

# 2025-2030 Strategic Plan



# Activate Action

Approved on October 14th, 2025

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This document serves as a comprehensive guide to Activate Action's strategic direction and operational framework for the years 2025-2030. It articulates our unwavering commitment to empowering young people and transforming communities across Homa Bay County, Kenya, through a holistic approach encompassing health, education, and economic resilience.

The strategic plan is thoughtfully structured to provide a clear roadmap, outlining our vision, mission, core values, and the key initiatives designed to achieve our ambitious goals. Please navigate through the sections using the guide below:

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# Our Journey: From Grassroots Vision to Transformative Impact



## 2025-2030: Strategic Growth

Launching integrated approach combining health systems strengthening, economic empowerment, and youth-led advocacy for systemic change

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## 2020: Formal Registration

Registered as Community-Based Organization (CBO/HUD/HB/0098/2020), establishing our institutional foundation

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## 2017: Foundation

Founded by passionate young people in Homa Bay to address stigma and service gaps affecting youth living with HIV and disabilities

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## 2017-2025: Scaling Impact

Expanded from youth-friendly SRHR center to comprehensive programs serving 20,000+ young people across health, education, and empowerment



# Understanding Our Context: Challenges and Opportunities



## Strengths

- ▶ Strong grassroots reach and community trust
- ▶ Youth-led model with diverse program portfolio
- ▶ Growing partnerships across sectors
- ▶ Proven track record of impact



## Weaknesses

- ▶ Limited core funding sources Stretched
- ▶ human resources Overreliance on
- ▶ short-term grants Need for stronger
- ▶ MEL systems



## Opportunities

- ▶ Increasing donor focus on SRHR and mental health
- ▶ Youth-led innovations gaining recognition
- ▶ Potential to scale sustainable enterprises
- ▶ Climate action and economic empowerment synergies



## Threats

- ▶ Shrinking civic space
- ▶ Economic uncertainty
- ▶ Persistent cultural barriers to SRHR dialogue
- ▶ HIV stigma and discrimination



## The Problem We're Solving

In Homa Bay County, HIV prevalence stands at 15.2% among the general population one of the highest in Kenya. Stigma, harmful gender norms, and poverty expose youth to early pregnancies, HIV infections, school dropout, and social exclusion. Climate shocks, unemployment, and limited livelihood opportunities deepen economic vulnerabilities.



## Vision

A just and inclusive society where young people and women, regardless of health status, gender, or ability, thrive in optimal health and well-being, free from stigma and inequality.



## Mission

To improve health outcomes for young people and women in Kenya through equitable access to healthcare, SRH education, HIV prevention, mental health support, and economic empowerment.

## Our Core Values



### Accountability & Transparency

Answerable to communities we serve, maintaining openness in operations and responsible resource use



### Integrity & Trustworthiness

Acting with honesty and strong moral principles, building trust through consistency and ethical leadership



### Partnership

Nurturing respectful, inclusive collaborations with youth, communities, and institutions to amplify impact

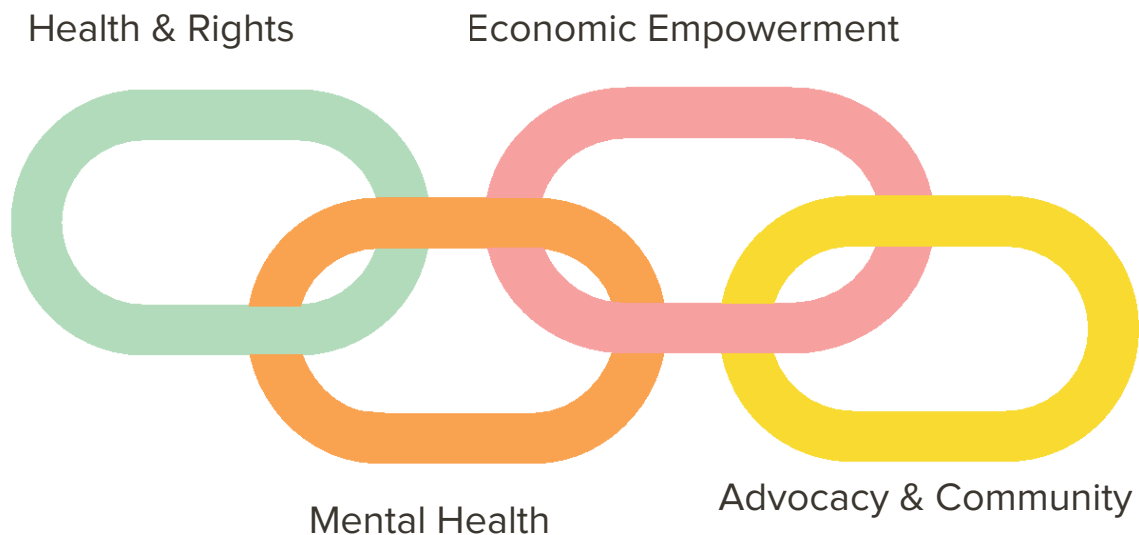


### Innovation

Embracing creative, youth-centered, evidence-based approaches that continuously adapt to evolving needs

# Our Theory of Change: From Challenge to Transformation

Activate Action's approach is built on clear pathways, transforming critical youth challenges into lasting impact. We believe that by empowering young people and addressing systemic barriers, we can foster a just and inclusive society where everyone thrives.



## Health & Rights Pathway



### Activities

- ▶ **SRHR & Education:** Comprehensive sexuality education, Contraceptive access and counseling, Family planning services, Youth- friendly service delivery
- ▶ **HIV Prevention & Care:** HIV prevention education and PrEP promotion, Community outreach and testing, YPLHIV support and care, Stigma reduction campaigns
- ▶ **Inclusive Support Services:** Teenage mother reintegration (Her Future Her Way), Psychosocial support services, Disability- inclusive health education, Accessible service delivery



### Outputs

- ▶ Beneficiaries accessing HIV prevention and SRHR services
- ▶ Young mothers receiving reintegration and psychosocial support
- ▶ PWDs accessing inclusive health education and services
- ▶ SRHR education sessions and contraceptive distribution completed

**Key Programs:** SAWA Project, Her Future Her

# Mental Health & Psychosocial Support Pathway



## Activities

- ▶ **School-Based Mental Health:** Shamiri model resilience programs, Stress management workshops, Positive psychology interventions, Peer support networks
- ▶ **Trauma & Counseling Support:** Trauma-informed counseling for SGBV survivors, Individual and group therapy sessions, Family therapy and support, Healing circles and peer support
- ▶ **Specialized Mental Health Care:** Psychosocial support for YPLHIV and PWDs, Stigma counseling and disclosure support, Disability-affirming therapy, Accessible mental health services



## Outputs

- ▶ Individual and group counseling sessions delivered
- ▶ Students participating in school-based resilience programs
- ▶ SGBV survivors receiving trauma-informed counseling
- ▶ YPLHIV and PWDs accessing specialized mental health services



**Key Programs:** Shamiri Model, SGBV Survivor Support, YPLHIV Care, PWD Mental Health



## Outcomes

- ▶ Strengthened mental health support systems
- ▶ Trauma recovery for SGBV survivors
- ▶ Sustainable mental well-being and social support systems



## Vision(Long-Term Impact)

A just and inclusive society where young people and women, regardless of health status, gender, or ability, thrive in optimal health and well-being, free from stigma and inequality.

# Economic Empowerment & Livelihoods Pathway



## Activities

- ▶ **Digital Skills & Employment:** Digital literacy training programs, Freelancing and remote work skills, Online platform navigation, Ubuntu Community Cyber access
- ▶ **Entrepreneurship Development:** Street Business School methodology, Business plan development, Startup grants and funding, Ongoing coaching and mentorship
- ▶ **Financial Empowerment:** Financial literacy training, Savings and investment education, Access to microfinance services, Budget management skills



## Outputs

- ▶ Youth trained in digital literacy Entrepreneurship
- ▶ grants awarded and businesses launched
- ▶ Financial literacy training sessions completed
- ▶ Mentorship and follow-up support provided



**Key Programs:** Street Business School, Ubuntu Community Cyber, Digital Literacy



## Outcomes

- ▶ Economic independence for marginalized youth Higher employment and income generation Thriving youth-led enterprises



## Vision (Long-Term Impact)

- ▶ A just and inclusive society where young people and women, regardless of health status, gender, or ability, thrive in optimal health and well-being, free from stigma and inequality.



# Advocacy & Community Engagement Pathway



## Activities

- Policy Engagement & Advocacy
- Community Mobilization
- Gender & Social Norms Change



## Outputs

- Youth engaged in policy dialogue
- Community dialogues held
- Awareness campaigns on gender equality



## Outcomes

- Enhanced youth voice in policy
- Reduced gender-based violence
- Systemic change toward gender equality



## Vision (Long-Term Impact)

A just and inclusive society where young people and women, regardless of health status, gender, or ability, thrive in optimal health and well-being, free from stigma and inequality.



# Seven Strategic Priorities for Transformative Change

Our integrated approach addresses health, economic empowerment, climate action, and youth advocacy to create lasting systemic change.



## Funders & Partnerships

Build strong collaborations to expand resources and co-create sustainable solutions



## SRHR Expansion & Integration

Provide comprehensive, inclusive youth-friendly services with maternal and child health integration



## MEL Systems Strengthening

Improve accountability and evidence-based programming through robust data systems



## Economic & Climate Empowerment

Scale entrepreneurship training and climate-smart livelihoods to reduce vulnerability



## Communication & Visibility

Amplify youth voices through digital campaigns and storytelling



## Youth Advocacy Pipeline

Train young leaders to champion policy change in health, gender equality, and climate justice



## Income-Generating Projects

Develop social enterprises enhancing sustainability for organization and youth beneficiaries

## Strategic Initiatives:

# Turning Vision into Action



### Strengthening Partnerships (2025–2028)

**Goal:** Secure 3 new long-term funding partnerships annually, increase organizational budget by 25% within three years

**Actions:** Partnership engagement framework, co-created programs, annual stakeholder forums



### SRHR & MCH Expansion (2025–2029)

**Goal:** Establish Mother & Child Health clinic, serve 1,000 mothers annually by 2029, reduce repeat teenage pregnancies by 20%

**Actions:** Operationalize MCH clinic, integrate ANC/PNC services, provide parenting education and nutrition linkages



### MEL System Development (2025–2026)

**Goal:** 100% programs tracked with real-time data, produce 3 knowledge products per year **Actions:** Centralized digital MEL system, staff capacity building, annual impact reports and policy briefs



### Economic & Climate Programs (2025–2030)

**Goal:** Train 1,000 women and youth in entrepreneurship, 70% launch income-generating activities, establish 2 climate-smart projects

**Actions:** Scale Street Business School, startup grants, climate-smart agriculture and clean energy initiatives

## Measuring Success:

# Key Performance Indicators

## Impact Targets by 2027

3000

### AGYW Accessing SRHR

Adolescent girls and young women receiving comprehensive sexual and reproductive health services

8000

### Mental Health Support

Students reached through Shamiriand mental health interventions across 50 schools

2500

### HIV Prevention Reach

Young people engaged with HIV prevention services, testing, and counseling

1000

### Gender Equality Champions

Boys and men engaged in positive masculinity and gender equality programs

150

### Disability Inclusion

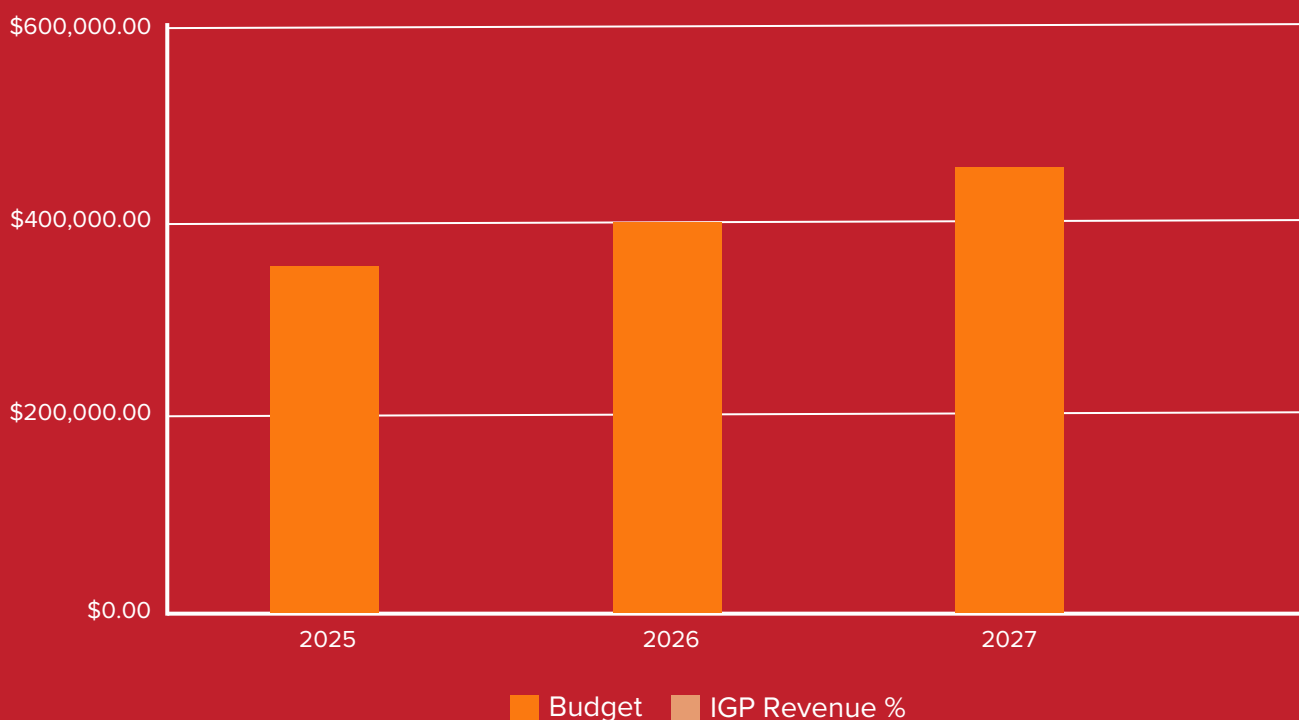
Youth with disabilities trained, supported, and reporting reduced stigma

300

### Entrepreneurs Trained

Women and youth equipped with business skills through Street Business School

## Financial Sustainability Milestones



## Our Commitment:

# Empowering Youth, Transforming Communities

This strategic plan is more than a set of priorities—it is a promise to thousands of young people whose futures depend on equitable opportunities, to communities that trust us, and to partners who believe in the power of grassroots solutions.

## Looking Toward 2030

Over the next five years, Activate Action will break barriers, challenge harmful norms, and build a society where every young person can live free of stigma, access quality services, and unlock their full potential. Through strengthened health systems, advanced HIV prevention, championed mental health, promoted gender equality, environmental protection, and youth-led economic empowerment, we will create lasting transformation.

### Our Promise

Ensure adolescent girls, young women, youth living with HIV, people with disabilities, and the wider youth population are meaningfully engaged and empowered to thrive

### Our Call to Action

We invite donors, partners, governments, and communities to join us in this journey of transformation, innovation, and collective impact

### Our Resolve

With passion, innovation, and collective action, we will not just envision change, we will make it happen

## Activate Action:

# Empowering Youth, Transforming Communities, Shaping the Future.



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