

2022

# 1st QUARTER REPORT





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# ABOUT HER INITIATIVE

Her Initiative is an 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 in order 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.

Most problems that affect young women and girls are in one way or the other 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 and enable them to challenge oppressive and discriminatory practices.

## **Our target group**

Our work will support and prioritize girls and young women with limited economic opportunities in formal/informal labor markets, excluded from productive markets, with increased economic vulnerability due to marginalization. We will primarily work with and support women who are micro-entrepreneurs (often in the informal sector), small-scale producers, workers in the formal and informal sectors, and financially excluded 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 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.



# Our Strategic Objectives

## 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

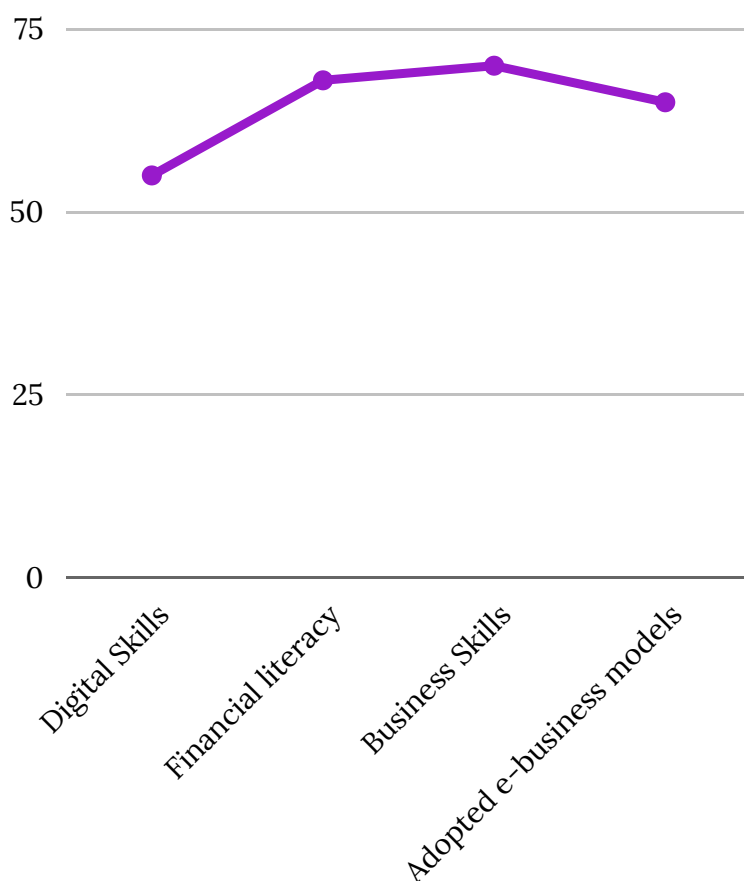


Build a sustainable, resilient, and competent organization that supports our efforts towards realizing Her Initiative's vision, mission, and strategic goals.

# 1. Pursue Women's Economic Empowerment Agenda That Is Inclusive through Greater Agency, Equal Opportunities, Access, and Control over Resources

Young Women Entrepreneur's Adapted E-Business Models Documentation of Improved Entrepreneurial and ICT Skills to Youth Entrepreneurs in Digitali Project. Through Digitali's follow-up visit program, Her Initiative documented the story of change from young women entrepreneur's adapted, e-business models. This includes Young women entrepreneurs which trained on how to optimize their businesses to operate and thrive in the online space. This documentation of changes checks on the intermediate outcomes of the imparted knowledge on financial independence training, mentorship, and linkages to drive income generation and financial literacy among the youth who participated in the Digitali project.

The result shows the progress surrounding the development of digital and business skills that results in changes in business operations. The visit to Digitali brought opportunities to young people for learning, skill development, and employment. The results are based on understanding the ongoing improvement of skills as the entrepreneurs continue to apply the skills;



# Online Platforms for Young Women and Girls Entrepreneurs to Learn

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## 1. Users of Panda Digital Platform

In 3 months we have attained more than 406 total sign-ups, since January 2022 after the new course was uploaded on Panda Digital Platform. We used other social media networks like Twitter, Tiktok, and WhatsApp to disseminate messages that influenced different people to sign up and study the courses as well. Sponsored ads were not only used to mobilize people to sign up and study the course but it was also used to educate and inform people on the best way they can run their businesses. This was deemed the most effective way to reach a lot of people, we used sponsored ads on Facebook and Instagram to mobilize people to sign up on Panda Digital and influence people to study the business model canvas course and it brought the following results;

## 2. Online Dialogues

Online dialogues were used as an alternative to educating entrepreneurs on the best way they can grow their businesses. And as a part of mobilizing young women to sign up on Panda Digital and study the courses, we conducted two dialogues on Twitter space on 14th January 2022 with the topic being “The future of Online Businesses in Tanzania” and we hosted the second dialogue on Twitter Space on 25th February 2022 with the topic being “How young women can build resilient businesses in the Digital Economy.”

·A total of 250 people increased their knowledge and understanding of entrepreneurship skills from both dialogues hosted on Twitter space.

“Running an online business is like riding a roller coaster, at times you are up to enjoying all the profits and sales, and there are times you are on depression. It is through sessions like these that help to keep online entrepreneurs like me in check, we don’t only get to network with other entrepreneurs but we get to learn so many things from experts. Thank you Panda Digital for hosting this space, I have acquired a lot of knowledge.” Kinange, a Digital Entrepreneur, and listener in the Second dialogue.



## **Elimika Wikiendi**

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We used Elimika Wikiendi as another alternative platform where we could provide knowledge and skills to entrepreneurs on how they can grow their businesses, and to mobilize people to sign up and study the courses on Panda Digital as well. As a result of the second dialogue conducted on Twitter space, we collected the suggestions and recommendations that were provided by key digital entrepreneurs and shared them on a session with Elimika Wikiendi to educate young female entrepreneurs on the best possible way they can build sustainable businesses.

- A total of 114,827 people increased their knowledge and understanding on how to improve their businesses to attain resilience and sustainability through the session we conducted on Elimika Wikiendi

## **Media coverage on Clouds 360**

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Panda Digital had an Interview with Clouds 360 program on Clouds Television. Where we shared the necessity of young women to take up spaces in the digital economy and how Panda Digital is the perfect linkage for young female entrepreneurs.

## **Blogs and Newsletter articles**

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We wrote a blog to introduce the new course to all Panda Digital users and sent out a newsletter article to notify all subscribers of the Panda Digital newsletter article of the availability of the Business Model Canvas course on the Platform. We wrote another blog that communicated about the safe space for female entrepreneurs in Tanzania to attain economic freedom and speak up on the challenges they face such as sextortion.



## 2. Promote women's economic empowerment at national level within the context of SRHR and GBV

### Linkages between Women Economic Empowerment and SRHR

#### Implementation of FIKIA+ Project

In January 2022, Her Initiative and ICAP started the implementation of HIV prevention, care, and treatment services by linking between SRH and Women Economic Empowerment aiming to accelerate, expand, and improve the quality of HIV prevention, care, and treatment to meet UNAIDS 95-95-95 targets in intervention councils. Her initiative continued with the implementation by visiting Project areas in Nyamagana district at Mwanza Region.



- 3 SRHR Sessions were conducted in 3 Days at Mwanza in Nyamagana District.
- 6 Economic Empowerment Sessions
- 60 AGYWs reached in SRHR Sessions and they were guided to brainstorm around potential solutions to reducing the existing inequities hence controlling AGYW's vulnerability to HIV and SRH issues. Which furthered the discussion to combination HIV prevention (biomedical, structural and behavioral approaches), which a special focus on the biomedical aspect of the three key elements.
- 70 AGYWs have reached and trained AGYWs on practical skills around financial literacy and digitalization of business. AGYWs were also trained about financial management, business financial accounts and reporting, stock management, loans and debt management, regulatory compliance and revenue management. We have also trained them on marketing, from what marketing is, basics of marketing, digital marketing, social media marketing, customer relationship management and marketing content creation for online marketing.
- 6 groups of PLHIV AGYW Established for ART Services and Economic empowerment
- 19 new businesses groups were established within 6 Groups.

# linkages between Women Economic Empowerment and GBV



## Documentation of Sextortion Campaign Success stories



In Panda Movement, the project Team has conducted the evaluation based on the performance indicators of the sextortion online campaign. This activity documented the stories of 4 champions and they are Movements in social Medias. Through this activity it lead to the documentation of stories that published in the website and it will continuously inspire other young people to champion this movement. Also the story shows the Linkages between Women Economic Empowerment and GBV.

# TRACKING THE IMPACT OF OUR WORK

## EVALUATION OF STAWI-LAB PROJECT

In January, Her Initiative conducted an evaluation Stawi-Lab project as part of the Project Implementation. In Monitoring, Her Initiative was tracking the performance of organization outcomes, through monthly monitoring through phone calls and follow-ups to identify the progress of the project. On other hand, in evaluation, the organization was obligated to send evaluation forms to the trained organizations after 3 months to track the efficiency of the project in Identified fields. The report of this evaluation presented the findings of 3 months Evaluation based on the evaluation forms sent to the trained Organizations. Narrative reports are written to describe the progress of program implementation however to track general program progress achievements against targets. Therefore, below are the objectives of this evaluation.

This evaluation concerned 18 women lead organizations who participated in the Stawi lab project given to them at the end of the four weeks of Stawi lab training. All 18 youth lead organization participants participated in four weeks of training that includes the 10 modules from the training manual.

## PANDA DIGITAL MOVEMENT FINAL EVALUATION

In the Panda Digital project, Her Initiative was obligated to evaluate as part of the organization's responsibility. In this Evaluation, Her Initiative was tracking the performance of organization outcomes, through physical field visitation to the champion who participated in online sextortion campaign and panda digital users who studied Business Model Canvas and Digital Marketing to identify the outcomes of the project.

On other hand, in evaluation, the organization was obligated to field visitation with panda digital users and young women champion after 3 months (End of the project) to track the efficiency of the project in Identified fields. This report is presenting the findings of 3 months (End of the project) Evaluation based on the evaluation through Field visitation to the panda digital users who studied business model canvas and Digital Marketing and also young women champion who participated in sextortion online campaign on different social Media. Therefore, below are the objectives of this evaluation.

### **The Monitoring, Evaluation and Planning Workshops**

Her Initiative conducted M&E planning workshop for FIKIA+ Project. In this workshop we Consulted Mr. Rashid Mbunda as M&E consultants for technical guide. In this workshop the participants and a Consultant discussed and prepared a project Work Plan and Monitoring and Evaluation Plan for FIKIA+ Project. The process involved discussing scope of work, Identified Main activities from each objective and then we identified the possible subactivities from the main activities. This activity helped establish a system of how the organization is consistently track, record, and communicate the impact of our work to our partners and beneficiaries.

### **Communicating the Impact of Our Work to Our Partners and Beneficiaries**

#### **Launching of DigiMali Report**

In February 2022, Her Initiative Launched the DigiMali report (Respond to digital economy). The launching of the report elaborated on what the project was all about, how the program was implemented and how it impacted to men, adolescent girls, and young women entrepreneurs from 14 regions.

The launching of the report was done on 24th February 2022, at Slipway Masaki. The event was participated by Honorable Janet Betty special sit member of parliament of Dar es salaam, Netherlands Embassy ambassador, The Executive director Lydia Charles Moyo and stakeholders from various institutions. The Launching of DigiMali report was attended by 10 different stakeholders including Partners, Donors, Government representatives, Media and Project beneficiaries. The event helped Her initiative to Communicate the Impact of Our Work to Our Partners and Beneficiaries.





# Strengthening Youth Lead Organizations' Capacities

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## Stawi lab Event

After several weeks of training and mentoring of the 18 youth-led organizations that were enrolled in 8 weeks of training and mentorship on organization identity, structure and function, resource mobilization, gender centralization, team building, strengthening organization systems such as monitoring and evaluation systems, Financial /Human resource policies, communications and innovation.

Her Initiative, in partnership with TWAA Community, invited several stakeholders such as donors from Segal Family Foundation, France Embassy and Women Fund. other organizations such as DOT Tanzania, TAI Tanzania, and LHRC in supporting youth-led organizations to an awarding ceremony event for the 3 best organizations that are beneficiaries of the Stawi Lab Project and Organizations that had shown commitment, the right strategies, and are set to create a tangible impact. Gracious attendance from different stakeholders at the event will add immense value to exploring better strategies, policies, and collaborations that will create an enabling environment for supporting and strengthening youth-led organizations in Tanzania.

- 3 youth-Led organizations were supported with seed funding in a total of 9,000,000 TSH. The amount was 5 million, 3 million, and 1 million from the first to the third respectively, and these organizations were AfyaPlus, Psychosocial Welfare, and Her Ability.

## Our Staff Capacity Building Programs

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### SRHR Capacity Building Workshop

In February 2022, The Staff and Volunteers attended a capacity-building workshop on Sexual Reproductive Health and Rights. The Participants were capacitated on AGYW Profiling- HIV Services. The workshop was facilitated by Dr. Lilian Benjamin Mwakyosi. On both trainings, the AGYW Profiling covered on a discussion about Who are they? (15- 24) DIVERSITY, Where are they? What are their challenges? (Prevention/Treatment), Vulnerability, How do they want their issues solved? , Are we doing enough? Also, the workshop extended into Basics of sexual reproductive health and HIV Treatment covered on Biomedical Interventions, Structural interventions and Behavioral interventions. The activity helped the project staff to extend their understanding of SRH packages for AGYWs PLHIV training and for the preparation of FIKIA+ Project group guides.

## PROJECT MANAGEMENT TRAINING AND COACHING SESSIONS



Under Women First International Fund Support, Her Initiative managed to organize and conduct 2 Project management training and coaching sessions for this Quarter. The sessions training aimed to equip Her Initiative team members with knowledge and skills to meet the main objective which is overseeing project activities, reports, and proposal writing. Our staff and volunteers were capacitated in report writing based and Writing good Funding Proposals. The training helped to impose professionalism within our staff and Volunteers;

- 9 Funding Proposals were written from January to March, As an Impact after the end of these 2 training sessions. During the proposal writings, the writers continued to receive coaching and mentorship from the trainers of this program.

### THE ORGANIZATIONAL LONG-TERM SUSTAINABILITY

#### **Establishment of Fundraising Task-Force**

The organization has established a fundraising Taskforce for the purpose of managing all affairs regarding project designing and Funding Proposal writings. The Rationale for the establishment of this group was to strengthen the organization's capacities in mobilizing resources. The group is comprised of at least 1 member from all departments. The group also has a chairperson who is Ms. Coletta (Finance Officer) but is also permanently under Executive Director.

# Her Initiative in Partnerships with Media

Her Initiative's work has been reported by different Media in this quarter who were invited to cover some of our events. The involvement of these media as partners in the events has increased the organization's visibility to the general public, partners and stakeholders. Among the invited and reported Media are;







This quarter we have successfully implemented a significant number of interventions within a short timeframe as stated in our Annual Plan. We have managed to strengthen our relationships with our partners, local authorities, ministries, and the communities we are working with. We believe this quarter has laid a strong base to inform our next interventions this year. The following are the major milestones we have achieved in this quarter in relation to our Annual Plan;



# Milestone Achievements

- In 3 months we have attained more than 406 total sign-ups on the Panda Digital Platform.
- A total of 250 people increased their knowledge and understanding of entrepreneurship skills from both dialogues hosted on Twitter space.
- 114,827 people increased their knowledge and understanding of how to improve their businesses to attain resilience and sustainability through the session we conducted on Elimika Wikiendi
- 1 of the Media interviews are conducted
- 2 blogs and newsletters have been published
- 3 SRHR Sessions were conducted at Mwanza in Ntyamagana District.
- 6 Economic Empowerment Sessions has conducted this quarter
- 60 AGYWs reached out in SRHR Sessions and they were guided to brainstorm around potential solutions to reducing the existing inequities hence controlling AGYW's vulnerability to HIV and SRH issues.
- 70 AGYWs have reached and trained AGYWs on practical skills around financial literacy and digitalization of business. AGYWs were also trained in financial management, business financial accounts and reporting, and, digital marketing.
- 6 groups of PLHIV AGYW were established for ART Services and Economic empowerment support.
- 19 new businesses groups were established within 6 main Groups.
- 3 final evaluation reports of three projects have been shared; Digimali project, Stawi-Lab, and Panda Digital.

406

114,827

70



**We have documented the Success Stories of Panda digital users and 4 Sextortion Young Women champions.**

- **1 project report launched**
- **1 book has published success stories of the Panda Movement in the digital economy. The document has been published in both hard and soft copies. The magazine has already been shared with the general public and with our partners through the Her Initiative Website and Physical HandOver.**
- **3 youth-Led organizations were supported with seed funding for a total of Tsh 9,000,000/=**
- **The Staff and Volunteers attended a capacity building workshop on Sexual Reproductive Health and Rights**
- **9 Proposals were written from January to March, As an Impact after the end of these 2 training sessions**

# CHALLENGES

- Delay in disbursement of funds from donors consequently causes a delay in the implementation of planned activities and this quarter's plan.
- Few working equipments like Laptops
- Lack of full-time technical staff in Partnership and Resource Mobilization which directly affects resource mobilization programs.







## ATTENDED EVENTS FOR NETWORKING AND PARTNERSHIPS

No.	Organizers	Our Position	Core Agenda
1.	Her Ability Foundation in partnership with SHIVYAWATA and Foundation for Civil Society	Invitees	One Year of President Samia Suluhu Hassan Presidency; Gender & Disability Review
2.	Women Fund Tanzania - Trust	Grantees	Strengthening the intersectionality of SRHR actors, Agenda between children's and women's rights for a stronger movement
3.	Tanzania Gender Networking Program (TGNP)	Representative	Women Rights Organization Reflection Meeting
4.	Sae Foundation	Women led Organization/ Panelist	Women Lead Forum

# SPECIAL THANKS

Thanks to our funding partners and supporters for continuing to support Inclusive environment for girls and young women to have equal representation and contribution to development through enhancing access to knowledge, skills, and resources to youth-led organizations supporting women's rights.

*To our Funders;*



Kingdom of the Netherlands



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