



**HER  
INITIATIVE**

# **ANNUAL REPORT**

2020

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# INTRODUCTION

Her Initiative is an initiative that reframes the value of girls and shapes 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-economic problems.

Vision: To achieve a future where girls are aware of their responsibilities and have access to their basic economic rights.

Mission: To become the leading organization that educates and influences economic opportunities for girls and young women in society to enhance equal development for both women and men.

Target audience: Her Initiative aims to reach out to adolescent girls and young women aged between 13 to 35 years.

# MESSAGE FROM OUR LEADER

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It is with great honor that I am happy to present to you our 2020 annual report. It has been quite a stretching year with a lot of learning but with a share of good milestones. Similarly, like others, the outbreak of COVID -19 affected our way of work but it also pushed us to think creatively on how to adopt the new way of working. In the face of the restrictions imposed on us by COVID-19, we managed to identify and invest in digital as a new tool for business growth through digital marketing training and using digital for training and mentorship on entrepreneurship and setting up businesses. In 2020 we managed to help young women set up new businesses, develop existing businesses, register their businesses, and adopt a digital way of doing business.

We have seen many girls and young women retain their passion for learning and growing their businesses. Their willingness to keep engaging in income generation and have a share in the global economy has been a drive all for us to keep working with and for young women and girls.

In summary, all of this would not be possible without the teamwork of our staff, volunteers, and board of directors.

I would also like to send sincere appreciation to all our partners, funders, and beneficiaries who believe in this cause. We would not be without you. Thank you for your support and for championing the work that we do. We look forward to continued collaboration with you as we celebrate Yes! to financial freedom for young women and girls in Tanzania



**Lets us join together to  
be the change you would  
like to see in the  
community**

**Lydia Charles - Founder  
and Executive director**

# PRIORITY AREAS

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Her Initiative is an organization that reframes the value of girls and shapes new norms that break the cycle of poverty and create financial resilience among adolescent girls and young women in Tanzania in order to achieve gender equality and inclusive economic growth.



## 01 — Economic Empowerment

We believe poverty has influenced many of girls' challenges. Adolescent girls and young women are more vulnerable when they cannot make their own financial decisions. This agenda aims at empowering girls and young women to be financially resilient by building their capacity in setting financial goals, creative thinking, and providing them with income generation skills.



## 02 — Sexual Reproductive Health

This agenda seeks to educate girls on sexual and reproductive health and rights



## 03 — Gender Based Violence

This is an agenda that aims at protecting girls and young women from all sorts of violence that affect their physical and mental wellbeing. The aim is to use economic empowerment interventions to reduce income inequality and seek safe spaces where girls can set and achieve their goals without impediments to their mental and physical health.

# 2020 PANDA PROGRAM

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PANDA is a word that means planting a seed of financial independence by providing skills, knowledge, and actual experience and addressing the wide spread issues of economic marginalization towards young women aged 18-35 who are unemployed, in school, and out of school. This program for the first time took place in 2018 and it was conducted for the third phase in 2020. In Panda young women, are enrolled in eight weeks of practical and theoretical training of producing products and services in fields like Agriculture, beauty, bakery, decoration, interior designing, etc. After weeks of training, they are encouraged to start a small business and evolve into a mentorship meeting for 3 months.

In this year we were able to start conducting and implementing two activities from the programmatic work that we planned to do. These activities were Panda practical and Theoretical training on self-employment skills and mentorship program. Before the beginning of Panda's practical and theoretical training, the first activity conducted was an audition. The call for application was shared on her initiative social media pages, website, volunteers' personal pages, and WhatsApp groups. More than 160 young women sent their applications on the official email of Her Initiative, 72 candidates were shortlisted and called for the audition.

20 young women  
completing the program  
till the end out of 30

E-learning platform  
was capitalized to  
promote economic  
empowerment

- Application and accessing loans from NEEC, allocated to 4% of Youth.

20 young women  
were able to start  
their own Businesses.

Panda reached  
1,546  
beneficiaries  
through online  
approach

- A group of 10 Panda beneficiaries accessed loans from NEEC.





33

young girls reached with training and empowered 20 to start their own business.

# PANDA TESTIMONIES

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This is one of the testimonies stories from our Participants/beneficiaries who saw the most significant changes as a result of the program.

Eva a 24-year-old girl was running a bakery business right before she joined the program. Her biggest challenge she has not being able to run her business cost-effectively. In that, she was inadequate in cake decoration which forced her to seek assistance from other businessmen and women. After the Panda program, she has been able to fully establish her cake and decoration business. Because of the branding and marketing skills she acquired, she is now getting many orders. The financial management lessons have helped her a lot too. She is now able to save at least TZS 5,000 (2 USD) per day.

**"Panda has given me confidence; it has made me feel like I can do whatever. I thank God for the Panda team. Despite my business still being small, I can still run my life better than I used to be before because of them" says Eva.**

Amina a 21-year-old University student, was craving to be financially independent while still in school, "I didn't want to bother my parents with my needs. I wanted to be able to shop, spoil myself and do all things I wanted with my own money". She added,

**"I always knew Panda will give me the skills I need for financial management and business establishment".**

She is now an established nail stylist in the company named 'BOSS NAILS'. Her business is still growing but she still manages to cover all her running expenses. She is even able to save about 85% of her income which is 50% more than before. I am now financially free to a large percent. I thank God for Her-initiative staff for this life-changing program.



# RISE UP PROJECT

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The Rise up project funded by Urgent Action Fund (UAF) commenced in July 2020. This project focused on formalizing informal businesses to be able to benefit from economic relief in times of crisis. The project involved business registration, upskills training to 98 beneficiaries and Digital marketing skills provided to 158 Young Women Entrepreneurs in Dar es Salaam. Therefore, the project intended to achieve the following goal and objectives.



## 01 — E- Business models

To enable 150 young women entrepreneurs to adopt e-business models to boost their business during the COVID-19 outbreak and beyond.



## 02 — Business registration

Facilitate the supported 20 young women register their businesses whereby 6 of them successfully registered and got their certificates from BRELA. Also, support their subsequent qualification for funding opportunities for their businesses.



## 03 — Project design

The design of the project focused mainly on three thematic areas in the viewpoint of addressing concerns of young women. These thematic areas were up-skills training, digital marketing training and advocacy online campaigns

# PROJECT ACHIEVEMENTS

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The rise-up project managed to make an impact in all three thematic areas.

- The up-skills training beneficiaries were young women aged 18-30 years old, and about 98 out of 100 girls and young women targeted attended the training for business registration.
- Digital marketing training within young women of the same age group the project managers to access them through social media with device and network connection which resulted to an average of 158 out of 150 girls and young women entrepreneurs attended digital marketing training that held physically for two days in a row within two weeks.
- Advocacy online campaigns which were our third thematic area, beneficiaries were all individuals with access to online social networks platforms. In this regard, an online advocacy campaign succeeded to reach out to 1,140,359 individuals

Through partnership and collaboration with TRA, BRELA, restless development, Buni Hub made this project and initiatives possible.

# RESILIENCE PROJECT

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This project aimed to equip 105,300 young women in Tanzania over four months, who are running small to medium scale enterprises (SMEs), to cope with the current economic situation through adapting their businesses to operate online and taking care of their well-being.

100% of the project was implemented in different regions in Tanzania (Arusha, Mbeya, Dodoma, and the likes). 8 messages were sent to 5000 young women entrepreneurs making a total of 40,000 in August and the first week of September. 200 young women received training on digital marketing.

The messages were 2 on gender-based violence, 3 messages for digital marketing, and 3 messages on financial literacy and stress management to cope with the pandemic outbreak that affected especially women

Through #Ninaimarika as a hashtag for all the messages to be reached by the audience and give them space to engage and ask questions on how they can rebrand their business after the outbreak of COVID-19.



# PARTNERSHIPS/ CAMPAIGNS

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Her initiative has been strengthening its partnership with other organizations through attending and participating in their events, workshops, and activities hosted by our partners.

## Mvalishe akasome campaign.

Her initiative also got a chance to be partners in the campaign which was held by Bint salha foundation was known as mvalishe akasome, the campaign's aim raises awareness on the importance of investing in a girl's education within our society and support 500 girl students on Education by assisting them with all the basics things needed in the school for example uniforms and stationeries. This campaign target to start with three regions.





# SOCIAL MEDIA CAMPAIGN

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Her Initiative conducted different Twitter, Facebook, and Instagram dialogues for our program and projects. Also, online Dissemination of contents via the Twitter-Elimika weekend forum. The aim was to disseminate the messages and engage different people in the discussion. We managed to raise awareness of the importance of being financially independent.

We identified Influencers who will be posting and promoting SGBV, financial management, and digital marketing contents and prepared topics that will be used in the online forums



Moreover, the project reached more than 923, 374 young women by releasing two videos about loan management and domestic violence in which the leading character was a female.

# MALKIA WA NGUVU

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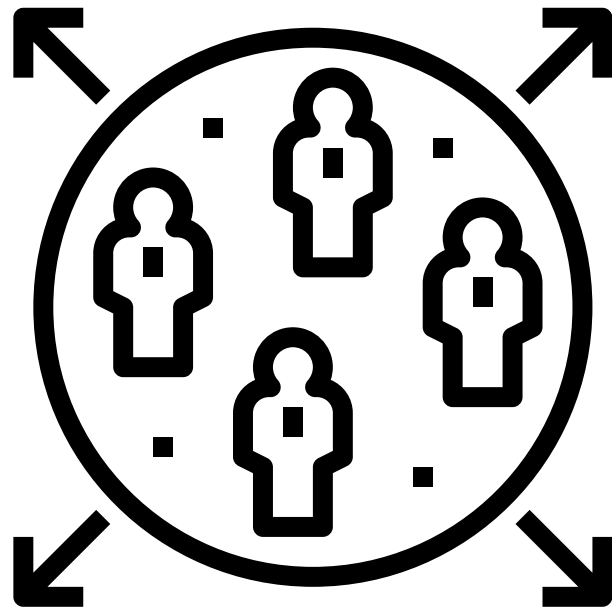
Malkia wa Nguvu is a campaign organized by Clouds Media, with the aim of recognizing and celebrating courageous hard-working women in Tanzania. This campaign aims at helping women to understand how important innovation and creativity are in any activity or business.

Her initiative this year played part in collaboration with clouds in supporting and encourage the upcoming malkia wa nguvu, who are working very hard to achieve their dreams.

Also, because our organization aims at empowering young girls and women economically, these include modeling the young female in becoming entrepreneurs but also economic independence and lead to be future Malkia wa nguvu.

# VOLUNTEERING AND CAPACITY BUILDING

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From October to November 2020 Her initiative recruited a total of 8 volunteers to join the ongoing and new coming projects including Panda digital. Volunteers were trained and capacitated on how to work with all the basic components of the organization, also how to interact with the beneficiaries of the project which includes the young ladies.

Volunteers and staff members were also trained on gender equality, Gender-based violence issues, and Digital marketing in a social organization context.

# CHALLENGES

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## The COVID-19 pandemic outbreak

By 2020 almost every part of the global world had already experienced the outbreak of COVID-19. The pandemic interfered with socioeconomic settings. In Tanzania, we experienced the pandemic for the first time in March 2020. This led to our office closing from March to June and start working remotely from home.

The pandemic had an impact on the turnover of staff where out of three staff 2 resigned (67%) and 50% of volunteers (4 out of 8) left the organization due to a lack of funds to support them during the Pandemic.

Another challenge is the 43% drop out of beneficiaries during our Panda program (from 35 to 20 young women) due to a lack of tools like smartphones and computers to participate in digital training.

# OPPORTUNITIES

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Due to the achievements of our projects, we gained recognition and got invitations to participate in training, meetings, and forums. Thus, in 2020 our staff participated in three days of intensive training held under WISE Forum and Plan International on Sexual and Reproductive Health and Right, SMART advocacy, and Gender Transformative approaches, for youth organizations in Tanzania. Similarly, our team participated in the training of raising awareness and advocating in deep concern of HIV/AIDS and HIV/AIDS Prevention, and Reproductive health for young women and girls.

Increased funding opportunities such that we secured additional funding Worth USD 21,513. The funds we received came from different donors like Women first fund, urgent Africa, and Women fund Tanzania. This is 95% more than the budget for 2019.

Her initiative has capitalized on using the E-learning platform as one of the most important strategies for continuing to promote economic empowerment for young women.

The projects and the funding opportunity from Argent Action Fund-Africa ensured Her-Initiatives with new partners. Furthermore, it was room for strengthening existing partnerships with different stakeholders like TRA and BRELA.



# Partnerships & Collaborations

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The projects and the funding opportunity from Argent Action Fund-Africa ensured Her-Initiatives with new partners and strengthening existing ones. Collaborated with TRA and BRELA stakeholders who offered materials such as venues, and trainers. 30% of our achievements are a result of these great partnerships and collaborations with the Ministry of Health, community development, Gender, Elderly and Children, the Global Peace Foundation, Women Fund Tanzania, and Dot Tanzania.

**WE HAVE PARTNERED WITH SOME NON-GOVERNMENT ORGANIZATIONS AND COLLABORATED WITH GOVERNMENT INSTITUTION LIKE BRELA, TRA ON OUR PROJECTS AND PROGRAM FOR 2020.**

# Our Partners and collaborators

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Her Initiative is deeply grateful for the support from our partners in 2020, which helped us deliver our program and projects. Here are our Partners, please visit [www.herinitiative.or.tz](http://www.herinitiative.or.tz) for a full list of partners



# CONCLUSION

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This is the end of our annual report for Her initiative 2020, we would like to thank our stakeholders, partners, beneficiaries, donors, and funders who have made this year possible for our organization.



## FUNDRAISING

One of our key focuses for the coming year is to seek new funds from donors and institutions.



## EMPOWER GIRLS

Empower more young women and girls to achieve financial resilient.



## STRATEGY PLAN

Also, we are preparing our organization strategy plan for the next 3 years in order to ensure we have a strategy to guide our mission and goals

Our vision is to achieve a future where girls and young women are aware of their responsibilities and have access to their basic economic rights. We look forward to a great new year together.

# ACKNOWLEDGEMENTS

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Her Initiative 2020 annual report would like to acknowledge the contribution of those who worked tirelessly on the projects mentioned within. Below are just a few groups of people whom our work is for and who enabled these initiatives such as;

Donors, funding agencies

The government of Tanzania,

Staff members,

Volunteers,

Partners, collaborators from NGO's, private and public organizations

Most importantly our beneficiaries and stakeholders.

**We thank you for your continued support in  
our efforts to contribute to young women  
and girls.**

## Contact

**Her Initiative**

Rubada Building, Ubungo

P.O.Box 66,

Dar es Salaam - Tanzania

Phone number: +255 734283347

Email: [info@herinitiative.or.tz](mailto:info@herinitiative.or.tz)



@herinitiative