



her
Initiative

Knowledge and Awareness Makes a Great Woman

QUARTER II REPORT 2024

A WORD FROM EXECUTIVE DIRECTOR

Dear friends of Her Initiative

I am delighted to share with you the highlights and achievements of our organization over the past quarter. This period has been marked by remarkable progress and significant engagements reflecting our commitment to fostering financial freedom, redefining the cultural norms limiting young women's progress, and indoctrinating digital inclusion in our programs.

This quarter, we have reached several key milestones that display our dedication to our mission. Notably, our Panda Digital initiative has reached over 1557 new users. We assure you that this is just the beginning as we expect more involvement by the end of this year.

In addition, our community outreach programs have expanded, and our involvement in the Going Beyond Project in collaboration with Digital Opportunity Trust and the Mastercard Foundation is expected to impact the lives of 20 Youth Leaders who will in turn impact 1500 youth peers who have small businesses by giving them digital business skills across various regions.

Through collaborative efforts, we will enhance awareness and expertise in digital business skills, and economic opportunities, give young African women a voice, and create an enabling environment for them to thrive.

Our engagements this quarter have been truly transformative. We have strengthened partnerships with local governments and nonprofits to create a more collective and supportive network for our beneficiaries.

One of our outstanding projects with a significant prospect named STAWI which aims to improve 20 Youth-led Organizations through capacity-building training, mentorship, and later on providing unrestricted funds has already started making a visible difference in the community.

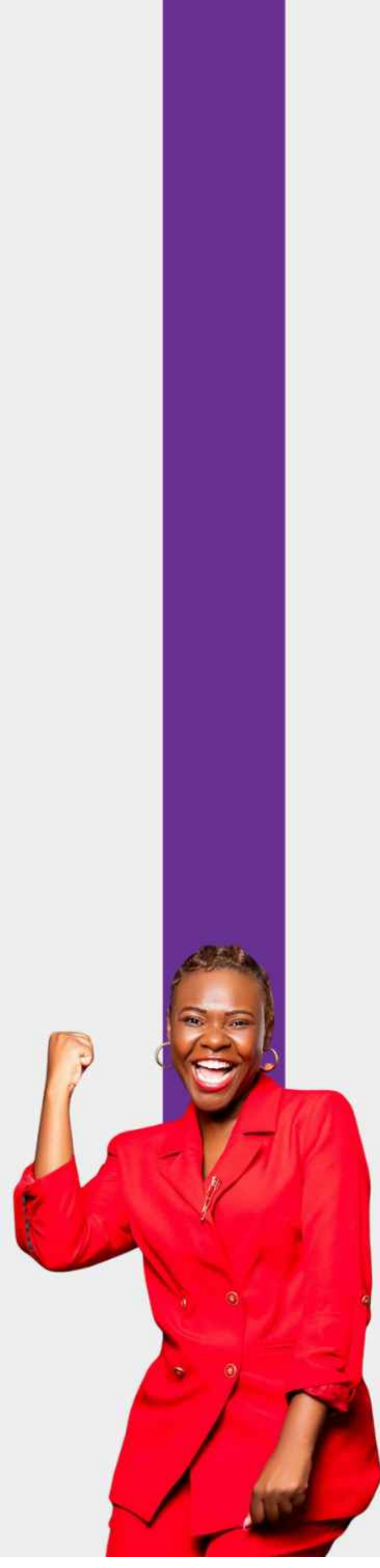
Furthermore, we held our annual strategic planning validation meeting, bringing together over 30 stakeholders and beneficiaries to share insights, and oversights, celebrate achievements, and set a course for future initiatives. The event was a great success, fostering a sense of shared purpose and inclusiveness among all participants.

We remain solid in our commitment to expanding our reach and impact as we progress. Our strategic plan for the upcoming quarter includes scaling up our successful programs and exploring new avenues for community engagement and development. We are excited about the opportunities that lie ahead and are confident that, with your continued support, we will achieve even greater heights.

I extend my heartfelt gratitude to our dedicated team, partners, and beneficiaries who have played pivotal roles in our journey. Together, we are making a difference, towards a brighter future.

Thank you for your unwavering commitment to our cause. We look forward to your continued engagement and support in the upcoming months.

Warm regards,
Lydia Charles Moyo
Executive Director, Her Initiative



ABOUT US

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

Her Initiative creates a 'new normal' for girls; a world in which girls are not held back from reaching their full potential, either by themselves, their families, their communities, or by their financial status.

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

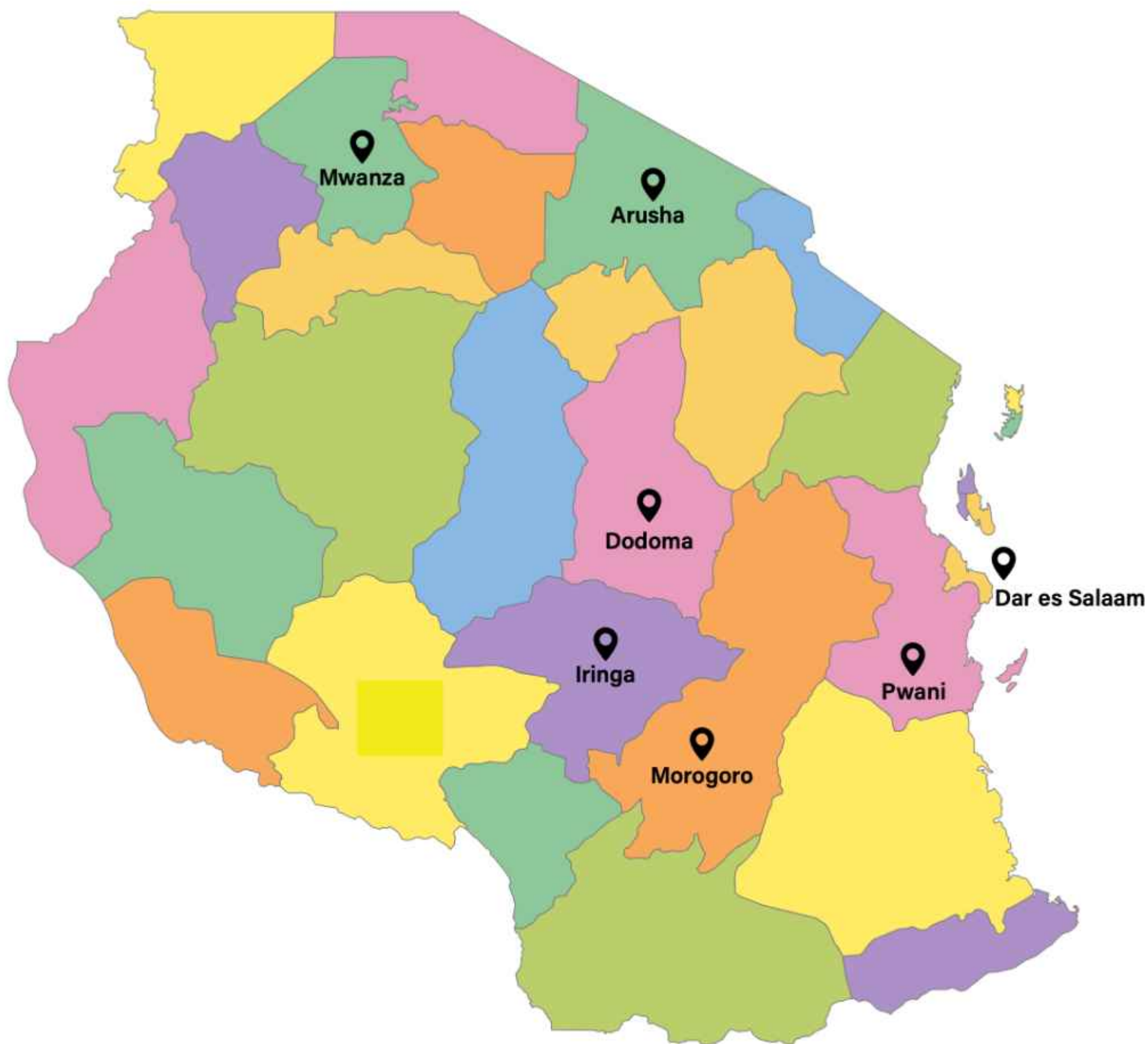
Vision: We envision an inclusive society where adolescent girls and young women have the power to choose and create opportunities for themselves and others.



Mission: To promote financial resilience and digital inclusion amongst girls and young women, enabling them to challenge oppressive and discriminatory practices.



WHERE WE WORK





Yes! To Financial Freedom

THEORY OF CHANGE

IF an inclusive environment is provided; IF women's agency and capacity to influence financial and economic decision-making at both individual and collective levels, is enhanced; IF women's productive role is recognized and aspirations to become financially independent are respected by the entire society;

THEN women will have a voice in decision making and equal access to and control over resources, which ultimately will contribute to achieving equal benefits for their economic contribution, gender equality, and poverty reduction.



STRATEGIC OBJECTIVES.

- To pursue a women's economic empowerment agenda that is inclusive through greater agency, equal opportunities, access, and control of resources.
- To promote women's economic empowerment at the national level in the context of SRHR and GBV.
- Build a sustainable, resilient, and competent organization that supports our efforts toward realizing Her Initiative's vision, mission, and strategic goal



QUARTER TWO REACH

Strategic Objective I: Women's Economic Empowerment Agenda.

Target Reached:



Gender



Strategic objective 2: SRHR and GBV.

Total Indirect Reach:



Gender



Build A Sustainable, Resilient, And Competent Organization.

Targeted Reach: Youth-Led Organizations



Direct Reach: Youth-Led Organizations



Social Media Performance Overview



Posts



Reach



Follower



Like



Comment



Save

1.0 QUARTERLY ACHIEVEMENTS

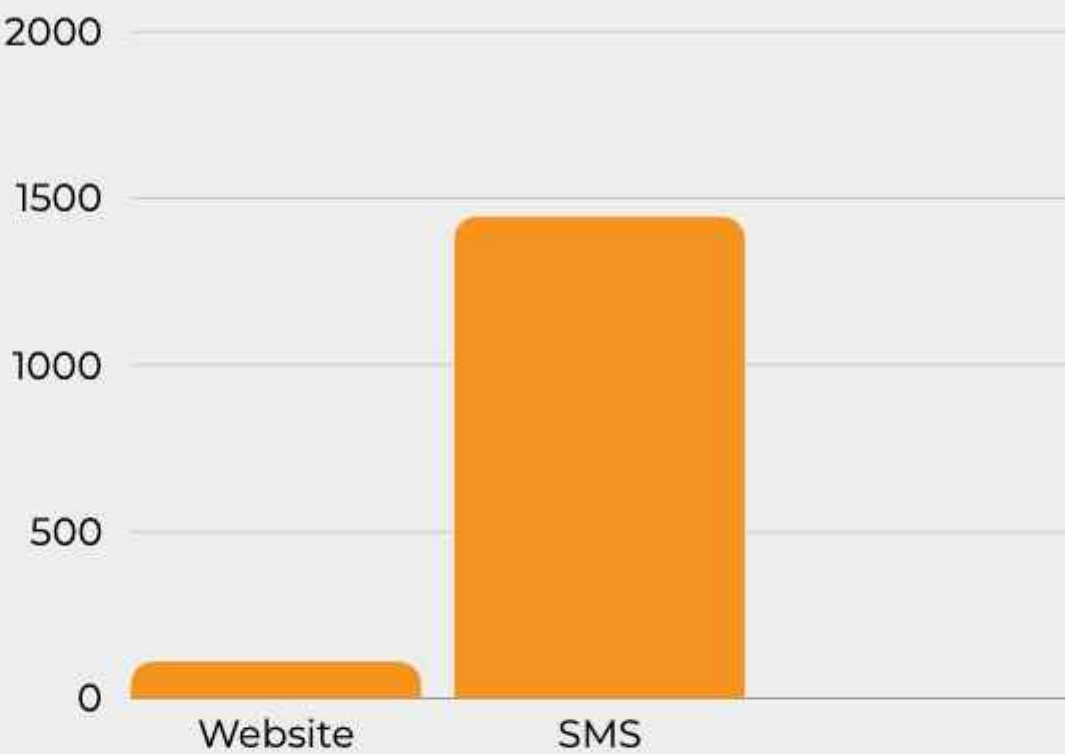
Strategic Objective 1: To pursue women’s economic empowerment agenda that is inclusive through greater agency, equal opportunities, access, and control over resources.

PANDA DIGITAL

Significant User Growth

Panda Digital Project achieved notable user growth. The Website Platform experienced a modest increase with 111 new users, while the SMS Platform saw a significant surge, adding 1,446 new users.

A total of 1143 female and 414 male users developed the skills and knowledge needed to create and sustain their businesses, fostering economic empowerment and personal growth.

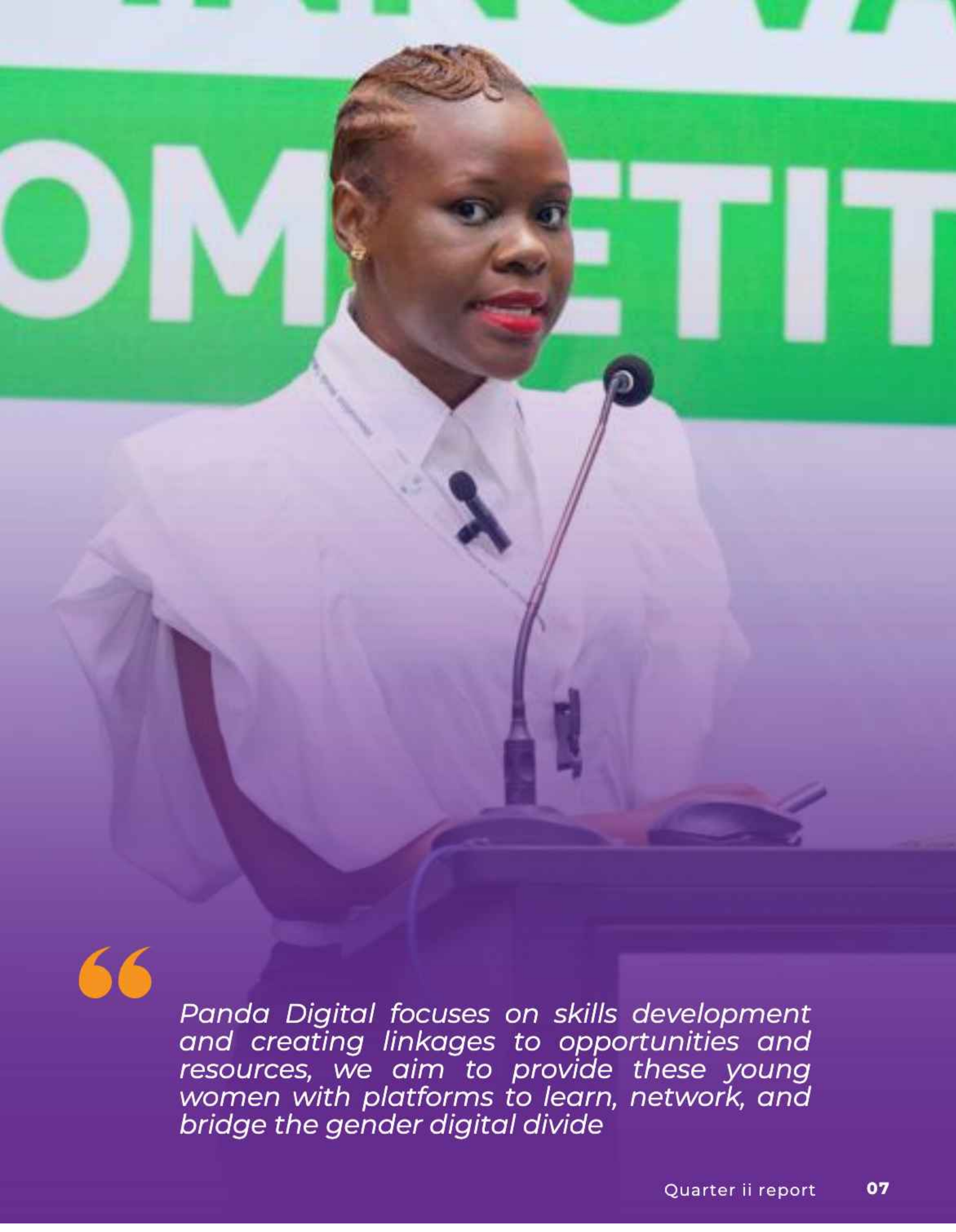


Outreach and Training Activities at Universities

We conducted impactful outreach activities at two prominent educational institutions Tanzania Institute of Accountancy (TIA) and School of Journalism and Mass Communications. 226 students were trained and gained strong foundation skills in digital marketing, preparing them for future careers and contributing to their professional growth.

This initiative resulted in 136 new sign-ups to our Panda Digital Platform. These initiatives not only enhanced students' digital marketing skills but also expanded our community, reinforcing our commitment to education and digital engagement.





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Panda Digital focuses on skills development and creating linkages to opportunities and resources, we aim to provide these young women with platforms to learn, network, and bridge the gender digital divide

Innovation Week 2024: Attendee Engagement and Visibility for Panda Digital

During Innovation Week, our Panda Digital pod attracted 98 attendees, offering a valuable platform to highlight the significant contributions and achievements of our Panda Digital. Through our engaging presentation and active panel participation, we effectively showcased the impact of our initiatives, broadened our reach, and established new connections and potential collaborations. This engagement underscores Panda Digital's enhanced visibility, increased engagement, and expanded network, reinforcing its influence and extending its impact within the innovation and transformative economy sectors.



GOING BEYOND PROJECT

Her Initiative's Partnership Success: Onboarding, Training, and Strategic Collaboration

Her Initiative achieved a major milestone by being selected as one of six partners for the Going Beyond Project in Tanzania, alongside Digital Opportunity Trust and MasterCard Foundation. The partnership was officially launched during an onboarding event at the Ramada Resort in Dar Es Salaam, where three Her Initiative staff members participated in intensive training sessions that prepared them for effective project implementation and fostered stakeholder collaboration. Additionally, Mr. Denish from Digital Opportunity Trust visited Her Initiative's offices to review progress, ensure alignment with project goals, and strengthen collaboration, setting the foundation for continued success in empowering youth entrepreneurs through technology and business skills development.



Host Organization Visits: Assessing Training Centers and Building Partnerships for Going Beyond Implementation

To prepare for the implementation of the Going Beyond Project, we visited 14 potential host organizations in Morogoro and Arusha. The objective was to assess the capacity of these organizations to effectively engage and organize youth, as well as to evaluate the accessibility and safety of their training centers. This process allowed us to select 7 host organizations, which has enhanced the project's readiness and effectiveness, laying a solid foundation for successful execution and impactful results. The positive feedback from these organizations has generated great excitement within our team about forging these new partnerships.



MSHIKO CLUB PROJECT

Kick-Off and Strategic Planning for the Mshiko Clubs Project

We successfully initiated the Mshiko Clubs project through an internal Kick-Off meeting, where detailed plans and strategies were developed for a smooth rollout. Key objectives, including financial literacy training, club establishment, and enhancing self-esteem among girls, were outlined. We proudly secured approval from the Ministry of Community Development, Gender, Women, and Special Groups and are actively working towards obtaining approval from the President's Office of Regional Administration and Local Government Authorities (PO-RALG). These actions have significantly advanced the project's readiness, established important stakeholder support, and set the stage for successful implementation and impactful outcomes.

Stakeholder Engagement and Support: Kiluvya, King'ongo, Saranga Secondary Schools

The engagement with school leaders at Kiluvya, King'ongo, and Saranga Secondary Schools significantly impacted the Mshiko Clubs project by securing essential support and commitment for its implementation. This collaboration ensures effective integration of the project into the schools, enhancing its ability to empower girls through financial literacy and personal development. The positive response from the school leaders establishes a strong foundation for the project's success, increasing the potential for meaningful and sustainable outcomes.

Development of Economic and Agency Empowerment Guides

We made significant progress in developing two guides: economic and agency empowerment guides for the Mshiko Club. These guides will provide essential resources for the clubs, ensuring that girls receive effective training in financial literacy and self-empowerment. The development of these materials supports the project's goal of empowering girls by equipping them with the skills and knowledge needed to enhance their financial capabilities and personal agency.





Strategic Objective 2: To promote women's economic empowerment at the national level within the context of SRHR and GBV.

PLAN B PROJECT

Beneficiary Support, Resource Management, and Entrepreneurial Empowerment in Kisarawe

We introduced and supported 10 women from marginalized backgrounds, including school dropouts, by facilitating the pitching of their business ideas by providing essential guidance recalling the skills gained from the entrepreneurship training.

Resource management was effectively executed, including procurement planning and personalized guidance on budgeting. This comprehensive approach enhanced their economic independence and contributed significantly to the project's success in fostering local entrepreneurial growth.

Materials Handover

We facilitated the distribution of startup materials to two women's groups at the Kisarawe District Council offices. This significant event was conducted in the presence of Local Government Authority officials, ensuring transparency and reinforcing community support. Ten women, divided into two groups, received the essential resources needed to launch their businesses. The materials distributed included women's clothing, shoes, and cooking supplies valued at 800,000 TZS. These women, who had previously dropped out of school due to challenges like early marriages, pregnancies, and extreme poverty, are now empowered to begin entrepreneurial ventures. Our initiative in providing these materials represents a vital step in transforming their lives and promoting economic independence within the community.

Business Launching

We witnessed the successful launch of two new businesses initiated by its beneficiaries. The Kifuru group has transitioned from planning to actively running their Local Genge businesses. This transformation underscores the project's significant impact on fostering economic independence and empowering young women to thrive within their communities. The successful business launches not only reflect the project's effectiveness but also highlight the beneficiaries' resilience and entrepreneurial spirit, contributing to the overall economic development of the Kisarawe District. This also enables into startup of vikoba for the beneficiary which are able to form saving group and contribute 3000 every week, this enabled them to start their entrepreneurship.



LEAH CAN DREAM AGAIN - THE LIGHT ON MY SHUTTERED DREAMS

Leah Jakob - Plan B

Hello, my name is Leah Jakob, and I want to share my journey with you. I used to be just another statistic, a young woman in Kisarawe struggling after dropping out of school. With no income and no opportunities, I was highly vulnerable to gender-based violence (GBV). My future seemed bleak, and I felt trapped with no way out. Unfortunately, this is the reality for many young women in my region, but my story took a turn for the better thanks to the Plan B Project.

Plan B is a project designed to support young women like me who are out of school, helping us find economic independence and rebuild our lives. It felt like a dream helper had stepped in when I needed it the most. The program offered training in several critical areas: personal agency, GBV awareness, entrepreneurship, and digital marketing. I eagerly participated, hoping for a second chance to realize my dreams.

During the training, I gained invaluable skills and knowledge. The sessions on entrepreneurship and digital marketing opened my eyes to new possibilities. I learned how to start and run a business, how to market it online, and how to protect myself from GBV. The transformation I experienced was profound. As I absorbed each lesson, I felt myself changing from nothing to something, gaining confidence and a sense of purpose.

After completing the training, I was among 12 young women who had the opportunity to pitch our business ideas for funding. I was both nervous and excited, but I knew this was my chance to turn my life around. To my delight, my pitch was successful! I, along with my friends, received funding to start our business selling food produce (Mama ntilie). This was a monumental achievement for us.

Today, I am proud to say that I am financially independent. Our business is thriving, and this newfound independence has significantly reduced my vulnerability to GBV. I can now stand up for myself and make informed decisions about my life. The economic empowerment I gained through Plan B has given me the strength and resilience to overcome the challenges I once faced.

The Plan B Project has been a lifeline, not just for me, but for many young women in Kisarawe. It has provided us with the tools and opportunities to transform our lives and escape the cycle of poverty and violence. I am forever grateful for this second chance, and I hope my story can inspire other young women to believe in themselves and pursue their dreams, no matter how difficult their circumstances may be.

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SPONSORSHIP OF MENSTRUAL HEALTH AND HYGIENE GALA

Her Initiative supported menstrual health and hygiene by sponsoring the Menstrual Health and Hygiene Gala organized by Her Movement.

Their enhanced media campaign led to the collection and distribution of over 1,500 sanitary pads to five schools in Kisarawe. This initiative highlights Her Initiative's dedication to empowering young girls and addressing menstrual health challenges in local communities.



**MHH 20
GALA 24**

OFFICIAL PARTNER



MEETING WITH THE UNFPA TANZANIA TEAM

Her Initiative made significant strides in advancing Sexual and Reproductive Health Rights (SRHR) by meeting with key representatives from UNFPA Tanzania, including experts on Gender-Based Violence (GBV) and SRHR services.

The meeting showcased Her Initiative's approach to handling GBV, supporting sextortion victims, connecting young women entrepreneurs with financial institutions, and addressing digital bullying. UNFPA Tanzania expressed strong interest in a sustainable partnership and proposed participating in upcoming events to explore mutual synergies. This engagement could enhance collaboration, improve SRHR services, and strengthen support systems for young women and girls, paving the way for impactful joint initiatives.



Yes! To Financial Freedom

Strategic Objective 3: Build a sustainable, resilient, and competent organization that supports our efforts toward realizing Her Initiative's vision, mission, and strategic goals

STAWI LAB

Selection and Onboarding of Youth-Led Organizations (YLOs)

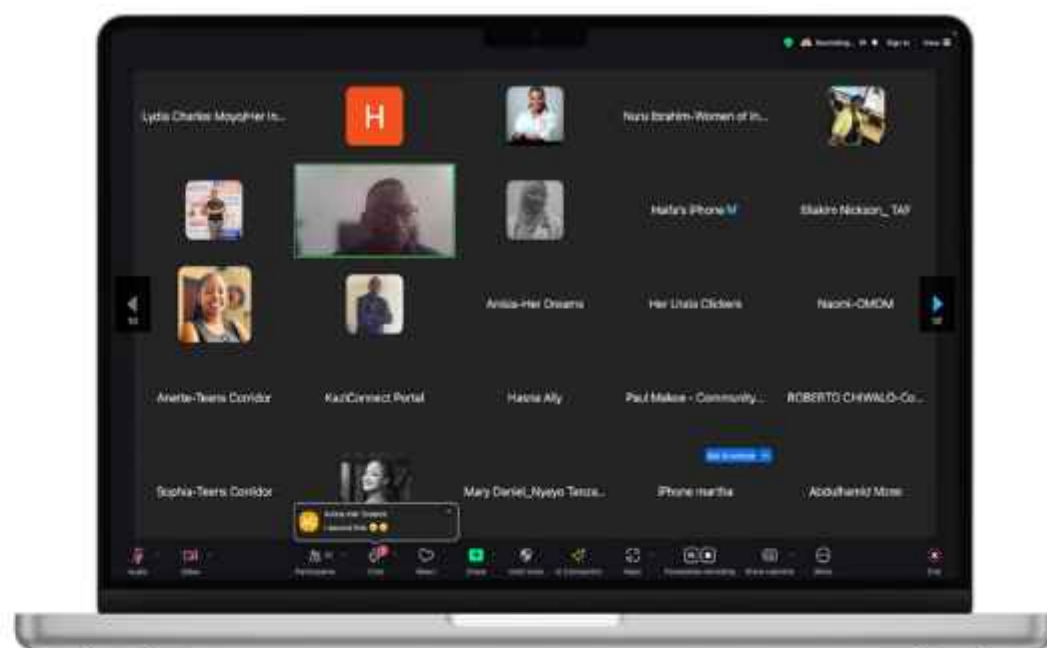
We successfully sourced and selected 20 Youth-Led Organizations (YLOs) that aim to advance the rights and interests of girls and women in Tanzania to join our project. After thorough due diligence, we confirmed their alignment with project goals and their capacity for effective contribution.

An inception meeting was held to introduce the YLOs, clarify roles, and foster collaboration, laying the foundation for advancing gender equity and sustainable development.

Online Training of Selected 20 WROs

We conducted four online training sessions for the 20 selected Youth-Led Organizations (YLOs), focusing on Organization Development, Financial Management, Resource Mobilization, and Monitoring and Evaluation. These trainings significantly enhanced the YLOs' skills in strategic planning, governance, financial management, and resource mobilization.

The sessions also improved their monitoring and evaluation capabilities, fostering a culture of data-driven decision-making and continuous improvement. The training facilitated peer learning and collaboration, strengthening the YLOs' capacity for effective project implementation and sustainability, and advancing their mission to promote girls' and women's rights in Tanzania.



THE TRANSFORMATIONAL JOURNEY OF BINTI KIRANJA

Barbara Mlata - Country Director Binti Kiranja

Before Joining the Stawi Lab project, Binti Kiranja faced several significant challenges. As the Country Director, I noticed that our team struggled with cohesive leadership and strategic planning. Our vision and mission were clear, but we lacked the structured approach to turn these into actionable plans. Furthermore, our organizational culture was not as strong as it needed to be to support our goals. These issues affected our internal operations and our external reputation.

Recognizing these challenges, we decided to invest in the Stawi Lab training program. This decision was crucial not just for my professional growth but also for the advancement of Binti Kiranja. The training provided comprehensive insights into leadership skills and strategic planning, which were areas where we needed significant improvement. During the training, I learned valuable leadership skills that have enabled me to be able to guide my team more effectively. The strategic planning sessions were particularly beneficial, offering me new perspectives on aligning our vision with our day-to-day operations. These sessions have empowered me to rethink the decisions that will be made for Binti Kiranja, ensuring they align closely with our mission and vision.

Post-training, the impact on Binti Kiranja has been profound. We are now able to rethink our organizational culture and enhance it in ways that improve our reputation both internally and externally. The training has provided us with the tools to foster a more cohesive and motivated team, which is crucial for our success. Internally, our team is more aligned and committed to our shared goals. Externally, our strengthened culture and strategic approach have positively impacted how we are perceived by our stakeholders and the community.

This training has not only been a vital investment for me but also for Binti Kiranja as a whole. It has equipped me with the knowledge and skills to grow and develop both effectively and efficiently, leading to a stronger, more strategic organization.

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CAPACITY BUILDING TRAINING

Proposal Development skills

The recent capacity-building training on proposal development has notably improved the Her Initiative team's skills and confidence in crafting strong project proposals. Expert-led sessions and personalized feedback enabled team members to apply their new skills to current projects. Interactive exercises and real-life case studies enhanced their learning experience.

Consequently, the team is now better positioned to secure essential resources, marking a significant advance in their capability and ensuring the success and impact of their initiatives.

Safeguarding Training

Participating in five-day safeguarding training sessions by the Segal Family Foundation has greatly enhanced our organization's safeguarding capabilities. The foundational knowledge from the Introduction to Safeguarding module enabled us to effectively recognize and address risks to vulnerable populations.

The Developing a Safeguarding Policy session allowed us to refine our policies to protect youth and women in Tanzania. Training on Safeguarding Risk Identification and Analysis empowered us to proactively manage potential risks, improving safety within our operations. Additionally, the sessions on Safeguarding Concern Reporting and Report Handling System strengthened our ability to address and report incidents ethically and transparently. Overall, these sessions have significantly bolstered our ability to create a safe, supportive environment for all involved in our projects.

Team-Building Exercises for All Staff

Her Initiative successfully conducted a team-building exercise at Horizon Bagamoyo with 7 staff members, focusing on fostering collaboration and improving communication. The event featured problem-solving challenges, group discussions, and outdoor activities, which helped break down barriers, build trust, and enhance understanding of each other's strengths. This exercise not only provided a refreshing break from routine but also improved staff morale and the work environment. As a result, the team is now more unified, motivated, and productive, with stronger interpersonal relationships that support better collaboration toward achieving Her Initiative's goals.



STRATEGIC PLAN DEVELOPMENT FOR 2025-2028

Her Initiative's strategic planning for 2025-2028 has made significant progress through inclusive stakeholder engagement. The process involved mapping out partners, beneficiaries, and NGOs to identify strengths, gaps, and collaboration opportunities. A validation meeting with stakeholders, including beneficiaries, project partners, and donors, refined the strategic plan by incorporating their feedback.

This collaborative approach ensured the plan's alignment with organizational goals, focusing on enhancing outcomes for girls and women in Tanzania in education, health, economic empowerment, and rights advocacy. The plan also includes mechanisms for regular review and adjustment to remain adaptable and responsive to changing challenges and opportunities.



NETWORKING EVENTS AND COALITION ACTIVITIES

Agenda ya mwanamke Turufu ya Ushindi -Women Fund Trust Tanzania

Her Initiative participated in the Women's Fund Trust meeting, themed "Agenda ya Mwanamke Turufu ya Ushindi," focused on boosting women's involvement in upcoming elections and local governance. The meeting highlighted the role of NGOs in the electoral process and discussed strategies for enhancing voter education, advocating for women's rights, and increasing women's participation as voters and candidates. Her Initiative's involvement demonstrated our commitment to promoting gender equality and empowering women to contribute actively to democratic processes.

Meeting with NEC Tanzania and Commission and Civil Society Organizations

Her Initiative participated in a pivotal meeting with the National Electoral Commission (NEC) and civil society organizations, focusing on the Voter Register Update Exercise. The discussions emphasized new techniques for voter registration and the importance of educating the community about electoral participation, voting procedures, and civic responsibility. By partnering with NEC, we aim to enhance community knowledge and ensure informed and responsible voting in upcoming elections, reinforcing our commitment to civic engagement and democratic participation.

Revision of the Wanawake Sasa project's aspirant training manual - WILDAF Tanzania

Her Initiative participated in a two-day working session organized by WILDAF-Tanzania to update the Wanawake Sasa project training manual for women and young women aspiring to political leadership. The revision aimed to align the manual with current legislative changes, electoral reforms, and technological advancements. Our involvement in this session ensured the manual incorporates diverse perspectives and leverages digital tools, reinforcing our commitment to preparing women and young women for effective political leadership in today's evolving landscape.

PARTNERSHIP MEETINGS

MEETING WITH ENABEL

In this quarter, Her Initiative met with Enabel's CEO Jean Van Wetter, and Gender Focal Point Alice at their Brussels headquarters. The meeting focused on exploring collaborative efforts to empower young women and girls, aligning with both organizations' goals of promoting gender equality, improving healthcare, enhancing education, and fostering economic development. This partnership represents a significant advance in our fundraising and commitment to creating sustainable change. We anticipate impactful joint efforts to transform lives and foster a more equitable society.

THE EU COUNCIL MEETING

In this quarter, we also had the honor of addressing the European Union Council of 27 member states. We shared the Her Initiative story and our impactful work, emphasizing the need for the EU budget to reflect the current needs of women and girls' rights. We urged the EU to be intentional with financing local actors and grassroots implementers. Standing beside the President of the EU Council, this was a significant moment for us, highlighting our advocacy on an international stage and strengthening our commitment to empowering women and girls globally.

MEETING BELGIAN MINISTER OF DEVELOPMENT COOPERATION, MINISTER CAROLINE GENNEZ.

Additionally, to our European partnerships and advocacy meetings we met with the Belgian Minister of Development Cooperation, Caroline Gennez. Minister Gennez, who places gender equality at the heart of her foreign policy and all bilateral programs, encouraged Her Initiative to continue advancing the rights of women and girls. This meeting reinforced our commitment to gender equality and provided valuable insights to further our mission.



Enabel



AWARDS AND RECOGNITION

Global Citizen Prize 2024

Ms. Lydia, Founder and Executive Director of Her Initiative, was awarded the Global Citizen Prize 2024 for her exceptional leadership and the transformative impact of Her Initiative, including the innovative Panda Digital platform.

This prestigious honor recognizes her dedication to empowering girls and young women through economic initiatives, reflecting Her Initiative's global commitment to creating lasting change and amplifying hope and opportunity.

Best Digital NGO Leader of the Year (Female)- Tanzania Digital Awards 2024

We are thrilled to share that our Executive Director, Ms. Lydia, has been awarded Best Digital NGO Leader of the Year (Female) at the Tanzania Digital Awards 2024. This prestigious accolade honors her exceptional leadership and contributions to the digital NGO sector.

Her visionary efforts, including initiatives like Panda Digital, have significantly empowered girls and young women with crucial skills for the digital economy. This award highlights Ms. Lydia's dedication to economic empowerment and gender equality, showcasing the transformative impact of Her Initiative in Tanzania. We are incredibly proud of her achievements and inspired by her ongoing commitment to driving positive change.



King Baudouin Foundation (KBF) Africa Prize

This quarter, Her Initiative proudly received the 2023-2024 King Baudouin Foundation (KBF) Africa Prize, a prestigious honor from Belgium.

This accolade recognizes our dedication to empowering young women and advancing women's rights in Tanzania. The prize includes a grant of 200,000 euros (approximately 560 million Tanzanian shillings), which will help us empower an additional 100,000 women over the next five years.

The award was presented at a ceremony at the Royal Palace of Laeken in Brussels, Belgium. Our Founder and Executive Director, Lydia Charles Moyo, and Anna Kulaya, Executive Director at WILDAF and a Board Member for Her Initiative, represented us at this significant event.



QUARTERLY PROGRESS

Mobilization of Panda Digital New sign-ups

Target

1250



Reach

1557

Youth-Led Organizations Sourced

Target

20



Reached

20

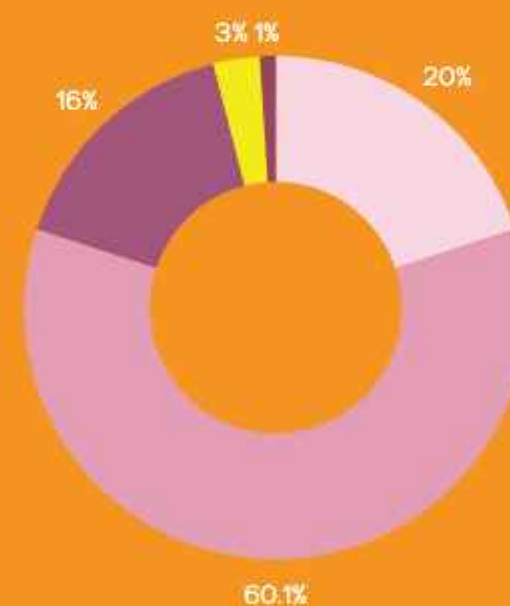
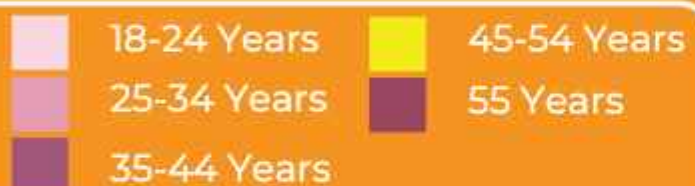
Donor visited

1

Beneficiary visited

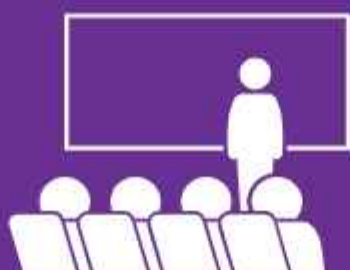
5

Reached by age (Online)



Attended events

19



NEW PARTNERS IN THIS QUARTER

King Baudouin Foundation.

The King Baudouin Foundation has generously awarded Her Initiative a grant of \$217,000 in recognition of our dedicated work in empowering young girls and women. This partnership marks an exciting chapter in our journey towards gender equality and youth empowerment. The support from the King Baudouin Foundation will enable us to expand our programs and initiatives, reaching even more girls and young women with the resources and opportunities they need to thrive.

Digital Opportunities Trust (DOT)

Her Initiative successfully secured funding from Digital Opportunity Trust in this quarter through the Going Beyond project, marking a significant milestone in advancing our mission to empower girls and women. This partnership underscores our commitment to sustainable development and amplifies our efforts to create positive social impact.

OUR PARTNERS



NEW STAFF MEMBERS

Mr. Rajabu Mohamed - Head of Programs:

Mr. Rajabu Mohamed brings over a decade of experience in program management, with a proven track record of implementing impactful livelihood and youth empowerment initiatives. His strategic leadership will be pivotal in guiding and expanding Her Initiative's programs, ensuring they effectively address the needs of girls and young women. Rajabu's expertise in fostering partnerships and his commitment to sustainable development will play a crucial role in scaling our impact and achieving our organizational goals.



Ms. Nusura Myonga - Project Lead

Ms. Nusura Myonga brings dynamic leadership skills and a passion for innovation to her role as Project Lead for our projects. She also plays a crucial role in monitoring and evaluation, ensuring the effectiveness and impact of the Going Beyond project. This initiative focuses on equipping youth peers with digital skills to run entrepreneurship ventures and provides seed capital to selected participants.



Wendy Shewiyo - Resource Mobilization Officer

The addition of Wendy Shewiyo as the new Resource Mobilization Officer to the Her Initiative team marks a strategic enhancement in our capacity to mobilize resources and support our initiatives aimed at empowering girls and women in Tanzania. Her expertise and dedication are set to play a crucial role in driving our mission forward.



Daniel Robert - Field and Communication officer

Daniel's expertise in field operations and communications will be instrumental in advancing our mission and enhancing our outreach efforts. His role will be vital in ensuring effective communication and collaboration across all our projects, furthering our commitment to empowering girls and women in Tanzania.



CHALLENGES ENCOUNTERED



Approval Delays

The delay in receiving government approval for the MShiko Club project emphasized the importance of early development and approval of training guides to prevent timeline setbacks and additional approval efforts in future projects.

Resource Limitations

Despite extensive training and numerous proposals, securing adequate funding remained challenging due to high competition and complex donor requirements, necessitating ongoing strategic planning and effort.



WAY FORWARD

Enhanced Outreach and Community Engagement Strategy for Panda Digital

We plan to enhance Panda Digital's brand visibility and user acquisition by implementing diverse and frequent university and community outreach programs.

Diversified Funding Strategy and Donor Engagement for Enhanced Financial Stability

We aim to enhance financial stability by diversifying funding sources through new grant opportunities and tailored proposals that align with donor priorities.

Enhancing Communication with Partners and Stakeholders for Improved Collaboration

Enhance communication with partners and stakeholders through regular updates and transparent reporting to build stronger, more collaborative relationships.

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