



# Her Initiative

## Annual Report 2022



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# MESSAGE FROM BOARD CHAIR

In 2022 Her Initiative continued to make progress in achieving its strategic goals for delivering impact at scale. Through a variety of online campaigns, Her Initiative has indirectly reached approximately 5 million young people, making it one of the most significant accomplishments of 2022.

For three years Her Initiative has been working to empower young women and girls to attain complete financial stability through the provision of skills, seed funds, and a platform of opportunities.

The year 2022 was an exceptional year for Her Initiative. Our revolutionary platform Panda Digital introduced a new chapter in its narrative by presenting its offline model that employs a two-way messaging-based learning model. This new feature aligns with the hybrid nature of Panda Digital, as it enables young women to gain access to skills and opportunities in rural and urban areas, with or without internet access.

I would like to express my sincere appreciation and gratitude to our partners and beneficiaries for their remarkable contribution to the success of 2022.

On behalf of the Board, I would like to thank Her Initiative's funders, donors, and all partners for their support. I also extend my appreciation to Her Initiative's management and staff for their continued dedication to the organization and its important mission.

Anna Meela Kulaya  
Board Chairperson



# FOREWORD

I am happy and delighted to present our annual report for the year 2022. We were able to directly impact over 2,036 young women and girls in Tanzania, making it the most outstanding year in Her Initiative's history. In addition, we have played a significant role in facilitating young women's access to digital opportunities in Tanzania through Panda Digital



In 2022, Her Initiative has had an enormous impact on the lives of young women and girls by equipping them with the skills and opportunities necessary to thrive in the digital economy. In 2022, for the first time in the history of Artificial Intelligence in Tanzania, we introduced the first Swahili model of offline learning through AI messaging called Panda Digital SMS.

We have collaborated with our esteemed partners over the past year to enable young women and girls to take command of their own socio-economic development by enhancing their access to skills, opportunities, and information within the digital ecosystem.

*In 2022, we have challenged the financial ties that were impeding young women's ability to achieve financial resilience. As we continue to promote gender inclusion and combat gender exclusion in a variety of contexts, we will also support the achievement of the 2030 agenda by focusing on objectives 1, 3, 5, 8, and 10.*

This report describes the activities, outcomes, and impacts of our work in the context of our three primary objectives: women's economic empowerment, sexual and reproductive health, and gender-based violence, with institutional development as the final component.

We would like to express our appreciation to all of our partners, including Women First International, Women Fund Trust Tanzania, ICAP Colombia, The Embassy of the Kingdom of the Netherlands in Tanzania, Segal Family Foundation, The Roddenberry Foundation, and all other partners who have contributed to this year's success.

We are pleased and privileged to have collaborated with you in the past, present, and exciting future. It is our intention that this report will provide you with the insights for which our organization has been striving, and that it will encourage you to continue or begin walking with us on this journey of establishing a completely financially resilient ecosystem for young women.



Lydia Charles Moyo  
Founder and Executive Director  
Her Initiative



# ABOUT US

Her Initiative organization strives to promote gender equality and inclusive economic growth among adolescent girls and young women in Tanzania. HI reframes the worth of girls and builds new norms that help adolescent girls and young women overcome the cycle of poverty and build financial resilience.

Her Initiative establishes a "new normal" for teenage girls and young women, one in which they are not limited in their ability to achieve their full potential by themselves, their families, their communities, or their financial status. Most problems that affect young women and girls are in one way or the other influenced by poverty and are amplified by financial dependence.

Most problems affecting young women and girls are influenced by poverty and amplified by financial dependence.

## VISION

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

## MISSION

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



## OUR TARGET GROUP



Our work focuses on adolescent girls and young women with limited economic prospects in both official and informal labor markets, who are excluded from productive markets and face heightened economic vulnerability as a result of marginalization. We generally assist and work with women who are micro-entrepreneurs (often in the informal sector), small-scale producers, formal and informal sector employees, and financially disadvantaged women

## OUR 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 level, 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

## OUR VALUES



1. Inclusion – We believe in diversity and equal access for everyone with no discrimination in gender, race, or religion.
2. Innovation – We cultivate an environment where new ideas are embraced, encouraged, and supported to fuel us toward our vision.
3. Learning – We remain open to new opportunities and ideas, focused on our vision and mission, and we embrace the need to adapt when needed.
4. Partnership – We believe in collaboration and working jointly with other actors in what we do.



# OUR STRATEGIC OBJECTIVE

## Strategic Objective 1

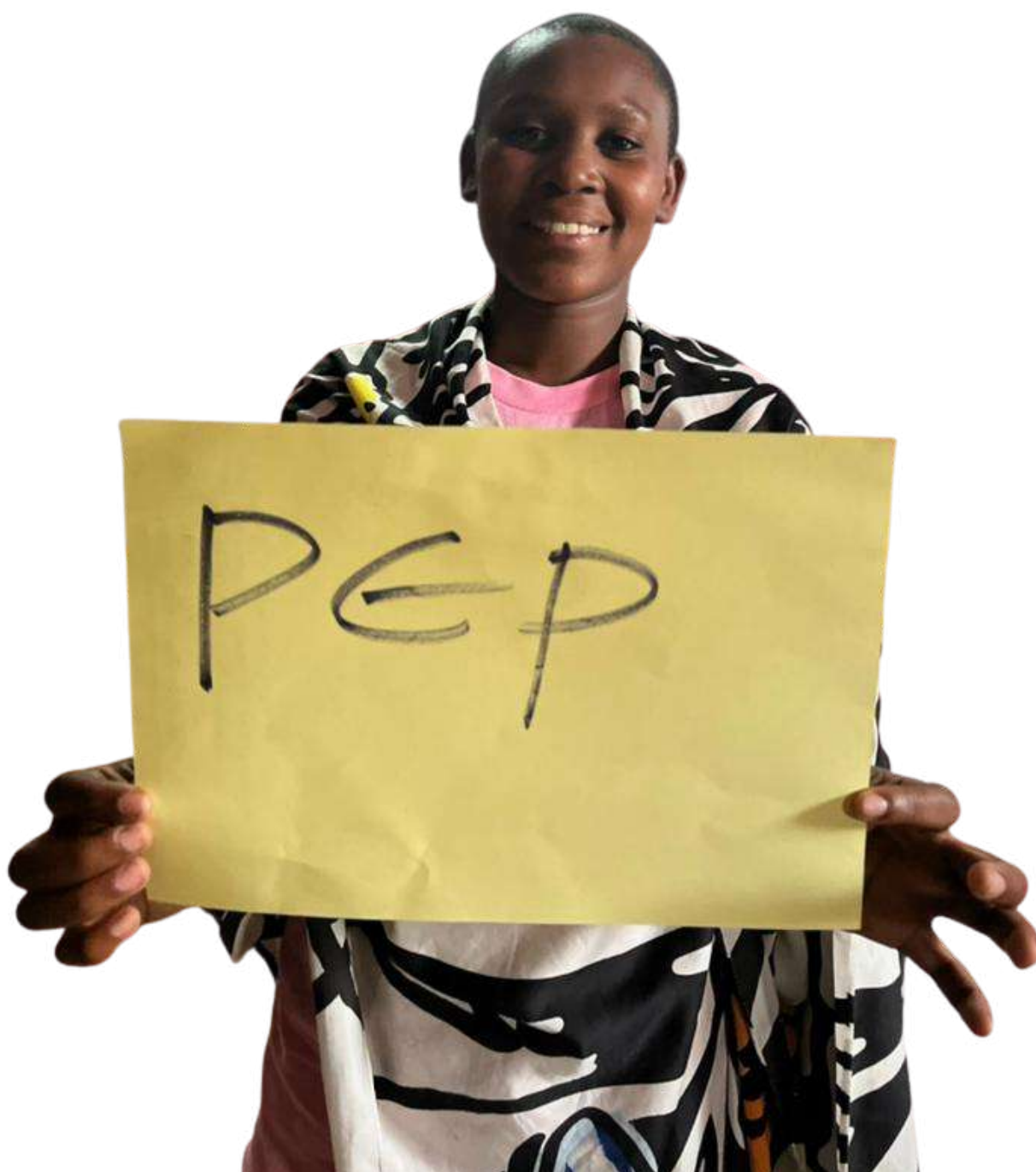
To pursue women's economic empowerment agenda that is inclusive through greater agency, equal opportunities, access, and control over resources.

## Strategic Objective 2

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

## Strategic Objective 3

Build a sustainable, resilient, and competent organization that supports our efforts towards realizing Her Initiative's vision, mission, and strategic goals. Strategic





A smiling woman with her arms raised in a celebratory gesture, wearing a plaid shirt and a bag with 'Her Initiative' branding. The background is a warm, orange-toned image of a wooden structure.


# 2022 IN SUMMARY

*Her Initiative was able to directly reach 2,036 beneficiaries through training, capacity development, mentoring, and seed funding. And 10,000,000,237 indirectly by means of media and peer-to-peer learning.*



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

Total beneficiaries reached directly

1923

Total beneficiaries reached indirectly

24,921

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

Total of 113 beneficiaries reached directly

103

10

Total beneficiaries were reached indirectly.

10002237

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

Total of 2 board members joined the team

1

1

3 Youth-Led organizations were supported with seed funding for a total of

Tsh 9,000,000/=

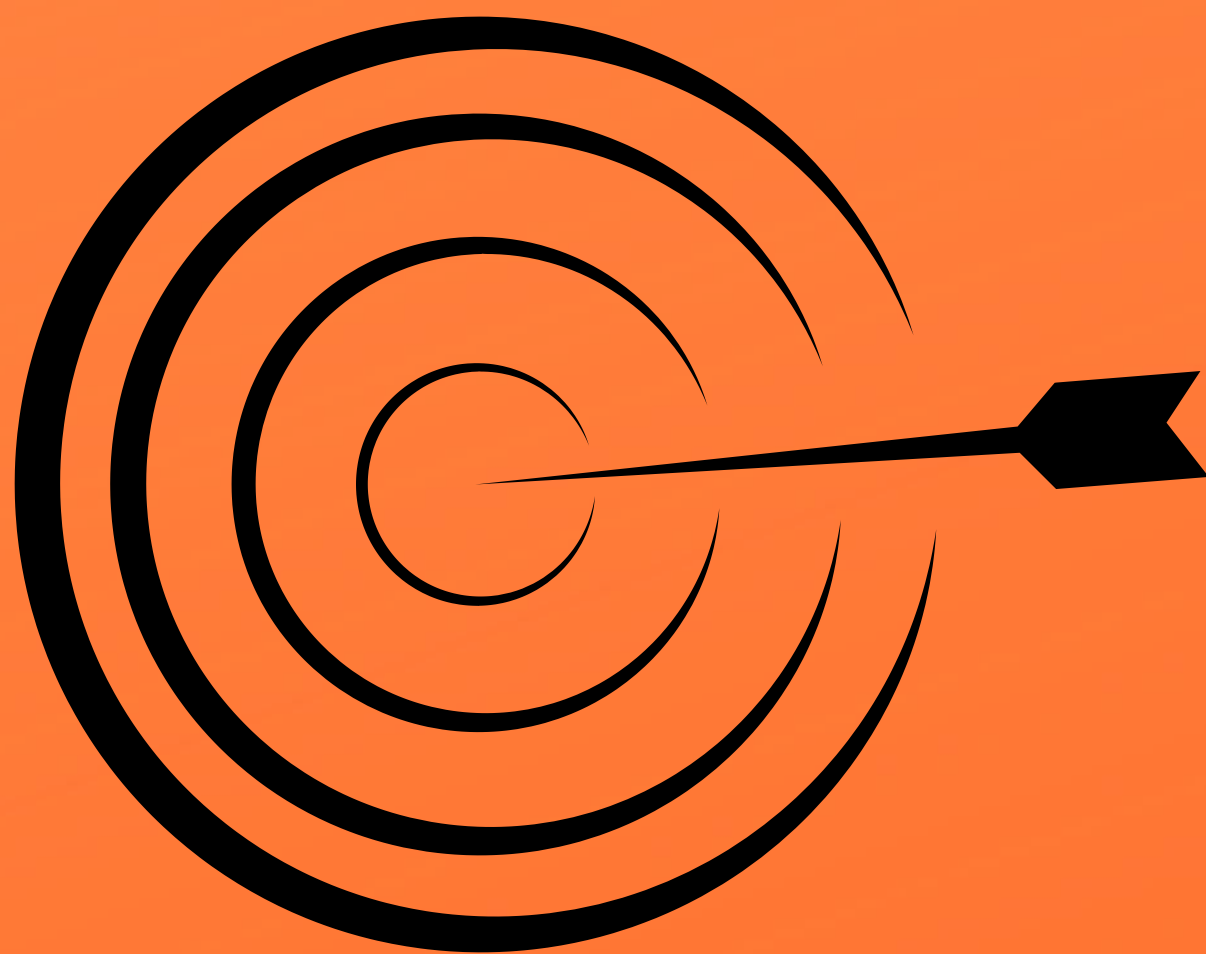
2 staff members recruited this year

1

1



# ANNUAL ACHIEVEMENTS 2022



# STRATEGIC OBJECTIVE 1

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To pursue women's economic empowerment agenda that is inclusive through greater agency, equal opportunities, access, and control of resources.

*Developing training and skills development programs for women on various business skills and ensuring their integration in the selected businesses.*

This year, Her Initiative launched PANDA 2022, the fourth cohort of the Panda on the Ground program. The program began in 2019 with the objective of supporting young women in the establishment of new businesses and the expansion of existing businesses. The objective is to nurture skills through both theoretical and practical training.

In this cohort, the organization recruited potential trainers as partners from Clean King (soap), Innovate Ventures (coaching), Rachel's Choice Events (decorating), Leymax Cakes (baking), and Edmund-Consultancy (Financial literacy). Out of 200 applications, a total of 39 young women entrepreneurs were recruited to participate in the program. Owners of businesses and non-Owners of Businesses were selected as two separate beneficiary categories. The business owners were recruited specifically for mentoring, coaching, and VSLA Sessions. The non-Business owners, on the other hand, were recruited for practical training, mentoring, and VSLA. There were 30 % business owners and 70 % non-business owners.





Prior to the training, Her Initiative provided the new program participants with concise and accurate information to make them more comfortable with the program. The sessions were designed to encourage the beneficiary's confidence and accelerate their adaptation to the program's schedule.

*Panda 2022 coordinated a total of 20 training sessions for young women in Dar es Salaam region. The initiative anticipated teaching entrepreneur skills through practical workshops over a four-week period for each group. By the end of 2022, 27 young women between the ages of 18 and 35 had already begun acquiring skills in the fields of decoration, baking, and financial literacy. This initiative contributes to entrepreneurship development and enhances job creation.*

**Provided Young Women with the Skills Necessary to Generate Income by Starting and Running Businesses through Panda Digital Offline Modal.**

***Launching of Panda Digital Artificial Intelligence Offline SMS Model.***

In contributing to closing the rural-urban gender skills divide, Her Initiative introduced Panda SMS in September 2022 to provide young women without internet access with access to information, resources, and skills. For the past year, Her Initiative has been providing support to young women to develop their entrepreneurial skills, enabling them to establish new businesses, expand existing ones, and actively participate in the digital economy.

Here is one of the key findings obtained after engaging them in project activities; The lack of essential digital skills, specifically digital literacy, and access to digital devices such as smartphones, among young women residing in rural and semi-urban areas is primarily attributed to financial constraints. This impedes their ability to effectively utilize the internet and online service platforms, thereby hindering their potential of reaping benefits from them

*In 2022, Her Initiative successfully launched a new extension of the Panda Digital Platform, which utilizes an Artificial Intelligence-powered SMS system. This innovative solution was designed to promote lifelong learning among young women entrepreneurs residing in rural areas of Tanzania. The solution has enabled young women entrepreneurs who lack internet access to access free courses, opportunities, and markets offline. Similar to the Panda Digital website, the SMS model comprises courses and quizzes that are distributed as text messages tailored from the online courses that have been developed in the SWAHILI Language. This year, the platform achieved a successful subscription count of 788, as presented in the table below.*

PANDA DIGITAL OFFLINE PLATFORM YEAR 2022 ANALYTIC	
Panda SMS users (Studied Courses)	788
Panda SMS modules	2
Panda SMS Content Served	1072



## **Provided Young Women with The Skills Necessary to Generate Income by Starting and Running Businesses Panda Digital Online Platform**

In 2022, Her Initiative made efforts to address the Gender Digital Divide and the Rural-Urban Digital Divide by enhancing the Panda Website, an online platform that provides young women with access to resources, skills, knowledge, and opportunities to facilitate business growth and attain financial independence.

The organization's proactive efforts resulted in the establishment of Panda Digital, Tanzania's first Elearning website aiming at enabling access to resources, information and skills to promote development of women owned businesses. During the reporting year, the organization took steps to strengthen its existing online initiative by establishing an open and accommodating environment that caters to all categories of young women, enabling them to acquire competencies, exchange knowledge, and engage equitably in the digital marketplace through the platform.

*The Panda Digital online platform has demonstrated its ability to equip young women with the essential skills required to initiate and manage businesses, thereby enabling them to generate income. The subsequent analysis demonstrates the comprehensive scope and distribution of the dissemination*



PANDA DIGITAL ONLINE PLATFORM YEAR 2022 ANALYTICS	
Total Reach	3115
Direct (Studied Courses)	919
Users	1901
New Sign ups	1214
Session served	509
New visitors	88.7%
Returned visitors	11.3%

**Strengthen women’s agency by building women’s ability to identify and act on economic opportunities, influence, and make economic decisions, and challenge social and cultural norms.**

*Created Women’s Ability to Identify and Act on Economic Opportunities through Youth Employability Skills Boot camp.*

During the reporting period, Her Initiative and its partners successfully provided Online Zoom Training Sessions to over 85 young women and men, equipping them with valuable knowledge and skills. The training program focused on imparting expertise in various areas such as interview techniques, CV writing, cover letter and email writing, problem-solving, as well as persuasion and negotiation skills.



The training was conducted by professionals from diverse companies and organizations. The objective was to persist in making a contribution towards resolving the issue of inadequate employability skills among youth by tackling the obstacles that impede their ability to obtain formal employment

*To win in an interview you need to provide facts. If you say you are a problem solver you have to state how you are a problem solver. You need to have a scenario to prove your skill” – Gloria Anderson.*

*“Things to consider before the interview is How you write your cv, the font which will make it interesting to read, how you write your cover letter” – Rahma Bajun*

*“In email writing, you must have a clear message, have a correct message, complete message, precise message, reliability, considering the recipient and the sender’s courtesy – Catherinerose Barreto*



**Gloria Anderson.**

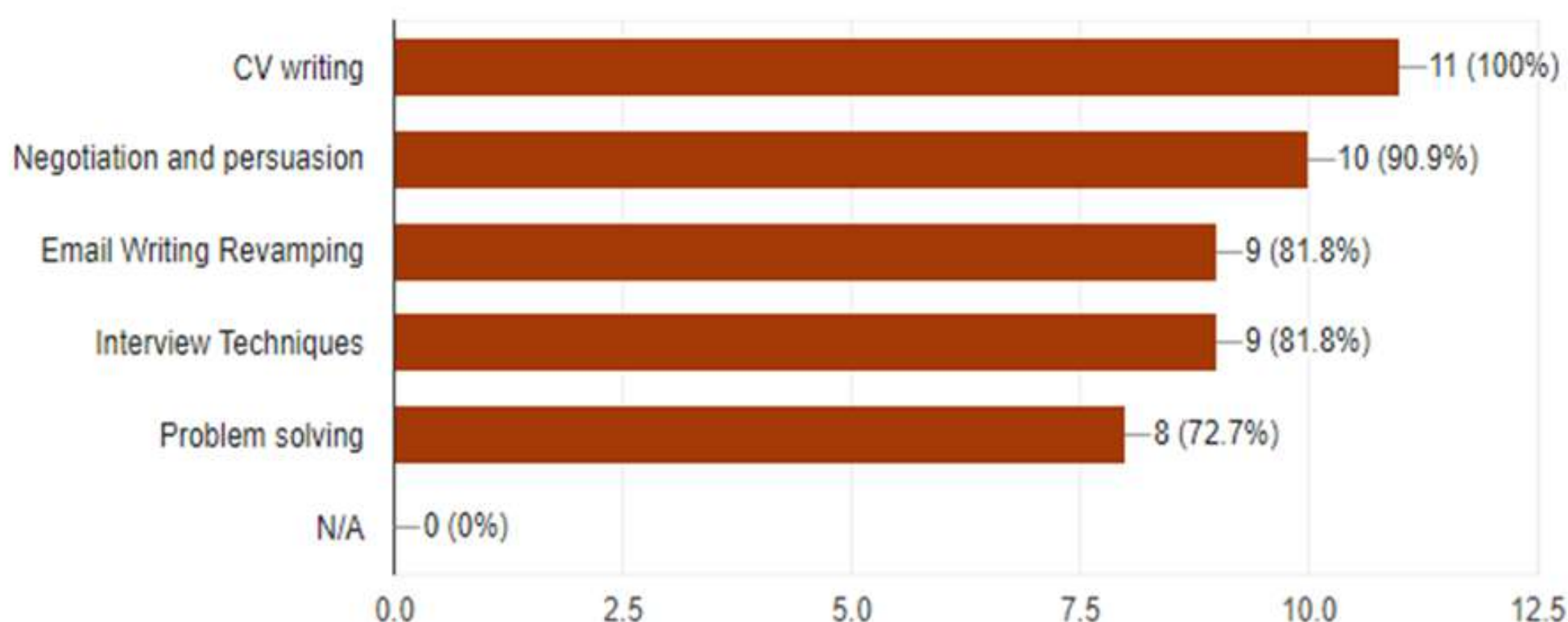


**Rahma Bajun**



**Catherinerose Barreto**

The evaluation conducted after the training indicates that the participants were able to successfully identify solutions to common obstacles faced by young individuals during the process of seeking employment.



*Figure shows the challenges resolved among Youth employability trainees*

In contrast, Her Initiative leveraged the Twitter platform to impart knowledge and skills to youth, with a specific emphasis on women and girls, through the Elimika Wikiendi platform. The program implemented by Her Initiative facilitated the consistent provision of assistance to young women, empowering them to proficiently identify and take advantage of economic opportunities, exert authority, and exercise autonomy in economic decision-making. The virtual session was organized to facilitate access to educational resources on the platform and to offer the flexibility of an online mode of delivery. As a result, a diverse group of young individuals from various geographical locations were able to attend the session.

## **Supported Created Women's Ability to Identify and Act on Economic Opportunities through Volunteers placement**

Through the Youth Employability Boot Camp program, Her Initiative has identified partners for training and volunteer office placement programs. In Creating Women's Ability to Identify and Act on Economic Opportunities through Youth Employability Skills Boot Camp. For the placement program, Her Initiative successfully engaged 2 women-led organizations and 2 companies out of the 13 that were approached for the placement program. More specifically, WiLDAF, Binti Salha Foundation, and Serengeti Bytes.

The introduction of the program was prompted by the organization's observation that practical work experience imparts significant soft skills, including but not limited to discipline, perseverance, teamwork, leadership, communication, and problem-solving abilities. At present, prospective employers are seeking these qualities in job applicants and will require tangible evidence to substantiate them. The allocation of volunteers in the offices of our partners serves to familiarize youth with leadership skills, teamwork experience, and problem-solving abilities. The acquisition of these skills can substantially enhance their candidacy.





Conversely, the placement of young job seekers in office settings facilitates the establishment of their professional network and affords them the opportunity to cultivate connections within their desired industry. The utilization of professional networks can prove to be highly advantageous in terms of acquiring information regarding potential job openings and interesting opportunities.

*The empowerment of young women entrepreneurs to start and run sustainable and resilient businesses in the digital economy through the commemoration of innovation week 2022.*

### **The Commemoration of Innovation Week 2022.**

In commemoration of innovation week, the organization conducted a workshop entitled "**Smarter Small Enterprises.**" In an effort to promote engagement with young female entrepreneurs, the session was hosted both in-person and online (via Zoom). Through discussions and dialogues, this event empowered 121 young women and men entrepreneurs to launch and manage sustainable and resilient businesses in the digital economy. The panelist discussed fundamental digital skills that allow young women and girls to adapt to and navigate the digital economy.



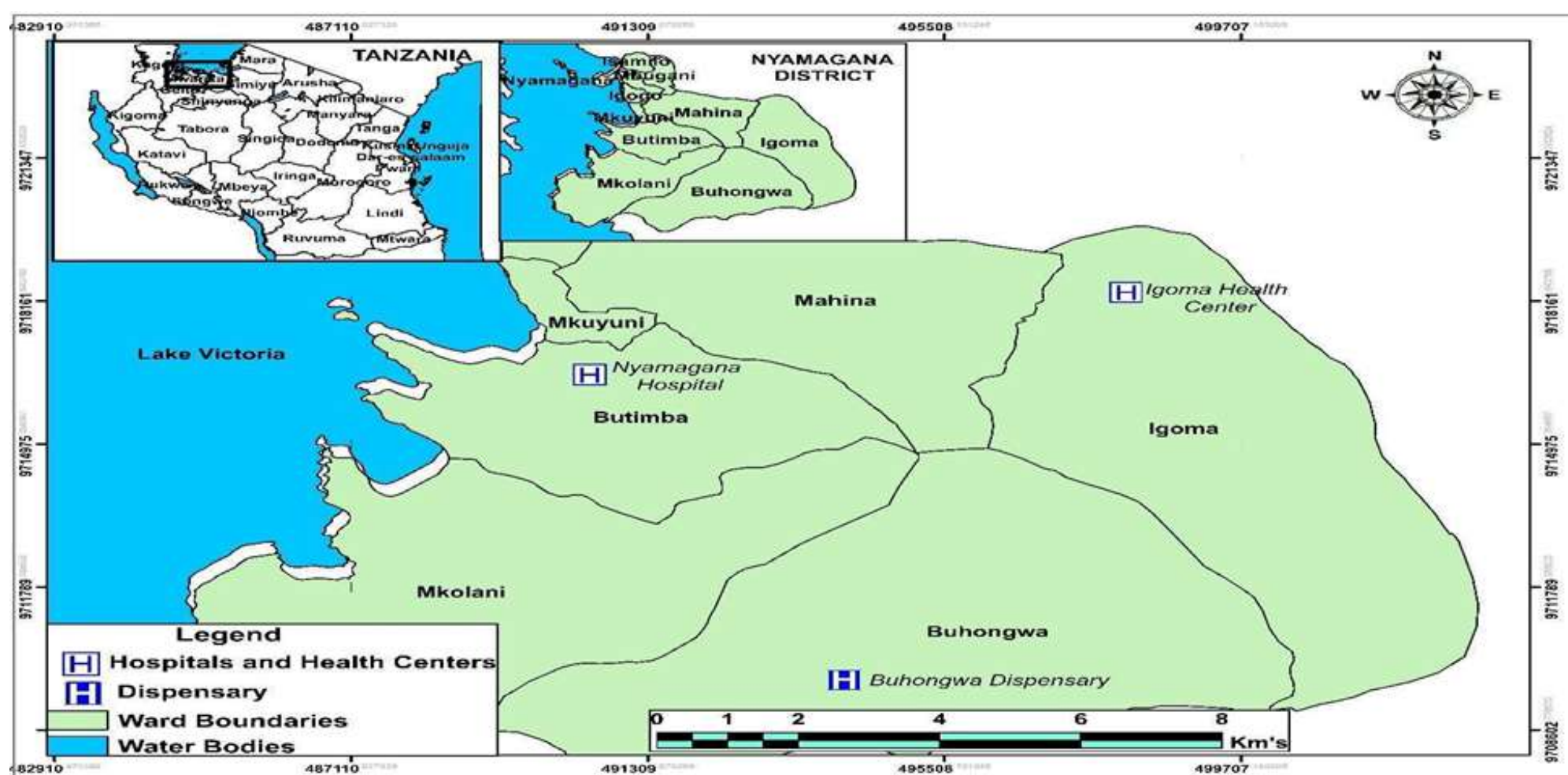
## STRATEGIC OBJECTIVE 2.

### TO PROMOTE WOMEN'S ECONOMIC EMPOWERMENT AT THE NATIONAL LEVEL WITHIN THE CONTEXT OF SRHR AND GBV.

Adopting and reproducing modules on GBV and SRHR within the Women Economic Empowerment capacity development programs.

#### *Supported Comprehensive HIV Response through Economic empowerment tools in Mwanza Region*

In 2022, Her Initiative and ICAP from Columbia University collaborated to initiate the implementation of HIV prevention, care, and treatment services. The objective of this partnership was to establish a linkage between Sexual and Reproductive Health (SRH) and Women's Economic Empowerment, with the aim of accelerating, expanding, and enhancing the quality of HIV prevention, care, and treatment. The ultimate goal of this initiative was to meet the UNAIDS 95-95-95 targets in intervention councils. The implementation of the Project took place in the Nyamagana district, located in the Mwanza Region.






Her initiative in collaboration with LGAs and HCWs used the interlinkage of Women Economic Empowerment and Sexual Reproductive Health and Rights as the main approach to enhance economic empowerment on AGYW tailored at creating demand for ART services in the Mwanza region and opening and expanding their small businesses so as to sustain financial basic needs including balanced diet meal and access to health services. Also, a number of trainings were provided to different AGYW through economic groups during the time of the project. The training and mentorship offered included the use of business model canvas, digital marketing, economic empowerment concepts and entrepreneurial skills so as the knowledge will have helped them when given financial support in tackling the financial challenges.





A group of young women are gathered in a community setting. One woman in the foreground is using a wooden pestle to stir something in a large blue plastic tub. Other women are standing around her, some looking on and others participating. The background shows more people and a simple building structure.

Her Initiative successfully mobilized and established six groups consisting of 103 adolescent girls and young women (AGYW) aged between 15 and 24 years in Nyamagana District, Mwanza, as part of the project.

The girls underwent a transformation in their attitudes and perspectives as a result of life skills training and psychosocial support provided by Her Initiative through group sessions. The young women obtained knowledge regarding sexual and reproductive health (SRH) through personal meetings with specialists, where they collaborated to generate potential strategies for mitigating prevailing disparities and thereby managing the susceptibility of adolescent girls and young women (AGYW) to HIV and SRH-related challenges.

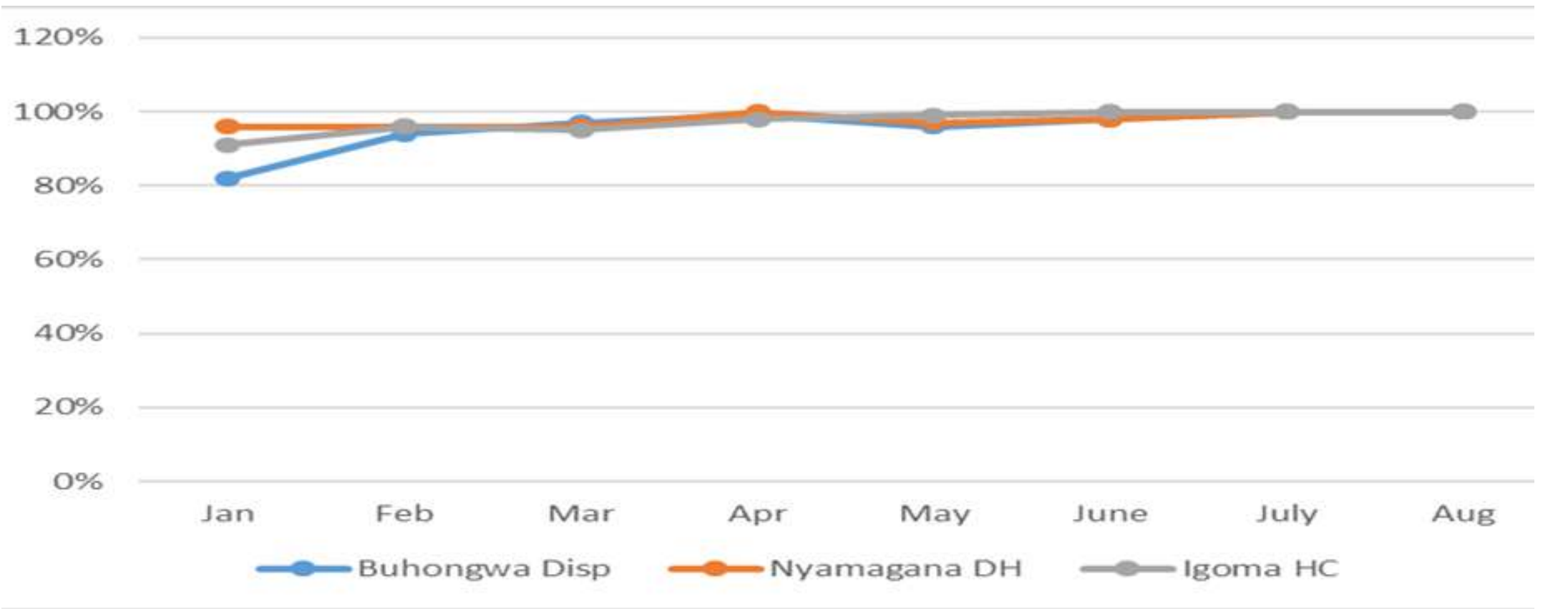
The groups facilitated the advancement of conversation regarding the integration of biomedical, structural, and behavioral strategies for HIV prevention. The modules placed particular emphasis on the biomedical aspect, with a specific focus on the concept of U=U formula, highlighting Treatment as Prevention. Also addressing the applications of post-exposure prophylaxis (PEP), oral pre-exposure prophylaxis (PrEP), and the dapivirine vaginal ring.

*H.I supported the establishment of 39 new businesses owned by individuals and groups. Six economic empowerment groups for AGYW economics were provided with start-up capital in collaboration with ICAP. After receiving business skills training, 103 AGYW at Nyamagana in Mwanza were able to manage and sustain small enterprises in fish sales, tailoring, and BATIKI production.*



On the other hand, her initiative provided the groups with digital devices (Smartphones) and assisted them with digital business training. This has transformed the AGYW in terms of financial literacy, digitizing their businesses, and accessing more business opportunities through their developed business ideas. Furthermore, showcasing and exhibiting their products has provided the 103 AGYW with a source for marketing their products and accessing new innovative business activities.

The overall initiative has demonstrated substantial interconnections between our economic empowerment model and SRHR programs, as the results indicate that the AGYW's adherence to treatment improved by 90%, from 10% to 100% attendance at all appointments. This demonstrates a significant improvement in ART retention in the Nyamagana district of Mwanza's mentioned health facilities.



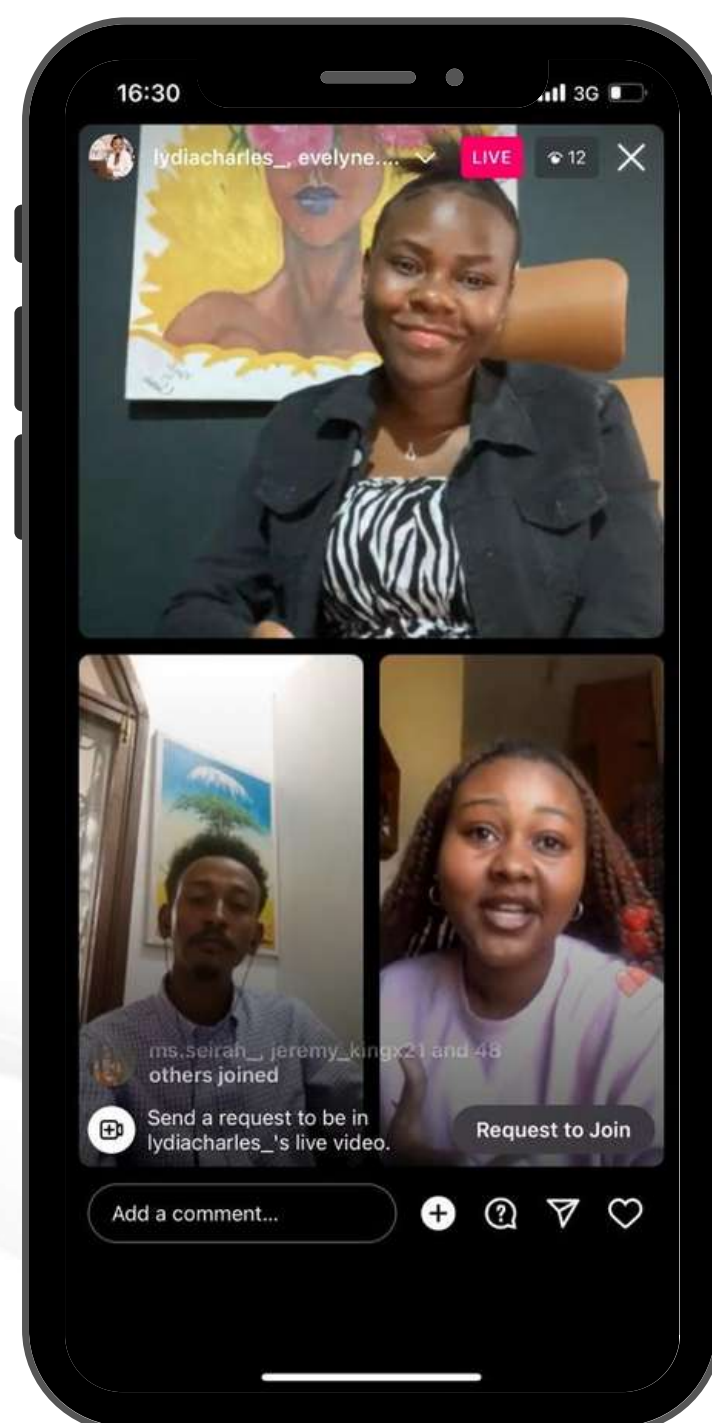
**Utilization of Digital Platforms to Provide Sexual Reproductive Health Education and Increases access to legal and sexual reproductive health services, including an increase in women's awareness of their rights related to GBV, confidence to claim them.**

Initiating an increase in community awareness of SRHR and GBV. Her initiative team has continued to enhance its role in educating the public, particularly Tanzanian societies, about the need to end gender-based violence and promote the sexual and reproductive health rights of the AGYW. These are the main modalities and methodologies that have been built and utilized for this outreach campaign:

### **Launching of the ONGEA HUB Section**

Her Initiative launched an online platform called ONGEA HUB in the reporting year. This platform is a component of our Panda Digital website that enables females to report cases and incidents of sextortion that negatively impact their humanity and well-being in their professional or personal environments. The platform provides a venue for young women and girls to report and obtain legal assistance.

In ONGEA HUB, sexual corruption, harassment, and violations are reported in all prevalent community contexts. It is a result of the groundwork laid during the previous campaign and the realization that young women are denied access to legal aid due to various social constraints. In this way, this innovation will assist young female entrepreneurs in addressing issues of sexual corruption by providing equal opportunities for every girl to establish a solid foundation for their creativity, dignity, and respect in a community free of sexual harassment.





## Sextortion Symposium

In 2022 Her Initiative also hosted an online symposium with the participation of twenty individuals. The purpose of the symposium was to hold a high-level dialogue with government leaders, CSO actors, and young female entrepreneurs to discuss how to strengthen interconnectivity on movement, agenda, and inclusion of young female entrepreneurs in response to sextortion issues through inclusion.

Former sextortion champion Monica Patrick was able to share her experience as a champion during the Symposium. She said that while she shared everything she had learned about sextortion with other girls, the issue arose regarding how the girls could report such cases if they actually occurred to them.

*“The 2022 sextortion campaign exhibits notable differences from its 2021 predecessor, as several updates have been implemented. The Panda Digital website has recently introduced a dedicated section for girls to report incidents of sextortion. Additionally, the section highlights the growing participation of men in the sextortion campaign as champions, thereby amplifying the impact of the campaign..” Halima Msofe*  
*Sextortion Champion*

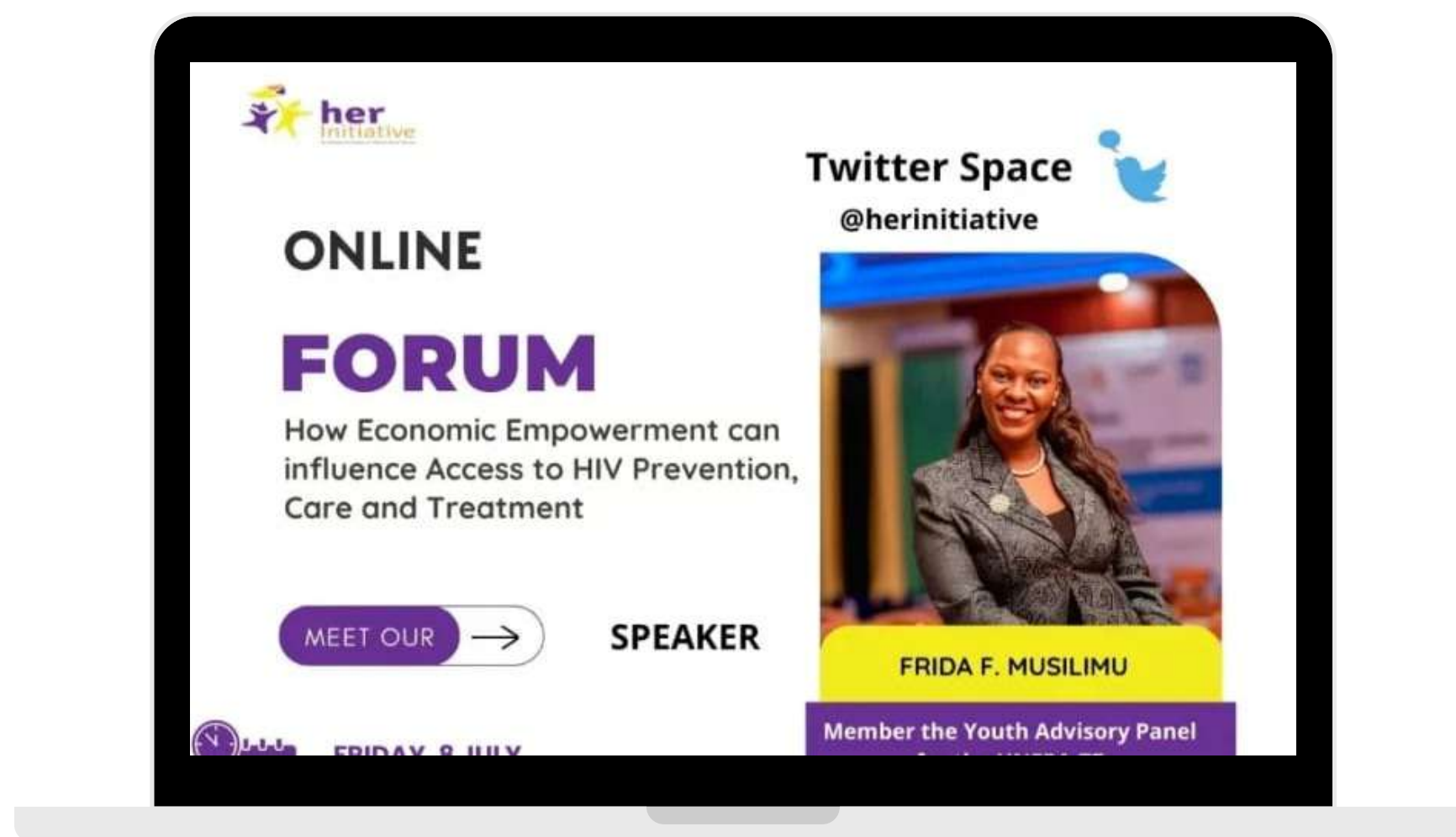


The symposium offered a forum for discussing issues that contextualize the incidence of violence against women and girls within the broader context of economic and social rights. Consequently, the PCCB representative helped individuals understand the numerous forms of violence against women and girls, as well as the enabling environment, attitudes, beliefs, and behaviors that sustain such violence.

## SRH Forum on Twitter Space

Her Initiative utilized the Twitter space platform to effectively engage with 110 individuals, including SRH education advocates, Adolescent Girls and Young Women, and Stakeholders. The primary focus of the discussion was centered on the impact of economic empowerment on HIV prevention, care, and services. This forum has made a significant contribution towards recognizing the significance of women's economic empowerment in the context of a comprehensive response to HIV.

Participants at the forum discussed how financial dependence perpetuates the prevalence of high-risk behaviors that can contribute to HIV infections. Among the problems are intergenerational and transactional sexual activity. In order to combat new HIV infections, the community, government, and other stakeholders have agreed to equip adolescent girls and young women with financial knowledge, skills, and access to resources that will assist them in overcoming the associated risks.



## SRH session on Elimika wikiendi Platform. (Twitter platform)

The purpose of this forum was to solicit the perspectives of young individuals on strategies to enhance the financial empowerment of Adolescent Girls and Young Women (AGYW), with the aim of reducing their susceptibility to HIV and AIDS. The forum's objective was to discuss issues pertaining to social, cultural, behavioral, and biomedical risk factors associated with HIV. Additionally, the economic risk factors leading to the dependence of Adolescent Girls and Young Women (AGYW) on transactional sex were also addressed.

The relationship between economic dependence among adolescent girls and young women (AGYW) and their vulnerability to HIV is complex and operates across multiple levels, including the individual, interpersonal, familial, and societal levels. Individuals living with HIV may be at a heightened risk of experiencing acute stress and engaging in hazardous coping mechanisms that may exacerbate their susceptibility to contracting additional illnesses. For instance, an adolescent female may resort to exchanging sexual favors for material resources in order to fulfill her fundamental necessities. Moreover, individuals who rely on financial support from others may also reside in areas that are susceptible to engaging in risky sexual practices, have limited access to support resources, and provide inadequate legal safeguards for those who are most at risk.





# Supported the Activism to End Violence against Women & Girls

## *Her Initiative through MKUKI Coalition*

Her Initiative through Mkuki Coalition has implemented campaigns with the aim of preventing and eliminating violence against women and girls around the world, calling for global action by raising awareness, promoting advocacy, and facilitating discussions on the challenges and solutions.

The activity engaged Minister of Health, Community, Development, Gender, Elders and Children, Dorothy Gwajima. The activity's resolutions were based on a review of current global and national statistics on gender-based violence and femicide, the Tanzanian government's decision to increase its efforts in the fight against GBV, and recommendations to stakeholders and the government regarding the promotion of women's rights against gender-based violence.



## *Collaboration with Launch Pad Digital*

Through a partnership with Launch Pad Digital, we managed to sensitize young women and men in Tanzania on fighting against online gender-based violence (Cyber Bullying). The campaign was prepared to complement the 16 days of activism theme for the year 2022. In keeping with this year's UNiTE theme, "UNiTE! Activism to end violence against women and girls!", Her Initiative supported the campaign calls on activists everywhere to continue to "push forward" against the "push back" on women's rights. In this regards Her Initiative is continuing to support the effort of recognizing the relentless work of grassroots activists, women's human rights defenders, survivor advocates, and individuals worldwide.



### *Participation on EAC sexual reproductive health bill coalition*

Her initiative has continued to participate on the coalition by sharing the content on our social media handles, the aim of this bill is to facilitate the fulfillment of the life course on sexual and reproductive health and human rights but also the provision of progressive realization of integrated sexual and reproductive health information and services as part of universal health coverage of each partner state.

### STRATEGIC OBJECTIVE 3.

#### TO BUILD A SUSTAINABLE, RESILIENT, AND COMPETENT ORGANIZATION THAT SUPPORTS OUR EFFORTS TOWARD REALIZING HER INITIATIVE'S VISION, MISSION, AND STRATEGIC GOAL

Her Initiative has consistently organized and managed a range of retraining, capacity building, and employability training sessions for both internal staff and external members. These efforts have been carried out through a multifaceted approach that includes capacity building, mentorship, and coaching programs. Several training sessions have been conducted with the goal of fostering a robust organizational structure and a cohesive team, in order to effectively achieve the strategic goals and objectives of the organization through competent performance. These sessions involved collaboration with both internal and external trainees and experts. During the process of attaining the objective, various programs or activities were implemented, including:

##### **Organization performance review Workshops**

During the reporting year, Her Initiative facilitated two workshops focused on reviewing organizational performance. The first workshop was conducted mid-year and was referred to as the Mid-year review, while the second workshop was conducted at the end of the year and was referred to as the Annual review. Through an analysis of the reviews, we have discerned the organizational performance in relation to its thematic area and corresponding indicators. The implementation of projects, programs, fundraising, and Monitoring and Evaluation of organizational progress has been facilitated through the utilization of this approach.





## **Staff Retreat Programs.**

In order to foster a more positive organizational culture and promote teamwork and collaboration, the team embarked on a mid-year retreat to Bagamoyo and conducted a tour of the Zanzibar Islands with the aim of effecting significant improvements within the organization. The team engaged in team-building activities that leveraged the unique strengths of each team member, demonstrating the efficacy of collaboration among individuals with varying personalities. Conversely, physical activities, such as engaging in group sports during the retreat, facilitated the enhancement of esteem, solidarity, and comprehension. The team building retreats served as an opportunity to clarify the roles and expectations of the staff members, alleviate any existing tensions, and discern the distinctive contributions of each individual team member. The personnel offered a blend of introspection and revitalization within an intimate and imaginative setting.

## **Organization's team capacity development**

In order to strengthen, create, adapt, and maintain the capacity of our staff over time, we have been conducting numerous capacity-building sessions, from both internal and external and internal experts. In 2022 more than 10 capacity building sessions have been conducted including the SRHR Capacity Building Workshop, Data Analysis training, Human Resource (HR) training for Her Initiative staff, Segal Family Foundation's safeguarding webinar, Resource mobilization capacity building, and The Monitoring, Evaluation, and Planning Workshops. Participating in this session helped the staff to know how to manage their performance, improve the quality of work, reduce faults, and positively increase staff morale and motivation. This activity helped establish a system of how the organization consistently tracks, records, and communicates the impact of our work to our partners and beneficiaries.

## **Ensuring Organizational Long-Term Sustainability through Soliciting and Managing Our Financial Resources.**

### ***Financial systems training***

In order to enhance the resilience of our financial systems, the organization has arranged for both in-person and virtual coaching sessions with a financial consultant to facilitate the transition to new financial management systems. During the session, the finance department successfully established an innovative financial management score sheet that encompassed various financial statements such as the statement of financial position (SFP), statement of comprehensive income (SCI), cash book, budgeted versus actual, general ledger, donor report sheet, and fixed asset sheet. In addition to implementing an inventive method of recording data pertaining to the organization's fixed assets. The implementation of this scoring system has facilitated the establishment of effective financial management protocols within the organization, particularly in the areas of monitoring expenses and income.

## **To Attract and Recruit a Competent, Inclusive, Reliable, And Diverse Team**

### ***Recruitment of new 5 Volunteer***

Her Initiative successfully recruited five volunteers in order to assemble a competent, inclusive, reliable, and diverse team. This initiative is a recurring program that aims to offer hands-on training to recent graduates. The program involves immersing participants in authentic workplace scenarios that align with their respective areas of specialization. Additionally, the program provides educational sessions that enhance participants' ability to acquire skills that are in demand by employers. Her Initiative has been executing a volunteer program for over four years, with the objective of enhancing the skills, guidance, and education of recent graduates to facilitate their acquisition of employment opportunities.



## TO CONSISTENTLY TRACK, RECORD, AND COMMUNICATE THE IMPACT OF OUR WORK TO OUR PARTNERS AND BENEFICIARIES.

### Projects evaluation

Her Initiative project evaluation is a valuable tool for program management to seek to strengthen the quality of our outcomes and improve outcomes for our beneficiaries. During the reporting period, three end-of-project evaluations were conducted for the following projects: FIKIA+, Stawi-Lab, and Panda Digital Movement. Apart from using the evaluation results for providing feedback to our beneficiaries, some of the benefits of evaluation include: Enhancing the chance that the initiative's goals and objectives are being achieved. Determining the degree to which allocated resources provide the greatest return for beneficiaries and stakeholders.

### Launching of DigiMali Report

The report was officially launched on February 24th. The event was attended by Honorable Janet Betty, a special member of parliament from Dar es Salaam, representative from The Embassy of The Kingdom of Netherlands, the Executive Director Lydia Charles Moyo, and stakeholders from various institutions. The event "Launching of DigiMali Report" was also honored by the presence of ten distinct stakeholders, including partners, donors, government representatives, media personnel, and project beneficiaries. The event facilitated Her Initiative's efforts to successfully communicate the impact of the organization to both partners and beneficiaries.





## Board Member's Field Visit

During the reporting year, our board of directors was represented in Mwanza by board member Samwel Ndandala. Through a joint visit to the FIKIA+ project's implementation sites/areas, this has created a closer relationship between the board of directors and the organization's activities. His advocacy has increased our understanding of their indispensable contributions to internal administrative operations and community program execution.





# STORIES OF CHANGE

## Asha Mohammed

Asha is a 24-year-old woman who lives and conducts business in Keko as a retailer of cereals and wholegrains. Prior to engaging with Panda Digital, Asha's business struggled to make a profit and operate efficiently due to its reliance on walk-in customers and her lack of business management expertise. She also had difficulty communicating her brand because the posts she created for her business pages received little engagement.

Despite the setbacks, Asha was determined to differentiate herself on the market by constructing a well-defined business and digital marketing strategy. Upon hearing about Panda Digital from an acquaintance, Asha's life changed overnight. "That evening, I was discussing with my colleagues when one of them mentioned Panda digital as a platform that helped her improve her digital marketing skills.

After I heard about PANDA, I was very interested to know more about this platform, and that marked the beginning of my exciting business journey.

She immediately became a student on the Panda Digital platform, enrolling in MASOKO YA MTANDAONI and MUUNDO WA BIASHARA YA KANVASI. "After completing this course, I've begun operating my business online, using Instagram to display my products and interact with consumers, whereas previously I had no idea how to do so. *I have successfully identified my niche, thereby increasing potential consumers' interest in my products and business. By explicitly defining the structure, channels, and functions of my business, I can also attest that my offline and online business operations are well-organized and operate efficiently,*" she added.





## Agaton Erick.

Youth Employability Bootcamp participant Agaton Erick stated, "Many young people lack the education or skills to not only write a job application letter and profile, but also to perform well in job interviews." Prior to this program, Agaton was a finance graduate urgently seeking employment in order to pursue her career growth and personal goals.

During his employment search, Agaton observed that he received numerous rejections without being invited to advanced interview stages. He shared that, "The program has been enlightening in the sense that I am now more aware of the mistakes I used to make when applying for jobs." Through the training, he was able to enhance his professional resume and cover letter. He has gained confidence in submitting job applications and participating in oral interviews, with an emphasis on negotiating and convincing employers. After completing boot camp in November, he submitted an application to TRA for a tax officer position.

*“Thank goodness I passed the written interview screening and moved on to oral interviews with managers. After a comprehensive interview and application process, I am now a trainee tax officer at TRA.”*



## PERPETUA

Perpetua is a 23-year-old HIV-positive young woman who is a widower. Prior to working with us, she experienced treatment interruption due to stigma, inability to afford a balanced diet, and lack of motivation.

During the first few days of training, her spouse passed away, she endured severe stigma, was unable to meet her basic requirements, and chose to isolate herself. After weeks of enhanced adherence counseling and mentoring, she consented to rejoin the program. Learning about SRH influenced her decision to return to treatment and collaborate with the other young women in the group.

She regained the confidence to walk around and pursue her goals without fear of stigma after months of engagement. Perpetua began selling produce at the market, and she also participates in the group's business. She is now financially independent, which has allowed her to pursue her ambitions. This has also enabled her to afford a balanced diet and encouraged her to continue treatment in order to minimize her HIV viral load and reduce her health vulnerability as she continues to live a hopeful and dream-filled life.

*"The training sessions equipped me with financial literacy, digital marketing, and SRHR information access knowledge and skills. As I became more involved in these sessions, I realized how important the information was to my current circumstance. During project implementation, we were able to establish "Strong Dadaz," a business organization that has helped me reclaim my psychological status and meet my fellow young women. I have learned the importance of financial independence through the FIKIA project, especially as I realized its contribution to my aspirations.*



## NEW BOARD MEMBERS

### **Emmanuel Kyarwenda** -Board member

He has over 12 years of experience in the consulting, real estate, and manufacturing industries in both the private and public sectors. He has a solid foundation in finance and a proven track record of building and leading successful teams, including his time spent working for the leading manufacturers of sugar and cigarettes in Tanzania.



### **Catherine Mwakasitu**-Board member

Catherine is a seasoned Finance and Risk professional with over 11 years of progressive and diverse experience across Eastern and Southern Africa in both the private and public sectors. She is a successful leader with the ability to manage the entire balanced scorecard within an organization.

Catherine's experience cuts across financial management and compliance, risk management, stakeholder management, corporate governance, strategy development and oversight, operations management, business process improvement, leading teams, project management, team building and organizational development.



# OUR FUNDERS IN 2022

- ICAP
- Women Fund Tanzania Trust
- Women First International Fund
- Segal Family Foundation
- We are Purposeful
- The Embassy of the Kingdom of the Netherlands



Kingdom of the Netherlands



REMAKING THE WORLD  
WITH AND FOR GIRLS



## AWARDS/RECOGNITIONS

Panda Digital's one-year anniversary and Roddenberry Foundation's recognition

The ongoing digital revolution is contributing to the advancement of female involvement in economic activities and augmenting the economic and social autonomy of women. Panda Digital facilitates the acquisition of knowledge and skills necessary for entrepreneurs to access new markets, engage with customers, achieve financial autonomy, and secure financing for their ventures.

Through the Panda digital platform, Her Initiative was recognized by the Roddenberry Foundation and won an award for the work conducted by the organization to advance education in Africa through the Panda Digital platform. The award was presented on the same day as Panda Digital's first anniversary.



The website of Panda Digital was inaugurated in the year 2021, thereby completing one year of its functioning in 2022. Several university outreach initiatives were conducted in Morogoro and Dodoma aimed at enhancing the digital competencies of young women, enabling them to effectively utilize the platform. The implementation of the Panda Movement project was carried out through the utilization of Panda Digital. Panda Digital was acknowledged by the Bright Jamii Initiative in partnership with the Ministry of Health, Community Development, Gender, Elders, and Children in October 2021. In addition, on 9 June 2022, UNDP Tanzania's Funguo Innovation Programme recognized us as an SDG Innovation champion for SDG Goal 8 in Tanzania.

*"I am completely awed that Her Initiative through Panda Digital has been recognized among many other organizations in Africa. This shows the need to have innovative solutions that advance learning and skilling youth particularly young women and girls in our communities. And it is high time we use these solutions to enable young women to access skills and resources that will foster their economic and digital inclusion."*

*Lydia Charles, Executive Director, Her Initiative*

## OUR MAJOR IMPACTS/ CONTRIBUTION TO 2030 SDGs:

Over the course of three years, Her Initiative has engaged in various activities and services that have directly and indirectly impacted the global community. As a result of these efforts, the organization has made significant contributions towards the achievement of the Sustainable Development goals. as follows:

**Area 1. To Pursue women's economic empowerment agenda that is inclusive through a greater agency, equal opportunities, access, and control over resources.**

- As stated in SDG 4, Her Initiative works to ensure inclusive and equitable quality education and to promote lifelong learning opportunities for all. In addition to the formal education system, the organization promotes Open and Distance Learning by enhancing skills development among youth, particularly young women residing in rural areas, for the purpose of income generation and job creation.

In this area, Her Initiative is promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all as Goal 8 states. On the other hand, Her Initiative is promoting employment by imparting soft skills to youth graduates to support them secure employment in formal spaces. HI is promoting youth job creation through entrepreneurship development. In youth entrepreneurship development, we are supporting youth to acquire the following;



❖ Building budget skills, saving habits, and digital marketing skills by developing training and skills development programs for women on various business skills and ensuring their integration into the selected businesses.

❖ The organization also supports young women entrepreneurs with seed funding to facilitate the development of small businesses and start-ups.





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

Goal 3 emphasizes the importance of promoting well-being and ensuring healthy lives for individuals of all ages. Her Initiative has been actively involved in promoting the well-being of girls and young women in Tanzania. The organization's intervention programs are primarily focused on key population groups. Our sub-intervention within this particular area are as follows::

- Supporting Menstrual Hygiene Management among Adolescent Girls and young women
- Contributing to Comprehensive HIV Response by supporting 95%-95%-95% Strategy



- SDG 5 emphasizes the need to empower women and girls and promote gender equality, as a means of preventing and addressing Gender-Based Violence. The organization advocates for the expansion of legal and sexual reproductive health services, as well as an increase in women's awareness of their rights in regard to gender-based violence. HI also endorses the implementation of campaigns to train trainers to prevent sextortion.

**Area 3. Build a sustainable, resilient, and competent organization that supports our efforts toward realizing Her Initiative's vision, mission, and strategic goals.**

- In this area, the organization works with youth-led organizations through capacity building, mentorship, and funding.
- Staff Capacity Building
- Partnerships in project/program implementation
- Partnerships in resource Mobilization

## OUR VISITORS IN 2022

### WOMEN FUND TANZANIA

As a courtesy, the WFT team visited the organization in order to acquire a better understanding of the organization's work and undertake their due diligence.



### WOMEN FIRST INTERNATIONAL FUND

As part of the grantee peer learning program's activities, WFIF staff visited Her Initiative. The purpose of the visit was to gain insight regarding our most recent programmatic work, personal experience with the organization, and unrestricted, long-term partnership with Women First International Fund





# ATTENDED EVENTS IN 2022

Organizers	Our Position	Core Agenda
Her Ability Foundation in partnership with SHIVYAWATA and Foundation for Civil Society	Invitees	One year of President Samia Suluhu Hassan Presidency; Gender & Disability Review
Women Fund Tanzania - Trust	Invitees	Strengthening the intersectionality of SRHR actors, Agenda between children's and women's rights for a stronger movement
Tanzania Gender Networking Program (TGNP)	Invitees	Women Rights Organization Reflection Meeting
TANZANIA BORA TANZANIA (TBI	Invitees	Launching of Ajenda ya Vijana Program

SDG Platform-Tanzania/ Ministry of Finance and Planning	Invitees	Validation Meeting for Revising New National Population Policy 2022
PCCB	Invitees	Forming a network of organizations that combat sextortion and provide feedback on the efforts done by PCCB following a convening meeting in June 2020
Msichana Initiative	Invitees	The commemoration of the day of an African Child that convened members from the Legal Fraternity in Tanzania
Women First International Fund	Invitees	The session was specifically arranged for their grantees, to learn their achievements, lessons, challenges, and future goals for their organizations
FUNGUO	Invitees	The launch of FUNGUO, prepared by UNDP and its partners, EU and UNCDF
MY Legacy	Trainee	The awareness raising on prevention and mitigation strategies to address the COVID-19 pandemic and its variants



The Embassy of the Kingdom of the Netherlands	Invitee	An event to celebrate the work and bid farewell to the deputy ambassador of the Netherlands in Tanzania
EAC SRH Bill coalition network	Coalition Member	Raising awareness among young women through our online platforms, Instagram and Twitter, by sharing the collectively designed content supporting the online campaigns.
Msichana Initiative	invitee	Creating safe spaces for girls and young women affected by Gender Based Violence by linking them to medical and mental health services, and legal aid. Sensitization to girls and young women in Tanzania rural on GBV; awareness raising, linkages and channels and documenting their stories on GBV Documenting the resistance stories of girls and young women in Tanzania.
The Gender and Digital skills working group led by DOT Tanzania,	Coalition Member	Inception Meeting
TAYAH COALITION AND UNICEF TZ	Coalition Member	BINTI campaign urges the parents and community to eliminate early marriage among daughters in Tanzania

Jakaya Mrisho Kikwete Foundation and YUNA Tanzania.	invitee	Youth Expo: designed to build the capacity of the youth in areas of leadership capability, communication strategy, resource mobilization and business formalization.
Msichana Initiative	Invitee	Making a statement on the 1971 act of marriage
Okoa New Generation under EAC SRHR coalition	Coalition Member	Male engagement in SRHR and GBV
Children's Dignity Forum (CDF)	Invitee	Enhancing capacity among Men Engagement Tanzania (MET) and Tanzania Ending Child Marriage Network (TECMN) organizations on feminist movement building to ending violence
MHH coalition and Ministry of Health	Coalition Member	Advocacy on demanding comprehensive MHH guidelines in tackling MHH problems challenges
WiLDAF Tanzania	Invitee	Launching of 16 day of Activism against GBV
WiLDAF Tanzania	Steering committee	Commemoration 25 years of using Law to change women's lives and Celebrating 25 years since the introduction of WiLDAF in Tanzania.
Sextortion Coalition	Coalition Member	To review movements and activities that were implemented during 16 days of activism



# 2022 MEDIA WALL



## Links

- [https://twitter.com/TheGuardiantz/status/1572914026497331200?s=20&t=auwqr48NpGub8j4y\\_U0nA](https://twitter.com/TheGuardiantz/status/1572914026497331200?s=20&t=auwqr48NpGub8j4y_U0nA)
- <https://www.ippmedia.com/sw/habari/wasichana-waitiwa-fursa-za-biashara%C2%A0>
- <https://www.instagram.com/reel/CixRZq6jL8H/?igshid=YmMyMTA2M2Y>
- <https://www.instagram.com/p/CIBRMqUD0ru/>
- <https://youtu.be/OyuPkNIkGLU>
- <https://pandadigital.co.tz/habari/uzinduzi-wa-panda-sms/>
- <https://www.instagram.com/tv/CZmXAdFFYlt/?igshid=YmMyMTA2M2Y>
- <https://www.instagram.com/p/CZmVyZitvfQ/?igshid=YmMyMTA2M2Y>
- <https://www.instagram.com/tv/CZPBqVHhBcA/?igshid=YmMyMTA2M2Y>
- [https://www.instagram.com/tv/Ci2K7qXqpe5/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/Ci2K7qXqpe5/?utm_source=ig_web_copy_link)
- <https://www.thecitizen.co.tz/tanzania/news/national/support-for-youth-digital-trading-outlined-3957750>
- <https://www.instagram.com/p/CaZ5QfLliD4/?igshid=YmMyMTA2M2Y>
- <https://www.instagram.com/p/CaZypT7lu23/?igshid=YmMyMTA2M2Y>
- <https://www.instagram.com/p/CaZxAsIFS3u/?igshid=YmMyMTA2M2Y>
- [https://www.instagram.com/tv/CaPPaU\\_IpS/?igshid=YmMyMTA2M2Y](https://www.instagram.com/tv/CaPPaU_IpS/?igshid=YmMyMTA2M2Y)
- <https://www.instagram.com/p/CZvuATTtfnq/?igshid=YmMyMTA2M2Y>
- <https://www.instagram.com/p/CZuBuAcNosN/?igshid=YmMyMTA2M2Y>
- <https://www.ippmedia.com/en/news/girls-urgedtake-digital-business-opportunities>

## CHALLENGES:

- The increase in internet costs is hindering technological innovation by making it more difficult for adolescent girls and young women to access economic empowerment sessions on the Panda Digital Platform.
- Limited time in project Implementation affects the quality of interventions. This is associated with donors preferring short-term contracts in project implementation. For example, Her Initiative's economic empowerment model requires more than a year to be effective, but the limited project timeline has compelled the organization to implement the model in a different way, which requires fewer resources.
- A limited number of partnerships due to a bureaucratic process of joining the platforms/coalitions.
- The limited availability of important national legal documents on popular accessible platforms (online/website) has delayed the project kick-off, particularly in areas of compliance with donors. This has also increased the possibility of delaying fund disbursement.
- Needful linkages between Her Initiative and Government authorities
- A delay in the disbursement of funds from donors causes a delay in the execution of planned activities and the annual plan.





# LEARNINGS

- Despite the fact that most institutions and organizations use digital platforms to provide knowledge and skills, a significant number of young women with digital devices still have limited access to the internet due to internet costs. It is important for organizations to use other means like USSD to widen their reach.
- Theoretical knowledge serves as the basis for all entrepreneurship training, while practical training facilitates the application of this knowledge in the actual world. In collaboration with our partners, Panda 2022 provided the benefactors with the highest level of practical knowledge, creating the ideal combination of theoretical and practical knowledge.
- Digital technology is one of the major sources of information for both health-related and non-health-related activities. The organizations that design interventions in the health sector and other health-related organizations must adopt technological innovations to deliver health information in a timely, accurate, reciprocated, and cost-effective manner to adolescent girls and young women
- The integration of coaching, mentorship, and access to resources such as seed capital or startup kits is crucial for fostering economic empowerment through skills development.
- In order to effectively address issues such as economic dependency and gender-based violence, adequate time is required for project implementation. The package of a Hybrid modal or dual intervention, as a method for addressing dual challenges, is composed of fundamental elements that require beneficiaries to internalize knowledge, practice skills, and access guidance through frequent mentorship sessions over the course of more than one year.





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