



Strategic Plan

2025 - 2027





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Acronyms

AGYWs	Adolescent Girls and Young Women
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CBO	Community Based Organization
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FON	Feminist Opportunities Now
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GBV	Gender Based Violence
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GVRC	Gender Based Violence Recovery Centre
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IEC	Information, Education and Communication
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MERL	Monitoring, Evaluation, Research and Learning
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SGBV	Sexual Gender Based Violence
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SRH	Sexual and Reproductive Health
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SSV	Survivors of Sexual Violence
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WIGsUP	Women in Grassroots Uprising
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WKF	Wangu Kanja Foundation
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Statement from the Executive Director



As we embark on this transformative journey outlined in our three -year Strategic Plan, we reaffirm our unwavering commitment to building an inclusive and just society where all women, girls, and children can thrive. Our vision is rooted in the principles of human rights-based approaches, survivor centered approach and gender equality.

This plan is more than a roadmap; it is a call to action for all stakeholders, governments, organizations, and individuals to join us in making this vision a reality. Over the next three years, we will champion equity, resilience, and empowerment; creating sustainable pathways for marginalized and vulnerable communities to access the resources, services, and opportunities they deserve.

We extend our deepest gratitude to our dedicated partners, supporters, and team members who have contributed to shaping this strategic direction. Your collective efforts and unwavering belief in our mission inspire us to push boundaries, innovate, and lead with purpose.

Together, we can create lasting change.

Victoria Atieno Awuor
Executive Director & Founder

Statement from the Head of Programs



It is with great pleasure and a deep sense of commitment that we present the strategic plan for Wigs Up CBO. This document is more than just a roadmap; it is a bold statement of our vision, aspirations, and collective resolve to advance the rights and well-being of women and girls in our community.

At Wigs Up, we believe that empowering women is not just an act of justice but a fundamental pillar for sustainable development. Over the years, we have witnessed firsthand the challenges that women face—economic barriers, gender-based violence, limited access to education and healthcare, and underrepresentation in decision-making spaces. This strategic plan is our response to these challenges, outlining a structured and results-oriented approach to achieving transformative change.

This plan was developed through a participatory process, incorporating the voices of the women we serve, our partners, and key stakeholders. It reflects our shared vision and the strategic interventions required to create meaningful impact. However, this plan is only as strong as the commitment we put into its implementation. I call upon our partners, government agencies, civil society organizations and the community at large to walk this journey with us. Together, we can build a more just and equitable society where every woman and girl have the opportunity to thrive. As we embark on this new chapter, let us remain steadfast, innovative, and resilient. The success of this strategic plan depends on our collective effort, and I am confident that with collaboration, dedication, and unwavering commitment, we will achieve our goals.

Thank you.

Benson Agesa
Head of Programs

Acknowledgement

We would like to express our heartfelt gratitude to all those who participated in the development of this inaugural strategic plan for Wigs Up.

First and foremost, we cannot be grateful enough to Feminist Opportunities Now (FON) and Wangu Kanja Foundation (WKF) for the support that made this process possible. We extend our sincere thanks to the Empresario Consulting Limited team, whose technical support and insight was instrumental in the creation of this plan.

We would also like to acknowledge the invaluable input from Women in Grassroots Uprising staff; including executive leadership, department heads, volunteers, and key stakeholders. Your willingness to share your perspectives, ideas, and feedback ensured that our plan reflects the diverse needs and aspirations of our organization.

Furthermore, we appreciate the engagement of our external partners and community members, whose insights and support enriched our understanding of the challenges and opportunities we face. Your involvement was crucial in shaping our vision and strategies.

Lastly, we would like to thank everyone who participated in our surveys, interviews, focus groups, and workshops. Your candid responses and willingness to engage in meaningful dialogue were truly appreciated and vital for the success of this strategic planning endeavor.

Together, we take pride in our collaborative effort to shape a clear and actionable strategic plan that will guide our organization toward a successful future. Thank you for your commitment to our shared mission and for being an integral part of this important process.



Executive Summary

Women in Grassroots Uprising was founded in 2019 and registered in 18th July 2024 as a Community Based Organization to advocate for women and girls' rights and eliminate gender inequalities while ensuring access to social and economic opportunities for women and girls within the informal settlements of Nairobi; Mathare and its environs.

In this strategic plan, Wigs Up has established a roadmap that it will endeavor to pursue in the next three years. The plan highlights its strategic direction in terms of vision, mission, objectives and guiding principles. It also captures its thematic focus and defines the strategies, activities, results frameworks and change theory.

This strategic plan is a product of a mix of participatory approaches including co-creation workshops, group discussions, key informant interviews, literature review and brainstorming sessions. The strategic plan development process provided for assessments of both the internal and external context of Wigs Up's work. It also examined the interests of various stakeholders and provides a value proposition for each stakeholder category.

The plan will be delivered through five program areas, namely; ***Gender Based Violence Management, Promotion of Women Health and Wellbeing, Child Care and Protection, Climate Change and Ecological Justice and Institutional Growth and Development.***

The uniqueness of the Wigs Up's interventions will lie in its ability to adapt its programs to emerging environment realities without compromising on its values and quality of outcomes.



1.0 Introduction

1.1 About Women in Grassroots Uprising

We are a grassroots women rights community based organization (CBO) currently working in the informal settlements of Mathare North, Utalii, Babadogo, Korogocho, and Lucky Summer in Nairobi, Kenya. The organization was founded in 2019 and registered in 2024 as a Community Based Organization with the Department of Social Services.

Our formation was influenced by, on one hand, the need to put a strong challenge to the systemic and individual biases and violations that women in Nairobi's informal settlements have to contend with on a daily basis and on the other hand, the need to build women's capacity and power to rise above their vulnerabilities. We recognize that the violence women face is shaped by the interplay of various social identities and inequalities—not just gender—and further understand that the same forms of violence can impact women differently based on their other social identities.

1.2 Objectives of the strategic planning process

We expect that this strategic plan will be useful to Wigs Up by:

- i. Defining our Strategic Direction: Establishing clear, measurable goals and priorities that will guide Wigs Up's efforts to advance women's rights, combat gender-based violence (GBV) and foster education and inclusion for minority groups within our communities.
- ii. Strengthening our Internal Capacity: Provide a guideline for strengthening Wigs Up's internal structures, leadership, and operational processes to improve service delivery, ensure transparency accountability and increase the organization's ability to respond to emerging challenges.
- iii. Providing us a framework for securing Sustainable Relations and Resources: Support in the development of diverse strategies for funding, including partnerships, donor engagement and community-based support, ensuring financial stability for long-term program impact.
- iv. Scaling our Reach and Expanding Impact: Identifying new opportunities to increase the scale of Wigs Ups programs, aiming to directly impact a larger number of vulnerable women, children and girls each year.

1.3 Process of developing the Strategic Plan

The process of developing this strategic plan was both participatory and consultative. The plan embodies the input of various stakeholders including our program beneficiaries, staff, management, board and key stakeholders. An external consultant, Empresario Consulting Ltd, was engaged to provide guidance and technical support—courtesy of Wangu Kanja Foundation and Feminist Opportunities Now.

2.0 Organizational Profile



2.1 Vision

A world safe for all.



2.2 Mission

To champion elimination of systemic and structural barriers to gender justice while promoting equal opportunities for all through strategic advocacy, empowerment and participation of all women in their diversities.



2.3 Our Values

We hold strongly that to achieve our vision and mission we will need to promote an organizational culture with embodies the following principles:

- **Integrity** - We strive towards the highest ethical standards in all our actions, ensuring that we are honest, transparent and accountable in decisions and practice.
- **Inclusion and Diversity** - We are committed to fostering a culture where every individual is respected, valued, and empowered, ensuring equal opportunities for all.
- **Equality and non-discrimination** – We are committed to creating spaces and practices that are inclusive and non-judgmental.
- **Teamwork** - We believe in the power of collaboration, working together across teams and with our partners to achieve our shared goals and create lasting change.
- **Communication** – We believe effective communication builds trust, enhances collaboration, and drives organizational success.



2.4 Our Thematic Focus

- **Gender-Based Violence (GBV) Management**
Gender-Based Violence (GBV) is a worrying concern in informal settlements in Kenya, Nairobi included. Different reports indicate that women and girls are disproportionately affected with GBV. Notable drivers include poverty, economic vulnerability, harmful social norms, weak accountability systems and ignorance. Wigs Up employs a comprehensive approach to GBV management which allows it to look into the spectra of GBV prevention, protection, response, empowerment and accountability. We have tailored our services to embody the principles of survivor-centered approach to GBV case management. In particular, our strategy is focused on the empowerment of survivors and their communities, monitoring, documenting, reporting, referral, linkage, follow up and advocacy on GBV issues.
- **Women Health and Wellbeing**
Whereas both women and men have an equal right to live healthily, they do have different health-care needs. Women in Kenyan informal settlements

face significant health challenges, including higher rates of infectious and chronic diseases, violence, and limited access to sanitation and healthcare, often exacerbated by precarious livelihoods and gendered care burdens.

Globally, adolescents and youth experience high unmet need for sexual and reproductive health (SRH) information and services. Young people growing up in informal settlements of Nairobi, specifically in Mathare slum, face tremendous challenges in relation to their SRHR needs resulting in poor outcomes such as early and unintended pregnancy, STIs, and sexual violence. In Kenya, an estimated 330,000 adolescent girls become pregnant each year, a majority of whom come from low-income settings such as Mathare. Moreso, 42% of new adult HIV infections in the country occur among young people between the ages of 15-24 (UNFPA 2022).

Wigs Up is keen on promoting access to comprehensive reproductive health care among adolescent girls and young women, holistic mental health support for women and girls experiencing situations of crisis within Nairobi's informal settlements.

- **Child Care and Protection**

Despite Kenya ratifying and domesticating the United Nations Convention on the Rights of the Child (UNCRC) through the Children Act of 2001 and the Kenyan constitution, adopting policies and enacting laws to protect children, thousands of children are still exposed to violence and abuse, neglect, sexual exploitation, emotional abuse among others.

Wigs Up works with children, families, and communities to ensure that they are able to reject harmful practices, respond to violence against children, promote the best interest of children and adopt positive social norms through their educational programs and in partnership with the children departments.

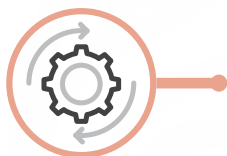
- **Climate Justice**

Our interventions aim at ensuring that communities most vulnerable to climate change impacts are supported and empowered. Our approach to climate justice recognizes that marginalized groups and communities bear the brunt of climate change impacts, even though they are often the least responsible for the problem.

The interventions seek to address the root causes of vulnerability, such as poverty, lack of access to resources, and discriminatory practices. We ensure that these communities, especially women, are not left behind in climate action and that they have a voice in decision-making. This includes equitable access to resources, decision-making processes, and adaptation measures, while also addressing the underlying social, economic, and environmental inequalities that exacerbate vulnerability.

- **Institutional Development and Growth**

We are keen on continuously enhancing both our members and organizational capacities to be able to measure up to the many dynamics that define our work and context and deliver on our areas of focus with great efficacy.



2.5 Strategic Approach

- **People-centered** – Our services are designed with the beneficiaries' interest in mind. We are equally committed to ensure that our engagements leave our program beneficiaries more empowered thereafter.
- **Partnerships and Collaboration** – We acknowledge that the gravity of the issues we are dealing with are beyond the means of any single organization. We also recognize that there are already organizations working on different aspects of the same issues using different approaches. We are therefore keen on leveraging the different stakeholder contributions and sharing learnings and successes.
- **Advocacy** – We appreciate that while the primary obligation over our focus issues lies with the government, citizens have an equal share of responsibility not just to hold the government accountable but to be active participants in upholding, defending and protecting rights. We are therefore keen on processes that promote information sharing, civic awareness, policy reforms, institutional accountability and power sharing.
- **Periodic Monitoring, Evaluation, Research and Learning** – We are keen on employing scientific methods towards informing our program work. We envisage regular progress tracking through structured MERL frameworks, including community feedback, impact assessments, and performance indicators.
- **Adaptability and sustainability** – We have adopted resilient programmatic practices to ensure that our operations can continue even against the background of resource limitation.



2.6 Target groups

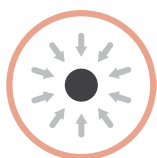
We have identified the following women and girls categories as most affected or at risk based on our thematic interventions. Over the next 3 years, Wigs Up will give primary attention to:

- Women survivors of gender-based violence,
- Adolescent girls and young women (AGYWs)
- Teenage mothers (especially school drop outs)
- Climate Change IDPs (PWDs, Women and Children), those adversely affected
- PWDs and Queer persons
- Key government institutions



2.7 Current geographical coverage

Our programs will be majorly focused in Ruaraka Sub County – Utalii, Mathare North, Korogocho, Baba dogo and Lucky summer wards.



2.8 Key Achievements

Our major achievements include:

- a. Increased Awareness–We have been able to successfully organize community awareness campaigns that have reached thousands of residents in Mathare, significantly increasing the community's understanding of women's rights and available resources.
- b. Legislative Impact–We played a vital role in advocating for local policy changes, leading to the implementation of programs that enhance women's access to healthcare and legal support in cases of violence.
- c. Women Empowerment–We have been able to support over 300 women start their own businesses through entrepreneurship training and microfinance initiatives, leading to improved financial stability for participants and their families.
- d. Youth Programs–We successfully launched educational programs specifically targeting young women and girls and youths resulting in higher school retention rates and increased participation in fields among local youth.



2.9 Our Theory of Change

Our programmes are underpinned by a theory of change that provides for a basis of how the strategies, approaches and interventions will contribute to the intended outcomes and impact. The following diagram depicts the theory of change for our proposed interventions.



3.0 Contextual Analysis

3.1 Internal Context

This section highlights our strengths areas and areas of improvement. We keen on leveraging our strengths and mitigating our vulnerabilities over the next 3 years.

	What is working well	Strategic intervention
1	Committed and passionate team	Support staff development and motivation programs (especially on leadership, organizational development and systems strengthening)
2	Strong leadership and a common sense of purpose	Develop a strong orientation and team onboarding practice. Encourage shared responsibility and team work
3	Well-kept financial records	Conduct periodic trainings on financial management and book keeping
4	Ability to adapt to operational context – both internally and externally	Periodic organizational and program-based capacity assessments Empower program beneficiaries to manage dependency
	Area of Improvement	Strategic response
1	Inadequate office space, equipment and resources to manage administrative costs	Prioritize resource mobilization towards getting adequate office space and resources. Leverage referral of survivors to other partners Realign program work for virtual operations.
2	Inadequate human resource and capacity (especially in financial management & digital security)	Periodic capacity development of staff and volunteers on key program and operation areas
3	Inadequate operating procedures to support programs and operations	Prioritize development of key policies.
4	Uncertainty over programs sustainability	Capacity building staff of corporate development, communication and public relations.
5	Weak MERL practices	Staff training Development and operationalization of a MERL framework
6	Inadequate funding (including weak grants seeking skills)	Develop a resource mobilization strategy Capacity building on resource mobilization
7	Irregular implementation of programs	Enhance fundraising and develop a sustainability plan Proper Budgeting practices Streamline Focus areas
8	No stakeholder or partnership management strategy	Continuous training on stakeholder analysis and management
9	Have no social media presence	Improve social media visibility Consider having active social media accounts
10	Do not have an advisory board	Put in place an advisory board with expertise in the programming areas

3.2 External Context

We assessed how the external environment impacts on our work by pairing an analysis of our opportunities and threats with the 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. - Global commitments(e.g. SDGs, CEDAW) offer platforms for advocacy and collaboration	Political instability including elections-related tensions affecting program implementation.	- Leverage support from government institutions. - Undertake political risk assessment on programs
Economic	- Growing donor interest in women's rights, SRHR, climate change and social enterprises that WIGSUP` can tap into. - Potential for partnerships with corporate organizations and NGOs offering grants and funding for gender-focused programs. - Post-pandemic and climate resilience funding can enhance WIGSUP's project implementation. - Corporate CSR initiatives offer partnerships for advocacy and program support	- Rising cost of living makes 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. - Delay in funding approvals and policy changes. - Climate change affecting livelihood projects (e.g., farming, small businesses) run by women.	- Explore applying for affirmative action funds offered by the government. - Consider making joint proposals with like-minded organizations - Consider investing in climate resilient IGAs. - Develop strategic partnerships with corporations
Socio-cultural	- Increased public awareness of gender-based violence, mental health, and economic empowerment, leading to more community engagement. - Rising support from male allies and community leaders in addressing GBV and women's empowerment. - Growing youth and women networks that can be mobilized for mentorship and advocacy. - Growing global awareness movements(#Me Too, youth climate activism) can be leveraged to amplify support for gender equality and SRHR - Shifting societal norms favoring gender equality increased receptiveness to advocacy	- Deep-rooted gender norms and stigma that prevent women from speaking out against GBV. - Risk of victim-blaming attitudes discouraging survivors from seeking help. - Increase in mental health issues due to GBV, poverty, and unemployment. - Health crises (e.g., pandemics, outbreaks) disrupting programs and community engagement.	- Targeted population interventions. - Intergenerational and cross-gender engagements - Meaningful youth engagement

Technological	• Digital platforms (social media, online fundraising, mobile banking) that can enhance awareness, fundraising, and service delivery. • Access to telemedicine and online platforms for enhanced SRHR services • Use of virtual training and mentorship programs to reach a wider audience. • Access to data-driven decision-making tools for tracking progress and measuring impact. • Advancements in data collection tools allow better tracking of GBV and child protection issues	• Digital divide limiting access to online learning and financial services for some beneficiaries. • Risk of cyberbullying and online harassment targeting women and activists. • Limited access to modern technology and digital skills among beneficiaries.	• Digital security training. • Leverage social media for programming and advocacy. • Leverage technology for data, information and communication management (data-driven interventions)
Environmental & Health	• Climate change and environmental conservation programs that promote green businesses and sustainable livelihoods for women. • Public health initiatives (e.g., mental health awareness, reproductive health education) that align with WIGSUPs mission. • Collaboration with health institutions and organizations for better service delivery to survivors of GBV. • Growing green economy creating new roles for women in sustainable industries	• Extreme Climatic conditions such as Floods contributing to increased cases of GBV • Extreme weather conditions affecting livelihood projects	• 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 Offenses Act, Protection against Domestic Violence Act) that can be leveraged for advocacy. • Stronger SRHR-related laws	• 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 Analysis

By conducting this stakeholder analysis, will be able to locate individuals and institutions who have some interest or influence over its programs for the purposes of engaging with them successfully.

Stakeholder	Stakeholder expectation from us	Our organization's expectation from Stakeholder	Current stakeholders	Strategic response
Beneficiaries	Clear communication Fair treatment and support Empowerment Intermediate	Participate in programs Provide feedback	Women survivors of gender-based violence, teenage mothers in need of economic, and psychosocial support, Women who abuse drugs, Sex workers, Women domestic workers and Women immigrants.	Consider beneficiary feedback in programming Conduct beneficiary needs assessment before onboarding
FBOs				
Community Groups	Focus on specific local issues Awareness and sensitization Leadership and support	Participate and support programs Provide feedback	Kiamaiko, Ngei, Huruma, Mabatini, Hospital, Mlango Kubwa, Utalii, Eastleigh, Pangani and Landi Mawe wards in Nairobi County.	Clear communication Increase community engagements
Duty bearers	Partnership and collaboration Awareness and sensitization	Respect, defend and promote human rights Effective service provision Exercise accountability Partnership and collaboration	National Police Service National Government Administration Officers National and County Gender Officers Department of Children Nairobi Gender Based Violence Recovery Center	Strategic alliances Oversight Referrals and follow ups
CSOs	Partnership, collaboration and networking Joint campaigns	Partnership, collaboration and networking Joint campaigns	CREAW, WKF, SSV Network Defenders Coalition, WHRD Hub, Mabatini Vac Cluster, WBW, Physicians for Human Rights and Wild Feminists	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	Children Rights Violence Prevention Fund	Fundraising strategy Effective compliance mechanisms
Health providers and institutions				

4.0 Strategic Plan Implementation Framework

This implementation framework provides the specific strategies, activities, targets and funding level necessary for meeting the thematic objectives which WIGSS UP will pursue over the next three years.

Key Result Area 1:		Comprehensive Management of Gender Based Violence						
Strategic Objective 1:		To contribute to the comprehensive management of GBV within Ruaraka Sub county – Utalii, Mathare North, Korogocho, Baba Dogo and Lucky Summer informal settlements in Nairobi County.						
Target Groups		Women survivors of gender-based violence, Teenage mothers in need of economic and psychosocial support, Women who abuse drugs, Women domestic workers and Women immigrants.						
Outcomes:		Increased community awareness on GBV, Increased number of reported GBV cases, Improved GBV stakeholders’ collaboration, Improved case managers’ capacity on GBV management and Increased number GBV case transition along the referral pathways.						
Strategies:		Key Activities	Output Indicators	Performance Targets				Indicative Budget (Kshs.) '000
				2025	2026	2027	Total	
1	Prevention (awareness and sensitization)	Community barazas / dialogue forums	No. of awareness sessions No. of people reached / new partnerships made Feedback reports	4	4	2	10	500
		Social media campaigns	No. of reach & engagements Feedbacks	6	8	10	24	5,000
		School outreaches	No. of champions on boarded Feedback reports	5	10	4	19	1,500
		Radio shows	Audience reach Feedback reports	6	12	6	24	2,000
		Trainings	Training reports & resolutions New partnerships developed	3	6	3	12	1,800
		Male engagement forums	No. of new champions on boarded No. of forums held Feedback reports	2	4	2	8	1,200
		Annual observances	No. of partners supporting Key issues addressed / petitions made	1	1	0	2	700

2	Response	Referrals, Linkages and Follow ups	No. of referrals, linkages and follow ups Type of referrals No. of successful referrals	90	150	100	340	1300
		Emergency response and rescue	No. emergency responses and rescues, Time taken to rescues Areas of rescue Immediate post rescue support	6	12	6	24	1500
		Psychosocial support	No. of beneficiaries supported Beneficiaries feedback	40	70	30	140	1400
		Legal aid (advisories and legal aid clinic)	No of legal cases handled No of legal aid counsels provided No of fair legal aid outcomes No of survivors satisfied with legal aid	2	3	1	6	1000
		Temporary accommodation	No in temporary accommodation Capacity in use Duration of stay Type of accommodation sought / given	2	3	1	6	1600
		Survivor reintegration	No. of successful reintegration Feedback reports	50	50	50	150	3,000
3	Capacity Development	GBV Case Managers Capacity Development	No. of GBV case managers trained No of workshops conducted No. of case mgt tools developed/improved	10	10	10	30	150,000
		Trainings / Mentorship for survivor support groups	No. of support groups trained No of training sessions conducted	100	100	100	300	1,500,000
		Seed capital for business start-ups support	No. receiving capital Amount of capital granted No of new business started	50	50	50	150	300,000
		Market linkages and job placements	No. receiving market linkage, No. receiving job placement	70	70	70	210	500,000

4	Strategic collaboration	CUC meetings	No. of sessions held	12	12	12	36	700,000
			No. of organizations attending					
		Gender Sector Working Group Meetings and Partnerships	No. of sessions held	12	12	12	36	700,000
			No. of organizations attending					
		Partnership mtgs with referral pathways actors	No. of partnership meetings held	5	5	5	15	300,000
			No of new partners engaged					
5	Advocacy		No. of commitments made					
		Community level GBV stakeholders forums	No. of forums conducted	4	4	4	12	600,000
			No. attending					
			No of actions launched					
		Joint campaigns	No. of campaigns organized	4	4	4	12	1,200,000
			No. of organizations participating					
			No. reached					
			No. of materials distributed					
		Development of a stakeholder engagement strategy	Stakeholder mapping	1	0	0	1	500,000
			No. of stakeholder engaged					
			Strategy developed					
		GBV Monitoring, Documentation and Reporting (MDR)	MDR database developed	1	1	1	3	30,000
			GBV MDR SOPs developed and adopted	1	1	1	3	300,000
			No. of cases documented					
			No. of staff trained on MDR					
		Legal aid clinics	No. held	2	2	2	6	600,000
			No. provided with service					
			No accessing follow up					
			% successfully resolved					
		Community outreaches (radio, dialogue forums, social media, IEC material, barazas etc)	No. held	4	4	4	12	1,200,000
			No. of people reached					
		Male engagement forums	No. of IEC distributed					
			No. actively participating					
			No. of forums	3	3	3	9	900,000
			No. of men/boys reached					

	Direct actions (petitions, litigations, protests, etc)	No of petitions, litigations, protests held	2	2	2	6	600.000
	Media engagements (talk shows, pressers etc)	No. conducted No. of media outlets involved	3	3	3	9	900.000
	Development of advocacy strategy	No. of stakeholders consulted Advocacy strategy document No. of advocacy tool developed	1	0	0	1	100,000

Key Result Area 2:		Women Health and Wellbeing						
Strategic Objective 2:		To champion women access to quality and comprehensive healthcare and resources that promotes their physical, mental, and social well-being.						
Outcomes:		Increment in women accessing SRH & maternal products and services Reduced stigma around mental health issues and improvement in service delivery quality More AGYW's able to make informed SRHR choices Increased collaborations among actors More friendly service provision for SRHR & maternal care						
Strategies:		Key Activities	Output Indicators	Performance Targets				Indicative Budget (Kshs.) '000
				2025	2026	2027	Total	
1	Sexual and Reproductive Health	Awareness creation (radio, dialogues)	No. of awareness conducted No. reached Increased knowledge	2	4	2	8	2400
		Arts and sports	No of sessions held No. of persons attending Key observations and feedback	3	3	6	12	480
		SRH products sensitization and distribution	No. sensitized No. SRH distributed % increase in usage No. of partnerships with distributors	200	400	200	800	800
		Community health screening clinics	No. Health screening Conducted No. Screened No. referred after screening	2	2	2	6	1,800

		Intergenerational dialogue forums	No. of sessions held Feedback reports Key actions and responsibilities assigned No. of persons attending	2	3	1	6	900
		SRH Mobile clinics outreaches	No. of outreaches held No. of persons served Feedback reports	2	4	2	8	2000
		Peer educators forums	No. of peer educators engaged Feedback reports	2	5	2	9	1800
		SRHR resource services mapping,	Mapping reports SRH providers engaged Key action recommended	1	-	-	1	300
		Male engagement sessions	No. of sessions held Key male allies engaged Session reports	2	4	2	8	1000
		Research	Reports released Key actions recommended People engaged in the research	1	1	1	3	900
		Policy dialogues with duty bearers and stakeholders	No. of dialogues held Key actions and recommendations	2	3	1	6	900
2	Maternal health	Trainings of CHPs, / service providers	No. of CHPs trained No. of sessions conducted Training reports	1	2	1	4	1200
		Health talks at health facility	talks conducted no. of persons reached feedback reports	3	6	3	12	2400

3	Mental health and Psychosocial support	Trauma counseling	No. receiving service	50	75	90	1350	3,850
			No. of sessions					
			No. of trained counselors					
			% survivors reporting improvement					
		Mental health awareness campaigns	No. conducted	4	4	4	12	1,200
			No. reached					
			No. referred to care					
		Train CHVs to disseminate health information	No. of CHVs trained	2	2	2	6	600
			No. of CHVs training actively					
			No. of sessions conducted by CHVs					

Key Result Area 3:		Child care and protection350						
Strategic Objective 3:		To strengthen systems, policies, and community-based mechanisms that protect children from all forms of abuse, neglect, exploitation, and violence, and ensure access to responsive and child-friendly protection services.						
Outcomes:		Reduced incidence of child abuse, neglect, and exploitation Improved access to child protection services Strengthened legal and policy frameworks for child protection Enhanced capacity of child protection actors Increased community awareness and participation						
Strategies:		Key Activities	Output Indicators	Performance Targets				Indicative Budget (Kshs.) '000
				2025	2026	2027	Total	
	Prevention	Est. school based child rights clubs	No. of new clubs established	2	2	2	6	600
			No. of discussion sessions held					
			No. of child rights mentors on boarded					
			Areas of training conducted					
			Feedback and reports from the children					
	Edutainment (arts and sports)	No. of sessions held	2	2	3	7	21,000	
			Audience feedback					
			No. of people reached					
	Mediation	No. of sessions held	12	12	12	36	180	
Mediation reports								
No. of cases successfully resolved								

		Radio	No. of sessions held Audience feedback Audience reach	4	4	4	12	120
		Family reintegration	No. of reintegration cases handled Process reports	12	12	12	36	344
2	Protection	Rescues	no. of successful rescue incidences key partners supporting with the rescues rescue operation reports	6	8	12	28	560
		Referrals and follow ups	No. of reports successfully referred for protection Referral reports	30	60	40	130	260
		Rehabilitation	No. of children referred for rehabilitation No. of children enrolled in school post rehab No. of children completing process	10	35	15	60	120
		Parents & community leaders engagement forums	No. of sessions held Areas of trainings conducted No. of participants engaged No. of parents / leaders trained & applying policies % parents/community leaders demonstrating improved knowledge & attitude towards child protection Reduction in cases of child abuse	12	12	12	36	3,600,000
		Training community child protection volunteers	Improvement in identification and referral of child protection cases by community volunteers (e.g., number of cases reported or referred to authorities)." Change in community attitudes and practices related to child protection	2	2	2	6	600
		Community Child Protection Monitors	No. of cases identified & referred by group Increase in cases reported to the watchdog group % resolved cases solved through the watchdog group Level of community confidence in the watchdog group	6	6	12	24	480

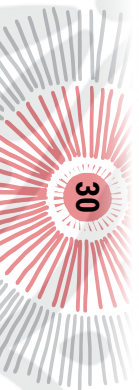
		Sectoral review meetings	No. of sessions held Meeting reports Key stakeholders attending meetings	2	2	2	6	600
3	Advocacy	Monitoring and documentation	No. of incidents recorded Record of stakeholders receiving reports Reduction in reporting errors % of trained case managers using standard reporting forms	120	120	150	390	780
		Policy adherence and review	No. of public institution with No. of public institutions complying Increase in enforcement actions / legal responses No. of amendment or new policies adopted Increase in community awareness on existing frameworks	1	1	1	3	1,200
		Research and documentation	Types of studies conducted Study reports	1	1	1	3	600

Key Result Area 4:		Climate change and Ecological justice						
Strategic Objective 4:		mitigate on climate induced threats						
Outcomes:		Increase in riparian land rehabilitated More youth and girls interested in climate justice Positive shift in community KAPs about climate justice Proper sanitary disposal Improved community disaster response mechanisms.						
Strategies:		Key Activities	Output Indicators 2025	Performance Targets				Indicative Budget (Kshs.) '000
				2026	2027	Total		
1		Community awareness and campaigns (Barazas, radio)	No campaigns held. No. of participants Audience feedback	4	6	3	13	1,300
		Climate justice story telling & engagements	No. of storytelling events. No. of women /youth engaged. Feedback reports	2	3	1	6	1,100

		Reclaiming riparian lands	Frequency of activities Size of area reclaimed Community management teams formed No. of champions recruited	2	3	3	8	1,800
		Tree planting campaigns and engagements	No. of campaigns held No. of trees planted No. of participants involved	1	2	1	4	1,200
		Community cleanups	No. of cleanups Amount of waste collected No. of residents joining	9	12	6	27	900
		Access to safe and clean water	No. of households reached. Feedback reports	200	300	100	600	2,000
		Emergency support response	No. of rapid response action. Household supported	3	4	2	9	2,200

Key Result Area 5:		Institutional Development and Systems Strengthening						
Strategic Objective:		To foster sustainable growth and development within the organization by enhancing internal capacity, improving operational efficiency and expanding strategic partnerships.						
Outcomes:		Existing Standard Operating Procedures, Functional Board, Reporting Templates, MERL Framework						
Strategies:		Key Activities	Output Indicators	Performance Targets			Total	Indicative Budget (Kshs.) '000
				2025	2026	2027		
1	Knowledge and Skill Development	Staff training on key capacity gaps (Digital communication & security, advocacy, leadership, safeguarding, financial management, professional development)	Training reports Action plans Key realignments in operations and programs No. of trainings held	2	2	2	6	600
		Performance appraisals	Appraisal reports Key commitments, recommendations & action plans	1	1	1	3	300

		Exchange programs	No. of exchanges done Feedback report	2	2	2	6	240
		Team building and debrief	Key resolutions Team feedback and commitments	1	1	1	3	450
2	Development of key SOPs and performance monitors	Development of a board charter and installation of board members	Board Charter Board of directors on boarded Training report	1	-	-	1	200
		Development of Resource Mobilization strategy	Resource Mobilization Strategy Document Training report	1	-	-	1	200
		Develop a MERL framework	MERL Framework Staff trained on MERL Data collection tools	1	-	-	1	200
		Development of safeguarding policy	Safeguarding policy developed and adopted Members trained on policy Refresher training on the policy	-	1	-	1	200
		Trainings on developed SOPs	No. of SOPs training held Key recommendations and alignments	3	3	1	7	700
		Development of members database	Database adopted and updated duly. Key staff trained on database management	1	-	-	1	250
		Mid-term Strategic Plan Review	Annual program reports Mid-term review report recommendations	-	1	-	1	150
3	Communication and visibility	Annual General Meeting	AGM minutes Key alignments and action plans	1	1	1	3	300
		Develop website	Website developed and running No. of interactions Record of benefits	1	-	-	1	150
		Social media sponsorships	Increase in audience reach Feedback reports	1	2	3	6	600
		Recognition and awards	Selection panel endorsed Feedback reports	1	1	1	3	1,500



4	Compliance	Annual renewal of CBO registration	No. of trainings completed	1	1	1	3	300
			Change in policy understanding					
		Financial Audits	Audit findings and reports	1	1	1	3	300
5	Admin	Personnel	No. of staff on stipends / remuneration	2	4	6	12	2,354
		Logistics	Improvement in conveyance, office cleanliness and communication.	1	1	1	3	600

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