece tells a story of resilience and hope, inviting us to see ourselves as leaders and changemakers. They remind us that when we invest in girls and support their journeys, we're not just shaping their futures we're shaping a more equal and empowered world for everyone."* - **Rebecca Ngunu.**

# Panel on Intergenerational dialogue

## Focus on the Young Women Leadership

Moderated by **Nusura Gundi Myonga**, Project Lead at Her Initiative, the Intergenerational Dialogue panel focused on the future of young women's leadership in Tanzania, especially in light of Beijing+30.

**Rose Marandu, Executive Director of Women's Fund Tanzania**, reflected on the legacy of the Beijing Conference, calling it a transformative moment that galvanized movements and created space for women's voices globally." She emphasized the need to sustain this momentum through solidarity and investment in well resourced women's movements.

**Mwamini, a young entrepreneur** and DigiMali alumna, shared her reality, saying,

*"Young women face real hurdles in business, limited financial access, compliance challenges, and a lack of mentorship. We need policies and support systems that truly respond to our needs."*

**Fransisca, founder of Ladies Joint Forum**, underscored the importance of mentoring across generations

*"Intergenerational mentorship is not a choice it's a necessity if we are to pass the torch of leadership."*

**Carolyn Kandusi**, an expert in impact investment, stressed the urgency of sustainable funding, stating, *"Organizations must become both fundable and findable. We can no longer rely solely on traditional aid; we must build resilient models that empower long-term growth."*

The panel concluded with a shared message of hope: with collaboration, innovation, and strategic investment, the future of young women's leadership in Tanzania remains bright and full of possibility.

The discussion closed with a collective recognition that while the road ahead remains challenging, sustainable progress is possible. By fostering collaboration between generations, embracing innovative financing, and investing in leadership pathways, the future of young women's leadership in Tanzania looks promising and worth every effort.



## AN IMPACT SHARING SPEECH

During the event, Lydia Charles, Executive Director of Her Initiative, shared an emotional speech tracing her journey from hardship to impact. She recalled a life-changing encounter with a young girl in Dodoma that reignited memories of her own struggles through poverty, long school walks, and limited resources. Despite the odds, Lydia was one of only three girls to reach A-levels out of 200 students.

Motivated to create change, she launched the Teen Girls Support Initiative, which reached over 1,000 girls across 10 schools. Later, while at university, she co-founded PANDA Events to help fellow students earn sustainable income laying the foundation for Her Initiative. Lydia closed by reminding the audience that her journey is one of many, saying, ***“This is not just my story. It is the story of countless girls rising, rewriting what’s possible for themselves and their communities.”***

*“The question today is: what story do we want to tell about the young women of Tanzania? Is it one that inspires generations, one filled with hope and possibility?”*

*At Her Initiative, we choose to tell a story where girls have a choice, a voice, and the power to realize their full potential. A story that changes the narrative not just for today, but for the future- **Lydia Charles-Executive Director of Her Initiative**”*



## 2025- 2029 STRATEGY PRESENTATION

Her Initiative has launched a bold five-year strategic plan to empower 136,640 young women across Tanzania. The plan focuses on economic empowerment, digital inclusion, and tackling social barriers by equipping young women with skills in entrepreneurship, financial literacy, and digital technology. Priorities include addressing GBV and HIV/AIDS, building innovative partnerships, and strengthening institutional capacity.

With a funding goal of \$6.86 million, Her Initiative calls for support to advance women's economic rights and leadership, aiming to create an inclusive society where young women can thrive and shape their own futures.

*"We believe in a future where every young woman in Tanzania has the power, resources, and opportunity to shape her own destiny. This five-year strategic plan is more than a roadmap, it is our unwavering commitment to breaking down the economic, social, and digital barriers that hold young women back. By investing in their potential, we are investing in stronger communities, a more inclusive society, and a generation of leaders who will drive sustainable change."*

**-Tariq Ghusuob, Senior Project and Communication Officer, Her Initiative.**



## LAUNCHING OF THE STRATEGIC PLAN.

The launch of Her Initiative's Five-Year Strategic Plan marked a pivotal moment in the organization's journey to empower young women across Tanzania. The event presented a clear vision and mission for the next five years, with a focus on economic empowerment, digital inclusion, leadership development, and addressing gender-based violence (GBV) and HIV/AIDS.

Developed through in-depth research, consultations, and community involvement, the strategic plan serves as a comprehensive roadmap to guide Her Initiative's efforts in creating long-term, sustainable impact.

More than a celebration of past achievements, the launch was a bold declaration of the organization's future ambitions. It emphasized the importance of collaboration with partners, stakeholders, and communities to scale efforts and provide young women with the skills, resources, and opportunities needed to thrive.

By setting a strong foundation for the future, Her Initiative reaffirmed its commitment to building an inclusive society where young women can lead, innovate, and shape their own futures.



## STORIES OF CHANGE.

A resilient young woman from the **Plan B project** has emerged as a shining example of how opportunities can transform lives. Before joining the Plan B project, Leah had no business of her own. However, through the support and resources provided by the project, she has successfully established a thriving business that not only generates a steady income but also strengthens her family's financial standing and her position in the community.

Her journey has been one of learning, hard work, and self-belief, with **Plan B** serving as the cornerstone of her success. The project provided her with the necessary skills, knowledge, and mentorship to navigate the challenges of entrepreneurship and develop her business acumen. She has since become a source of inspiration for other young women, demonstrating that with the right support, determination, and vision, success is within reach.

A significant milestone in Leah's journey was her opportunity to meet Dr. Dorothy Gwajima, the Minister for Community Development, Gender, Women, and Special Groups. During the event, Leah shared how the **Plan B** project had significantly impacted her life, enabling her to achieve her dreams and become an empowered business owner. Leah's story resonated deeply with Dr. Gwajima, who praised her dedication and determination to overcome obstacles.

Leah also made a heartfelt request to the Minister, urging her to ensure that organizations like Her Initiative extend their support to Kisarawe, to provide similar opportunities to other young women in the region. Leah's request highlights the importance of expanding such transformative initiatives across Tanzania, as they play a critical role in empowering women and driving economic growth in local communities.



*"I kindly request that the Ministry ensures initiatives like Her Initiative reach every part of Tanzania. Expanding these programs will empower more women, help them succeed, and contribute to the economic growth of our local communities,"*  
**-Leah, Plan B beneficiary**



**A WORD FROM THE GUEST OF HONOR**

Hon. Dr. Dorothy Gwajima, Minister of Community Development, Gender, Women, and Special Groups, emphasized that as time progresses, the environment for young girls and women in the country continues to become more conducive to their growth and leadership potential.

*“Tanzania has made significant strides in women’s representation,” Dr. Gwajima noted, “the number of women in parliament has increased from 8% in 1995 to 35% in 2020. We will continue to strengthen this representation as we build an inclusive society.”*- Hon. Dr. Dorothy Gwajima, Minister of Community Development, Gender, Women, and Special Groups.

She further stated that the government is committed to creating an enabling environment that supports women in thriving as leaders, entrepreneurs, and agents of change. “Economic empowerment is the foundation for their active participation in society.”

Dr. Gwajima also expressed her dedication to ensuring that girls and women have opportunities to lead and shape a new chapter in the country’s history. “It is time to break barriers and create meaningful change.”

In a heartfelt moment, the Minister commended Lydia Charles’s mother for raising her children single handedly after the passing of their father. Dr. Gwajima praised her resilience and the way she has nurtured her children to become contributors to the nation.

“There are those who criticize single mothers, but this mother’s determination to uplift her children serves as a true example. Today, we are celebrating Lydia Charles for her remarkable achievements and her contribution to empowering other girls,”- Hon. Dr. Dorothy Gwajima, Minister of Community Development, Gender, Women, and Special Groups.

*In a landmark announcement, Hon. Dr. Dorothy Gwajima then **appointed Lydia Charles Moyo, Her Initiative's Executive Director as the Ministry's official Government Liaison for the Young Women Leaders platform.** In this new role, Ms. Lydia will lead the development of a national directory of young women leaders, coordinate the annual recognition event under the Ministry of Community Development, Gender, Women, and Special Groups, and serve as the primary point of contact between the government and youth-led organizations.*

The speech underscored the crucial role of women in transforming society and highlighted the importance of continued support for initiatives that empower young women to lead and succeed. Dr. Gwajima’s message resonated deeply with all attendees, reinforcing the collective responsibility to continue fostering an environment where women and girls can thrive and contribute to Tanzania’s future.

## POEM PRESENTATION.

In a powerful and heartfelt presentation, Ms. Precious delivered a moving poem that captured the spirit of female empowerment and resilience. Her verses reflected the struggles many young women face, transforming pain into strength and dreams into action. With vivid imagery and inspiring words, she celebrated the courage and determination of girls rising above adversity.

The poem ended with a call for unity and collective strength, urging women to uplift one another and drive change in their communities. Her performance deeply resonated with the audience, reinforcing the event's message of hope, solidarity, and empowerment.

*"From shadows we rise, with fire in our voice,  
In strength and in sisterhood, we make the choice.  
To lead, to dream, to break every chain  
Together we rise, again and again." – Ms. Precious*



## CLOSING REMARKS.

In his heartfelt closing remarks, Mr. Andrew Mahiga, a Board Member of Her Initiative, expressed deep gratitude to all partners, supporters, and participants who contributed to the success of the event. He emphasized the importance of collective action in advancing gender equality and youth empowerment and commended the incredible progress Her Initiative has made in transforming the lives of over 31,000 young women across Tanzania.

Mr. Mahiga highlighted the unveiling of the new five-year strategic plan as a powerful commitment to deepening impact and expanding reach. He called upon stakeholders government bodies, the private sector, development partners, and the community at large to continue championing the rights of girls and young women.

He closed by reminding everyone that sustainable change begins with belief in a girl's potential, in inclusive systems, and in the power of unity.

*“Together we can build a future where every young woman is equipped, empowered and unstoppable.”*- **Mr. Andrew Mahiga, Board Member.**



## CHALLENGES ENCOUNTERED:

### **Budgetary and Resource Limitations**

The event budget constrained the scale of printed materials and limited the number of follow-up workshops that could be offered immediately

### **Language and Accessibility**

While English was the primary language of communication, it became evident that translation services are crucial to ensure that all participants can engage fully and equally

## KEY RECOMMENDATIONS.

### **Budgetary and Resource Limitations**

To optimize limited resources, it is advisable to prioritize the digital dissemination of materials, which can significantly reduce printing costs and allow for a more flexible allocation of the available budget.

### **Language and Accessibility**

Engaging professional interpreters or translation services is essential to promote inclusive participation and ensure that all attendees can fully engage with the content, regardless of language proficiency.

## OVERALL ACHIEVEMENTS

### **Landmark Government Appointment**

Hon. Dr. Dorothy Gwajima appointed Lydia Charles Moyo as the Ministry's official Government Liaison for the Young Women Leaders Platform. Ms. Lydia will lead the development of a national directory of young women leaders and coordinate annual recognition events. This appointment not only empowered young women and girls at the event but also motivated them, showing that their voices can shape policy and leadership in Tanzania, inspiring greater confidence and ambition for national impact.

### **Strategic Plan Launch**

A clear five-year roadmap was unveiled, with ambitious targets to reach 136,640 young women and a funding goal of USD6.86 million. The successful launch reflected the strong leadership, coordination, and creativity of the Her Initiative team whose contributions to planning, mobilization, storytelling, and execution were key to the event's impact. This achievement demonstrated not only the team's commitment to advancing economic justice for young women, but also its readiness to lead boldly into the next five years.

### **Strong Cross-Sector Participation**

The event brought together 153 participants from government, diplomacy, civil society, finance, academia, and media, strengthening collaboration and laying the groundwork for strategic partnerships. For young women leaders, the presence of high-level stakeholders was empowering, boosting their confidence, expanding their networks, and affirming their role in national development.

### **High-Impact Storytelling**

Personal testimonies such as those from Mshiko Club and Plan B galvanized support and highlighted the real world impact of Her Initiative's economic and digital empowerment programs. For the young women sharing their stories, it was a powerful moment of visibility and validation, reinforcing their leadership while inspiring others to believe in their own potential.

## Project Showcasing

The young women and girls who led the showcases made a significant impact by boldly demonstrating what youth-led innovation looks like in action. Their confidence, clarity, and results-oriented presentations inspired attendees from government, civil society, and the private sector proving that young women are not just beneficiaries, but capable leaders and solution-makers. They shifted perceptions, challenged stereotypes, and opened up new opportunities for partnerships, mentorship, and support.

## Media and Visibility

Coverage in three major outlets, social media engagement exceeding 10,000 impressions within 48 hours of the event with over 2 Million reach online .

The **“Celebrating Young Women’s Leadership in Tanzania”** event succeeded not only as a commemoration of the Beijing+30 milestone but as a catalyst for sustained, cross-sectoral action. By amplifying the voices of young women, through personal narratives, intergenerational dialogue, and creative expression, the gathering illuminated both the progress achieved and the barriers that remain.

Looking ahead, the newly launched strategic plan provides a clear framework for scaling up economic empowerment, digital inclusion, and leadership development over the next five years. To translate ambition into impact, it will be essential to:

- **Strengthen Monitoring & Evaluation:** Establish robust metrics and regular check-ins to track progress against the 136,640-beneficiary target.

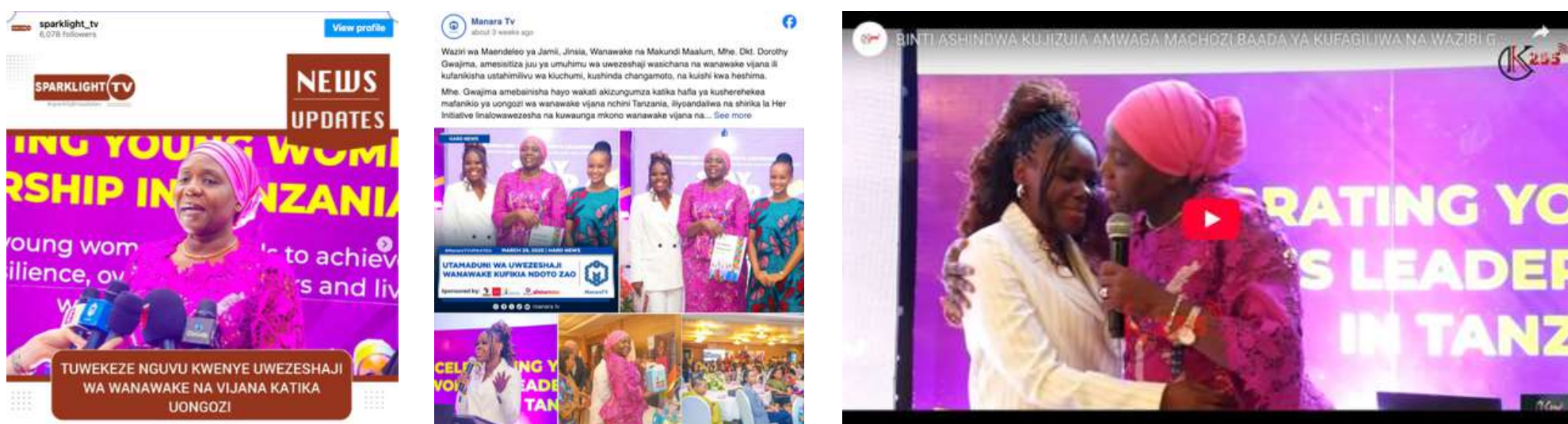
- **Deepen Geographic Reach:** Prioritize engagement in under-represented regions (e.g., Kigoma, Lindi, Kisarawe) through mobile outreach and local partnerships.
- **Mobilize Resources:** Leverage the momentum of this event to secure the USD6.86million needed, tapping into new donor networks and impact investors.
- **Foster Inclusive Dialogue:** Continue intergenerational and cross-sector conversations to co-create policy recommendations, particularly around financial inclusion and digital skills.

By converting the energy and commitments of March 27th into concrete follow-up actions, Her Initiative and its partners can ensure that every girl and young woman in Tanzania not only dreams of leadership, but is fully equipped to lead with resilience, dignity, and economic independence.



# MEDIA WALL

## Social media



## TV Stations



ETV

Clouds TV

ITV

## Blogs & Newspaper

### 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 yanayoweza wanawake kustawi kama viongozi, wajasiriamali, na mawakala wa mabadiliko, Uwezeshaji wa kiuchumi ni msingi wa kushirikiki kwao katika jamii"



Mkurugenzi Mtendaji wa herinitiative Lydia Charles akieleza lillipotokea wazo la kuwasaidia mab kwenda ngazi za juu kijamii, kisiasa na kiuchumi "Siku moja, nikiwa safarini kwenda Dodoma, nili kupata kifungua kinywa, Msichana mdogo aliniletea supu. Nilimuuliza, Kwa nini hauko shuleni au Ningetamani iwe hivyo, lakini niko kwenye hali ngumu sana."

### NANCY SUMARI AMTAMBULISHA LYDIA CH

March 27, 2025



# CELEBRATING YOUNG WOMEN'S LEADERSHIP IN TANZANIA



**Our People, Our Power:  
Reflections from the Team that  
Made it Happen**

**Nusura Myonga – Assistant M&E and Project Lead**

*"Seeing our plans come to life through this event was fulfilling. Every detail measured and tracked led to impact."*

*The next 5 years call us to dream even bigger and build smarter – with evidence as our compass."*

**Daniel Roberts – Communications and Outreach Officer**

*"From concept to camera, capturing this story has been a joy! The energy in the room was just the beginning."*

*For the next 5 years, let's amplify our voice louder, reach farther, and make every girl's success story heard."*

**Nemes Umela – M&E Officer**

*"It's rewarding to watch what we planned turn into real impact. This event marks a powerful baseline for the journey ahead."*

*Let's monitor progress with even more purpose over the next five years—data with soul!"*

**Amanda Mosses – Finance Officer**

*"Seeing the event flourish from budgeting tables to real smiles was pure joy!"*

*As we look to the next five years, let's invest in transformation and make every coin count for change."*

**Celine Julius – Partnership Officer**

*"Bringing partners into this vision and seeing them believe in it—priceless! This event reminded us that we're never alone in this mission."*

*For the next 5 years, let's build bridges that last and drive our impact wider."*

**Wendy Shewiyo – Resource Mobilization Officer**

*"This event was a celebration of belief—ours and our supporters'. As we chart the next five years, may our passion continue to inspire investment in every girl's potential."*

**Lydia Charles Moyo – Executive Director and Founder**

*"I am deeply moved by how this event brought our vision to life. It is proof that bold dreams, when shared, become movements."*

*The next five years are our runway—let's soar higher, together."*





**Yes! To Financial Freedom**

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