



Together we Care

Strategic Plan

2025 - 2027





Strategic Plan

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Acronyms

CBO	Community Based Organization
M&E	Monitoring and Evaluation
PBO	Public Benefit Organization
SGBV	Sexual and Gender Based Violence
SSV	Survivors of Sexual Violence
COGWIN	Coalition of Grassroots Women Initiative
SRH	Sexual Reproductive and Health
SRHR	Sexual Reproductive Health Rights
SWOT	Strengths, Weaknesses, Opportunities and Threats
PESTEL	Political, Economic, Social, Technological, Environmental and Legal
PWDs	People With Disability
CUC	Court Users Committee
VAC	Violence Against Children
KNCR	Kenya National Cancer Registry
KNBS	Kenya National Bureau of Statistics
WKF	Wangu Kanja Foundation

Statement from the Executive Director



The strategic planning process was an essential and transformative journey for our organization, one that was fully inclusive and participatory, ensuring that every stakeholder and member had a voice without any form of discrimination. This collective approach not only fostered a sense of ownership and commitment, but also ensured that the diverse perspectives within our community were integrated into the development of the plan.

The clear structure and direction of the strategic plan provided a framework that was both accessible and adaptable for all participants. It guided the process effectively, enabling each member to engage meaningfully, contribute their insights, and collaborate towards common goals. The inclusive format allowed us to reflect on our collective vision and create a shared pathway forward, one that aligns with our core values and mission.

Additionally, the expert consultations we received were invaluable. Their professional guidance helped streamline the process, offering critical insights that ensured the plan was both practical and relevant. These consultations were instrumental in helping us navigate complex challenges and refine our approach, and we are deeply grateful for their support.

As we look ahead, we are excited about the implementation of the initiatives outlined in the strategic plan for the period 2025-2027. We are confident that the strategic plan will enhance the Coalition of Grassroots Women Initiative's ability to address the challenges of gender-based violence and contribute meaningfully to the empowerment and well-being of marginalized women and communities.

With a shared vision and clear objectives, we are eager to begin the next chapter of our journey and work towards achieving the impact we aspire to in the coming years.

Ashurah Nobenguni Mciteka
Executive Director

Statement from the Secretary



The strategic planning process has been both an enriching learning experience and a meaningful journey for all involved. It provided a platform for each member to contribute their ideas, which were thoughtfully considered through open discussions and mutual agreement.

This process allowed us to reflect on the strengths of our organization, identify areas for improvement, assess our current position, define where we aspire to be, evaluate the impact we've made, and recognize the gaps we still need to address.

Most importantly, throughout the process, everyone's voice was heard and valued, ensuring an inclusive and discrimination-free environment.

I am excited about the implementation of this strategic plan, which will serve as a guiding framework for all our activities, programs, and efforts to mobilize funds and resources. I believe it will also empower the Coalition of Grassroot Women Initiative to respond effectively to emerging challenges in the community, especially as we continue to advocate for the eradication of gender-based violence.

Fridah Akutekha
Secretary



Acknowledgement

We sincerely acknowledge and express our heartfelt gratitude to the entire COGWIN staff for their invaluable contributions. This includes the Executive Director, Secretary, Vice Secretary, Organizing Secretary, Treasurer, members, and all our volunteers. Your unwavering commitment has been instrumental in making this possible.

We also extend our thanks to our stakeholders, survivors, community leaders and healthcare providers for their continuous support and dedication.

A special thank you goes to the Wangu Kanja Foundation and Feminist Opportunities Now for their generous support in the development of this strategic plan. We are deeply grateful to Empresario Consulting Ltd for their expert guidance throughout this important and noble process.

Your collective efforts have been essential in bringing this vision to fruition. Thank you all.



Executive Summary

The Coalition of Grassroots Women Initiative (COGWIN) is a dynamic, women-led community of purpose organization founded in 2019 at the height of the COVID-19 pandemic to respond to the gender disproportionate impacts of the pandemic. Working in informal settlements of Dandora Phase 1-5 and Kariobangi North in Embakasi North Constituency, it got its registration with the Department of Social Services as A Community Based Organization (CBO) in 2020.

This inaugural strategic plan for the years 2025 to 2027 highlights COGWIN's comprehensive roadmap that will guide its initiatives and activities, while positioning the organization as a key player in addressing the critical challenges faced by its immediate community. The strategic plan is designed from rigorous stakeholder engagement sessions through group discussions, key informant interviews and literature reviews.

The strategic plan focuses on four key result areas, each of which plays a pivotal role in the delivery of the organization's mission and vision; Sexual and Gender-Based Violence (SGBV) Management, Promotion of Child Care and Protection, Promotion of Breast Cancer Awareness and Support and Institutional Growth and Strengthening.

As COGWIN moves forward into the future, this strategic plan will serve as a guiding framework, ensuring that the organization remains effective, responsive and impactful in addressing the evolving needs of the women, children and families within low income settlements in Embakasi North Sub-county and Nairobi County at large.



1.0 Introduction

1.1 About Coalition of Grassroots Women Initiative (COGWIN)

We are a women-led community based organization working within Nairobi's informal settlements of Dandora to address human rights concerns, including; sexual and gender-based violence (SGBV), children care and protection and Cancer. COGWIN was founded 2019, during the height of the COVID-19 pandemic—a period marked by increased forceful evictions by the government, displacement of low income families and a sharp rise in cases of gender-based violence and child abuse within the Dandora community. In response to the urgent needs of survivors—particularly women and children, who lacked access to formal support—local residents came together to create an informal support network which would lay the foundation for what would later become COGWIN. We officially registered as a Community-Based Organization (CBO) in November 2020 with the Department of Social Services.

1.2 About the Strategic Plan Development

The development of this strategic plan answers, in part, one of the recommendations of the CBO's capacity assessment conducted on February 2025. It also serves to streamline the organization's programs and resources for optimization and increased impact.

The development process was both participatory and consultative. The participation of the CBO's members, beneficiaries and key stakeholders was useful in rethinking the CBO's strategic direction, organizational culture and priorities over the next three years. A mixed methodology approach to information gathering was employed allowing for brainstorming, focused group discussions, key informant interviews and desktop reviews sessions. SWOT and PESTEL analysis were also conducted to assess organizational capacity to thrive within the wider environment. The gathered information was compiled into a draft, shared with stakeholders for feedback and adjustments were made to validate and refine the plan. The technical and facilitative service of an external consultant was employed – courtesy of Wangu Kanja Foundation (WKF) with funding from Feminist Opportunities Now (FON).

The key objectives of this process included:

- i. Setting clear objectives and strategies to guide COGWIN's efforts in promoting and protecting the rights and potential of women and children.
- ii. Strengthening COGWIN's organizational and programmatic capacity to be able to deliver on its mission with efficiency and effectiveness.
- iii. Providing a framework for strategic partnerships with local, national and international stakeholders to maximize collective impact and sustainability of outcomes.

2.0 Organizational Profile



2.1 Vision

Communities where women and children rights and potential are respected and promoted



2.2 Mission

To advocate for an end to gender violence and support the empowerment of women and children through access to justice, community organizing and advocacy



2.3 Our Values

We hold strongly that to achieve our vision and mission we will pursue to cherish the following principles:

- a. Integrity- We ensure that we are consistent and fair in every decision we make.
- b. Respect- We treat everyone with kindness, fairness and consideration and value diverse perspectives
- c. Teamwork- We believe in the power of working together, sharing responsibilities to achieve success as a unified team.
- d. Compassion- We create a caring environment and extend kindness when offering support in times of difficulty.
- e. Commitment- We follow through on promises and remaining focused on our goals, even in the face of challenges.



2.4 Our Thematic Focus

- a. **Sexual Gender-Based Violence (SGBV) Management** – In Kenya, Sexual and Gender-Based Violence (SGBV) remains a pervasive issue with devastating consequences for individuals and communities. Statistics reveal that approximately 34% of women have experienced physical violence since the age of 15, and 13% have been subjected to sexual violence at some point in their lives (KNBS, 2022). Furthermore, in 2021, out of the 8,149 reported victims of SGBV crimes across the country, a staggering 92% were female, and 8% were male (National Police Service, 2021). The NPS further reports 129 cases of femicide within the first three months of 2025 with majority victims having been sexually violated. These figures underscore the deeply entrenched nature of SGBV, especially in marginalized communities like Dandora, a low-income neighborhood in Nairobi and a home to the Dandora Waste Disposal Site—one of Nairobi's largest landfill sites.

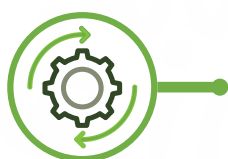
Dandora, which is characterized by high unemployment rates, inadequate housing, and limited access to essential services, has become a hotspot for SGBV incidents. This makes SGBV not only a critical issue but one that

demands a holistic approach for effective management and prevention. Our comprehensive strategies include prevention, protection, response, empowerment and accountability. We strive for survivor support, legal action, community engagement and the dismantling of harmful cultural norms. We employ a collaborative effort with the local government, civil society, health professionals, law enforcement and the community at large towards eradicating SGBV.

- b. Promotion of Child Care and Protection** – Safety and well-being of children is paramount to us. Children are vulnerable and need protection to grow up in a safe and healthy environment. ‘Around 30% of children in Kenya require some form of care and protection, including those who are orphans, living on the streets or victims of abuse and exploitation’, (Kenya National Crime Research Centre reports). Approximately 50% of the African child population have encountered or witnessed some form of violence, encompassing physical, sexual or emotional abuse (Hillis et al., 2016). Kenya faces the challenge of high rates of violence against children (VAC). From birth to adulthood (0-17 years), children in Kenya experience and witness alarming levels of violence (Ministry of Labour and Social Protection, 2019). For instance, in 2019, just under half of all girls and 56.1% of boys reported experiencing at least one type of violence. Our services are designed to prevent, respond to and address cases of abuse, neglect, exploitation and violence against children. Our strategy emphasizes prevention, support for survivors and holding caregivers and duty bearers accountable for their responsibilities.
- c. Promotion of Breast Cancer Awareness and Support** – Breast cancer is the most prevalent cancer globally among women and a leading cause of cancer-related deaths. In Kenya, it is the most common cancer, with 6,799 new cases reported in 2020 (GLOBOCAN, 2020). It also tends to affect women at a younger age (35-50 years) compared to Western countries, where the average age is 50-55 years. In Kenya, 68% of breast cancer cases are diagnosed at advanced stages (3 & 4), leading to poorer prognoses and limited treatment options (KNCR).

Our approach focuses on raising awareness to the community about the early signs of breast cancer, promoting regular self-exams to enable early detection and initiation of treatment. Additionally, we offer both emotional and practical support to those impacted by the disease.

- d. Institutional Growth and Strengthening** – We aim to build a robust and sustainable organization that is capable of realizing its vision and mission, overcoming challenges, and continuously enhancing its operations to deliver high-quality services to our beneficiaries.



2.5 Strategic Approaches

- **Community Organizing** – Our services are designed to empower communities to address the issues they face and foster lasting positive change. We focus on mobilizing local groups to work together, take collective action and drive social, political and economic transformation.
- **Needs analysis** - We recognize that communities have diverse and unique



needs, with each beneficiary facing distinct challenges that require tailored interventions. While we acknowledge the limitations of available resources, we are committed to focusing our time, energy, and resources on addressing the most urgent needs of our beneficiaries.

- **Collaboration and Networking** - We understand the importance of expanding our influence and impact and recognize that we cannot achieve this alone. The complex issues of women's and children's rights require careful collaboration and strong networks to ensure effective solutions. We actively seek partnerships and alliances to address these challenges comprehensively.



2.6 Primary Target groups

Whereas our main goal is to ensure that no woman or girl becomes a victim of violence or insecurity, we recognize that women, girls and children are at different levels of risk when it comes to safety and security. For the next 3 years, COGWIN, has identified the following categories of women and children as its primary constituency:

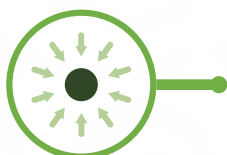
- Survivors of Sexual Gender Based Violence (Women, Girls and Children)
- PWDs
- Teenage mothers
- Orphans and vulnerable children (OVCs)
- Breast Cancer Patients and Survivors



2.7 Target areas

We will center our work in the following areas within Embakasi North Constituency in Nairobi County:

- Dandora Phase 1-5
- Kariobangi North



2.8 Our Key Achievements

Successful partnerships

- We enjoy a good working relationship with the community and wide range of stakeholders both locally and nationally, NGOs and government ministries, departments and agencies.
- We have partnered with 41 health centers which offer immediate health care and psychosocial support to survivors.
- We have partnered with Wangu Kanja Foundation who offer legal aid for SGBV and rape cases, offer Psycho-social support and facilitate logistics to health center for survivors.

- We run confidential support lines for adolescent girls using the Tika hotline and Amnesty international.
- a. Successful Donation Drives
 - Through successful donation drives, we are able to run a monthly Vibrant 'Uji Fest' program that provides porridge and lunch to 200 children. Every weekend during school holidays, we provide uji (porridge) and lunch to the most vulnerable children of the community.
 - Since 2019, we have donated, 5000 sanitary towels to school girls and the surrounding community
 - During the flood disaster of 2023, we donated dry foods, provided shelter and clothing to 500 families within our program areas. Additionally, we have reached 7000 families with food donations since 2019.



2.9 Current challenges

Over the next three years, COGWIN will prioritize putting up mechanisms to mitigate the following limitations.

- i. Limited financial resources for implementing various programs effectively.
- ii. High demand for services but limited capacity to support everyone.
- iii. Societal stigma and fear preventing survivors from seeking help.
- iv. Lack of sufficient facilities for rescue operations or counseling.



3.0 Environmental Scanning

3.1 Internal Context

This section highlights our strengths, areas for improvement and strategic actions needed to improve them over the next three years.

	What is working well	Strategic Response
1	Committed, passionate team who are knowledgeable on SGBV issues	Continuous internal capacity building Peer to peer learning
2	Strong leadership and a common sense of purpose	Investing in leadership development Clear communication
3	Active social media presence, Facebook, Instagram, Tik tok	Promote digital security Develop a communication strategy
4	Programs align well with beneficiary needs	Continuous involvement of beneficiaries in co-designing programs. Encourage adaptation and flexibility
5	Ability to adapt to operational context – both internally and externally	Decentralized decision making Knowledge sharing Collaboration
6	Ability to mobilize local/own resources	Resource mapping, Leveraging on partners,(local women groups and businesses) Collaboration with other organisation
	Areas of Improvement	Strategic Response
1	Weak grant seeking skills, leading to inadequate funds	Trainings on resource mobilization and grants seeking Develop a resource mobilization strategy. Put up Income generating activities Periodic Stakeholder review
2	Few staff leading to stress and burnout	Consider volunteer and internship programs Fundraising to accommodate adequate staffing, Leverage on partnerships for referrals and linkages.
3	Inadequate human resource capacity (paralegalism, social enterprise, financial management, digital literacy etc)	Periodic capacity development of staff and volunteers on key program and operational areas
4	Inadequate operating procedures to support programs and operations	Prioritize development of key policies & frameworks(Safeguarding, Equality and Nondiscrimination, Communication, MERL)
5	Uncertainty over programs sustainability	Fundraising Adaptability plan Income Generating Activities
6	Lack of proper filing systems and data protection	Instal filing systems with adherence to data protection Development of data and reporting tools
7	Irregular implementation of programs	Fundraising Proper Budget Streamline Focus areas

3.2 External Context

We evaluated how external factors influence our operations by pairing SWOT and PESTEL analysis and considered what we need to put in place as a response to the analysis.

Focus area	Opportunities	Threats	Strategic Response
Political	- Government support for women's empowerment and GBV prevention through policies and funding. - Opportunities to partner with county and national government programs for funding and policy influence.	- Delay in funding approvals and policy changes. - Political instability or elections-related tensions affecting program implementation. - Donor dependency for programs	- Leverage support from government institutions. - Undertake political risk assessment on programs
Economic	- Livelihood projects (e.g., urban farming) run by youths - Livelihood options in Art work, Talent and Sports - Growing interest in women-led entrepreneurship and social enterprises that COGWIN can tap into. - Potential for partnerships with corporate organizations and NGOs offering grants and funding for gender-focused programs. - Access to microfinance institutions and skills development programs for women and young people	- Rising cost of living making it harder for beneficiaries to achieve financial independence. - Limited funding opportunities due to economic downturns or shifting donor priorities. - High unemployment rates leading to increased dependency on financial support.	- Explore applying for affirmative action funds offered by the government. - Consider making joint proposals with like-minded organizations - Consider investing in climate resilient IGAs. - Consider diversifying livelihood projects
Socio-cultural	- Increased public awareness of gender-based violence, mental health, and economic empowerment, leading to more community engagement and donations - Growing youth and women networks that can be mobilized for mentorship and advocacy. - Supportive Community	- Rising cases of SGBV - Deep-rooted gender norms and stigma that prevent women from speaking out against GBV. - Risk of victim-blaming attitudes discouraging survivors from seeking help. - Environment for victimization - Misinformation about SGBV organizations leading to opposition of programs - Security risk and fear of intimidation	- Targeted population interventions. - Intergenerational and cross-gender engagements
Technological	- Digital platforms (social media, for online campaign) that can enhance awareness, fundraising, and service delivery. - Use of online platform to share hotline numbers to reach a wider audience.	- Digital divide limiting access to online learning and financial services for some beneficiaries. - Risk of cyber bullying and online harassment targeting women and activists. - Limited access to modern technology and digital skills among beneficiaries. - Data protection- information may leak out	- Digital security training. - Leverage social media for programming and advocacy. - Leverage technology for data, information and communication management

Environmental	• Environmental conservation programs that promote green businesses and sustainable livelihoods for youth eg urban farming • Environmental initiatives that explore transformation of the Dandora waste disposal land fill. • Collaboration with health institutions and organizations for better service delivery to survivors of GBV.	• Extreme weather conditions such as floods increasing vulnerability of women and children • Extreme weather conditions affecting urban farming production	• Consider programming around the intersection between GBV and climate change. • Strengthen GBV climate change early warning signs
Legal	• Existing laws and frameworks (e.g., Sexual Offences Act, Protection against Domestic Violence Act) that can be leveraged for advocacy.	• New laws that restrict activities of SGBV in public schools • Weak enforcement of GBV laws, leading to continued violence and impunity. • Bureaucratic and technical processes that delay administration of justice	• Enhance policy advocacy through lobbying, litigations and campaigns

3.3 Stakeholders Mapping

By examining our stakeholders, we were able to locate individuals and institutions that have varied levels of interest and influence over our programs and strategized on how to engage with them efficiently.

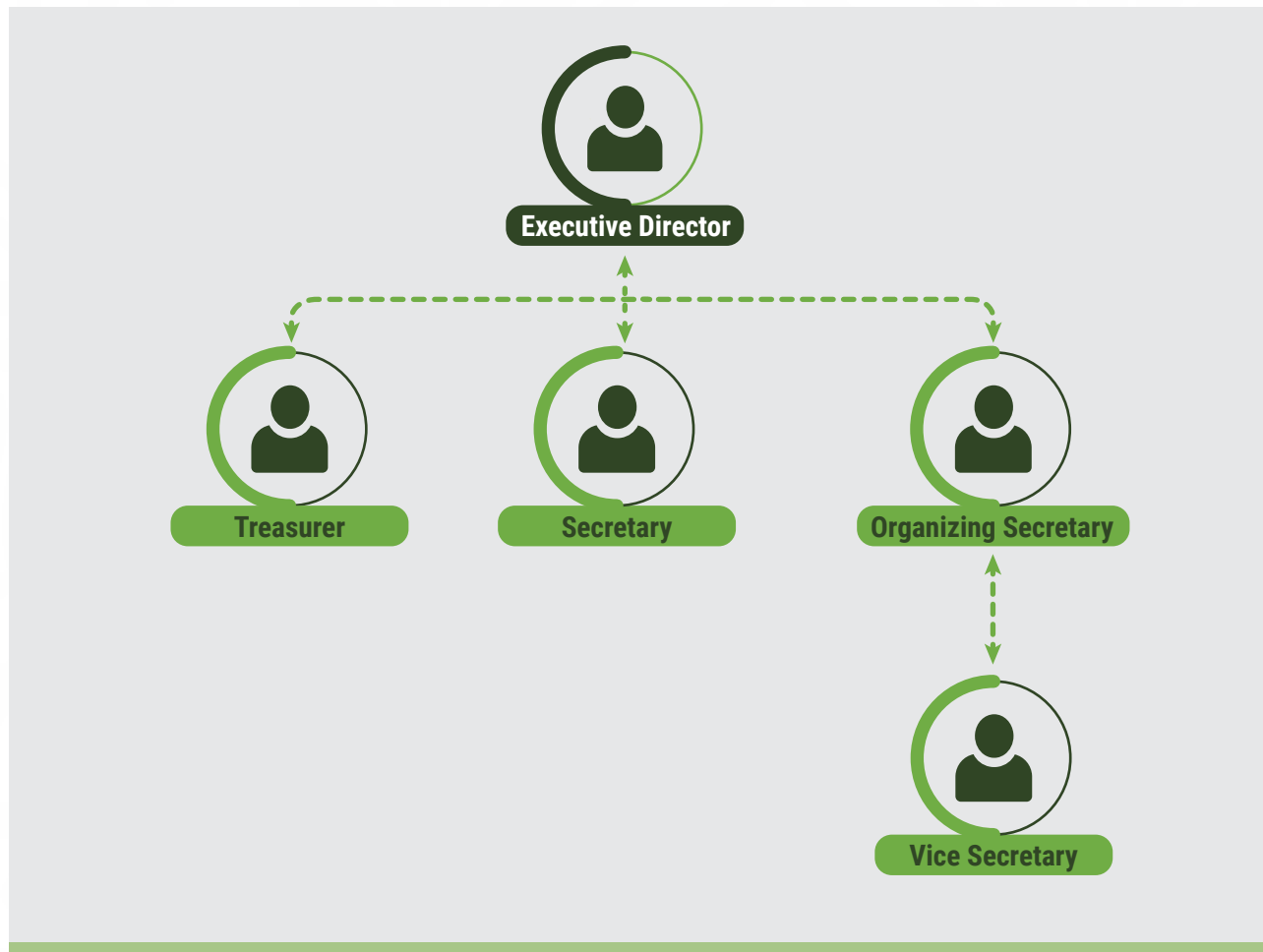
Stakeholder	Stakeholder expectation from us	Our organization's expectation from Stakeholder	Current stakeholders	Strategic intervention
Survivors of Sexual Violence	Services, Clear Information, Support, Empowerment	Active participation Engagement in process Follow up, Provide feedback	SGBV survivors AGYWs PWDs Youths Young mothers, (16- 24) yrs. Married Women Old women Boys, (8-16) yrs Breast Cancer Patients and Survivors	Consider beneficiary feedback in programming Conduct beneficiary needs assessment before onboarding
Community	Awareness and sensitization Focus on local social issues Support	Participate and Support in programs, including outreach and advocacy	Dandora dumpsite waste managers Women groups	Clear communication Increase community engagements

Duty Bearers	Partnership and Collaboration, Awareness and Sensitization, Compliance Referrals and Linkages	Partnership and collaboration Effective service provision Respect, defend and promote human rights Exercise accountability Referrals and Linkages	National Police Service National Government Administration Officers National and County Gender Officers Department of Children Ministry of health	Strategic alliances Oversight Referrals and follow ups
CSO'S	Accountability Transparency, Reporting, Effective, Mobilization, Recruitment, Follow ups community organizing Safeguarding	Partnership, collaboration and networking Joint campaigns	Wangu Kanja Foundation, Jonathan Foundation, Tika Women Collective Kenya Amnesty Kenya Social Justice Center Travelling Theatre	Periodic stakeholder analysis Stakeholder management plan Joint fundraising
Private Sector	Open markets Promote public order and security	Respect for human rights Support local human rights initiatives Partnership and collaboration Support sustainability projects	None at the moment	Explore leveraging strategic private sector partnerships Understand interest of local private sector actors in relation to program areas
Development Partners	Demonstrate impact Accountability for funds Reporting progress	Understand our mission and goal Open communication Feedback and collaboration Linkage and referrals		Fundraising strategy Effective compliance mechanisms



3.4 Organization's Governance Model

COGWIN has prioritized the review of its governance structure to be undertaken in the first year of the strategic plan implementation, 2025. This is to enable it effectively align roles and responsibilities. It re-engineering will also see the establishment of a board of advisors and define the flow of communication and authority.



3.5 Change Theory

1



OUR VISION

Communities where women and children rights and potential are respected and promoted

2



EXPECTED OUTCOMES

- Increased reporting and actions on SGBV cases
- Reduced cases of child abuse and negligence
- Increased collaboration among stakeholders
- Increased community involvement in SGBV & Child Protection interventions
- Positive shifts in community knowledge, attitudes and perceptions on gender equality
- Breast cancer patients able to access and afford therapy
- More awareness on cancer
- Improved capacity of COGWIN to run programs effectively

3



OUR STRATEGIES

- Prevention
- Protection
- Survivors Support
- Monitoring, Documentation & Reporting
- Strategic Partnerships and collaboration
- Advocacy
- Organizational development and systems strengthening

4



STRATEGIC OBJECTIVES

- To contribute to the comprehensive management of GBV in Embakasi North Constituency
- To promote the safety, well-being and rights of children by preventing abuse, neglect and exploitation.
- To increase awareness about breast cancer and provide emotional, physical and social support to breast cancer survivors
- To improve the capacity, efficiency and sustainability of the organization.

5



THEMATIC FOCUS AREAS

- Comprehensive Management of SGBV
- Promotion of Child Care and Protection
- Promotion of Breast Cancer Awareness and Support
- Institutional Growth and Development

6



CURRENT SITUATION

- Rise in GBV including SGBV and femicide
- Low reporting of SGBV incidences
- Weak coordination among SGBV actors
- Lack of public safe houses and rescue centers for SGBV survivors and children at risk
- SGBV cases being resolved out of court
- Little awareness on breast cancer.
- Inadequate support for breast cancer patients

4.0 Strategic Plan Implementation Framework

This implementation framework includes; strategic objectives, strategies, key activities, performance targets and required level of funding necessary to meet the 4(four) thematic objectives which COGWIN will pursue over the next three years.

Key Result Area 1:		Gender Based Violence Management						
Strategic Objective 1:		To contribute to the comprehensive management of GBV in Embakasi North Constituency						
Primary Target Groups		Women, Girls and PWDs.						
Outcomes:		Increased community awareness on GBV, Reduced number of reported GBV cases, Improved GBV stakeholders' collaboration, Improved case managers' capacity on GBV management and Increased number of logically concluded GBV cases.						
Strategies:		Key Activities	Output Indicators	Performance Targets			Total	Indicative Budget (Kshs.) '000
				2025	2026	2027		
1	Prevention	Awareness and sensitization (clean ups, radio shows, dialogues and barazas)	No. of forums No. reached Change response	15	18	15	48	1,320
		Training of local community champions and paralegals	No. of trainings No. champions/ paralegals trained & practicing Feedback reports	3	3	6	12	360
2	Response	Referrals, Linkages and Follow ups	No. of referral, Type of referral, Timeline of referral, Referral success, No. of referrals followed up, No. of those receiving referred/linked services completely	120	240	400	760	1,520
		Rapid response / Rescue	No. rescued, Time taken to rescues Areas of rescue Immediate post rescue support	40	40	80	160	480
		Legal aid	No of legal cases handled No of legal counsel provided No of fair legal aid outcomes no of survivors satisfied with legal aid	30	50	70	150	750

		Temporary accommodation	No in temporary accommodation Capacity in use Duration of stay Beneficiary feedback	20	50	50	120	360
		Compassion support	No. receiving support No. of support sessions conducted Beneficiary feedback	200	200	200	600	600
3	Empowerment	GBV Case Managers(volunteers) Capacity Development	No. of GBV case managers trained No of workshops conducted No. of case mgt tools developed/improved	3	4	6	13	650
		Trainings / Mentorship for survivor support groups	No. of support groups trained No of training sessions conducted % of survivors reporting uptake	6	6	6	18	900
		Skill and Business development support for survivors	No. receiving training No. of training sessions No. of business dev plans developed No of survivors running business	3	6	6	15	450
		Seed capital for business startups support	No. receiving capital Amount of capital granted No of new business started % of running business	45	90	90	225	5625
		Market linkages and job placements	No. receiving market linkage, No. receiving job placement Feedback reports	20	40	40	100	300
4	Strategic collaboration	CUC meetings and Partnerships	No. of sessions held No. of organizations attending		4	3	7	140
		Gender Sector Working Group Meetings and Partnerships	No. of sessions held and recommendations No. of key organizations attending		4	4	8	160
		CSO working on GBV networking and partnership	No. of networking sessions No. of new partnerships formed No. of joint activities undertaken	2	2	2	6	120
		Partnerships with referral pathways actors	N of new referral pathways established No of survivors referred No. of cases successfully referred & followed up	2	2	2	6	120

		Community level GBV stakeholders forums	No. of forums conducted No. attending No of actions launched	2	2	2	6	180
		Joint campaigns	No. of campaigns organised No.of organizations participating No. reached No. of materials distributed	3	3	3	9	270
		Development of a stakeholder engagement strategy	stakeholder mapping No. of stakeholder engaged		1		1	150
5	GBV Monitoring, Documentation and Reporting	Development of case management database	Database No. of staff trained No of cases entered No. of updates	1			1	150
		Development of GBV Monitoring, Documentation and Reporting SOPs	Developed tools No of staff trained % of cases documented in line with SOPs		1		1	150
6	Advocacy	Legal aid clinics	No. held No. provided with service No accessing follow up % successfully resolved	5	5	5	15	900
		Community outreaches (radio, dialogue forums, social media, IEC material, barazas etc)	No. held No. of people reached No. of IEC distributed No. actively participating	5	5	5	15	750
		Direct actions (petitions, litigations, protests, etc)	No of petitions,Litigations, protests held	3	3	3	9	315
		Media engagements (talk shows, pressers etc)	No. conducted No. of media outlets involved	5	5	5	15	75
		Development of advocacy strategy	No. of stakeholders consulted Advocacy strategy document No. of advocacy tool developed		1		1	150

Key Result Area 2:		Promote Child Care and Protection						
Strategic Objective 2:		To promote the safety, well-being and rights of children by preventing abuse, neglect and exploitation.						
Outcomes:		Stronger mechanisms for child safety and security, Increased awareness on children rights, reduced cases of VAC, Increased reporting of VAC, Decreased cases of juvenile offences.						
Strategies:		Key Activities	Output Indicators	Performance Targets			Total	Indicative Budget (Kshs) '000
				2025	2026	2027		
1	Prevention	Awareness Campaigns	No. of campaigns No. reached Change response	15	18	20	53	1300
2	Response	Nutrition programs (Uji Feeding Fest , Lunch)	No. served No. of meals Frequency of meals No. of partners collaborating	12	12	12	36	2160
		Padding Girls	No. reached No. of pads distributed No. of session	3	3	3	9	360
		Donation drives (Food, Clothing)	No. of donation events No. reached Donations collected	3	3	3	9	360
		Linkage to bursary	No. of bursary awarded No. of schools linked	40	40	40	120	60
3	Empowerment	Mentorship(SRHR, Life skills)	No. reached No. of sessions Frequency of sessions	3	3	3	9	450
		Talents, artwork, Sports-football tournament,(Girls and Boys) forum, Beadwork	No. participating in arts and sports activities No of activities held No. of individuals under talent mentorship Activity reports	3	3	3	9	900

Key Result Area 3:		Promote Breast Cancer Awareness and Support						
Strategic Objective 3:		To increase awareness about breast cancer and provide emotional, physical and social support to breast cancer survivors						
Outcomes:		Improved knowledge, attitudes and perceptions about breast cancer, Increased number of women seeking test services,						
Strategies:		Key Activities	Output Indicators	Performance Targets			Total	Indicative Budget (Kshs.) '000
				2025	2026	2027		
1	Prevention	Awareness Campaigns	No. of people reached No of campaigns	3	3	3	9	900
		Community Health outreaches/ clinics	No. of community health outreaches No. of people reached	2	2	2	6	300
2	Response	Train caregivers and survivors on making prosthetic breasts	No. trained No. of prosthetic breasts made	1	1	1	3	900
		Special Food donations, assessment for disability,	No. of people receiving food No. assessed for disability Quantity of food donated	2	2	2	6	900
		Business Training,- Soap making (Jik, Dettol)	No. trained in soap making No. running soap making business	2	2	2	6	750
		Market Linkage	No. linked to markets	15	15	15	45	90
		Urban farming (indigenous vegetables)	No. trained on urban farming Quantity produced from urban farming	50	50	50	150	270

Key Result Area 4:		Institutional Growth and Strengthening						
Strategic Objective 4:		To improve the capacity, efficiency and sustainability of the organization						
Outcomes:		Improved leadership, streamlined operations, Better resource management						
Strategies:		Key Activities	Output Indicators	Performance Targets			Total	Indicative Budget (Kshs.) '000
				2025	2026	2027		
1	Capacity building	Leadership and Organizational systems training	change in leadership skills change in employee engagement change in team performance change in problem solving skills	2	2	2	6	960
		Financial management training	change in financial decision making skills change in budgeting accuracy and forecasting change in financial concepts	2	2	2	6	960
		Professional development of staff (short courses support)	No. of training sessions Skill enhancement	1	1	1	3	700
		Team building	Change in team communication change in team engagement	1	1	1	3	900
2	Policy formation and development	Development of a board charter	Board Charter		1		1	150
		Development of Resource Mobilization strategy	Resource Mobilization Strategy Document	1	-	-	1	150
		Develop a MERL framework	MERL Framework Staff trained on MERL Data collection tools	1	-	-	1	200
3	Communication and visibility	Develop website	Website	1	-	-	1	100
4	Compliance	Training	No. of trainings completed Change in policy understanding	1	-	-	1	100
		Financial Audits	Audit findings	1	1	1	3	300
5	Sustainability	Fundraising through compassion Programs(training and resource mobilization, chics, cyber and urban farming, printing t-shirts, 2 tents, 100 seater and PS system)	Total Amount raised No. of individuals contributing No. of events held	2	1	1	4	1500

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