**WHO WE ARE**

The TallyTrack under 40 Years National Prestigious Awards is Kenya’s most credible and inspiring platform dedicated to celebrating the next generation of leaders. We recognize and honor young achievers under the age of 40 who are driving impact across business, governance, innovation, philanthropy, sports, arts, technology, and community service.

Unlike ordinary award events, TallyTrack is more than a trophy. We offer career capital, reputation boost, and the national spotlight — building personal brands, visibility, and credibility for Kenya’s rising trailblazers. Our recognition opens doors, amplifies voices, and places nominees at the center of national conversations.

**For nominees**, this is not just an award — it is a life-changing platform that validates their hard work, showcases their clean and credible journey, and connects them to networks, mentorship, and opportunities across Kenya and beyond.

**Corporates and sponsors** - TallyTrack provides direct engagement with Gen Z and Millennial markets — the largest, most dynamic, and brand-loyal demographic in Kenya. Sponsoring TallyTrack aligns your brand with prestige, youth empowerment, and national unity, while giving you unmatched visibility in both traditional and digital media spaces.

**Governments** - TallyTrack serves as a national unifier. With nominees drawn from all tribes and sectors, our awards reflect Kenya’s diversity and inclusivity. By championing these awards, government institutions strengthen youth empowerment, innovation, and the values of clean leadership that are essential for Kenya’s future.

We are a Gen Z–led, research-driven initiative under TallyTrack Africa, ensuring transparency, credibility, and inclusivity in every step of the process. Each nominee is carefully vetted for impact, influence, and integrity — making this one of the most prestigious and trusted platforms of recognition in the nation.

At TallyTrack, we believe that Kenya’s future is already here — in the hands of young leaders. Our mission is to shine a national spotlight on them, so they can inspire millions, build stronger communities, and shape a brighter tomorrow.

TallyTrack under 40 Years National Prestigious Awards — Celebrating Kenya’s Future Today.

**Mission Statement**

"To celebrate, empower, and elevate Kenya’s under-40 achievers by recognizing clean leadership, innovation, and impact — transforming recognition into career capital, visibility, and national credibility."

**Vision Statement**

"To become Africa’s most prestigious and trusted youth recognition platform — uniting the nation, shaping future leaders, and inspiring the world with Kenya’s next generation of trailblazers."

**Key Objectives**

Celebrate Excellence: Recognize and honor young Kenyans under 40 who are driving positive change across diverse sectors.

Build Career Capital: Transform recognition into opportunities by boosting nominees’ visibility, credibility, and personal brands.

Promote National Unity: Showcase leaders from all tribes, regions, and sectors as a reflection of Kenya’s diversity and inclusivity.

Empower the Next Generation: Provide a platform for mentorship, networking, and partnerships that strengthen youth empowerment.

Ensure Credibility & Integrity: Use research, transparent voting, and independent vetting to maintain trust and fairness in the awards.

Engage Corporates & Partners: Create sustainable value for sponsors and partners through branding, youth engagement, and nationwide visibility.

Align with National Development Goals: Support government efforts in youth empowerment, innovation, and leadership development as part of Kenya’s vision for the future.