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ANNUAL REPORT, 2024

ABRIDGED VERSION



FOREWORD

TRANSITION

The past year has been a period of profound transformation for our organization. We transitioned from DSW Kenya, a country office of Deutsche Stiftung Welbevölkerung, to Youth for a Sustainable World (YSW), a nationally-registered autonomous organisation.

TARGETED INTERVENTIONS

Throughout the year 2024, which marked our final year of implementing programs as DSW Kenya, we ran targeted interventions designed to empower young people, focusing on Sexual and Reproductive Health and Rights, gender equality and livelihoods.

RENEWED COMMITMENT

We renew our commitment to being a more adaptive, responsive, youth-centered organisation. We extend our deepest gratitude to our dedicated staff, partners, and the communities we serve for their unwavering support that fuels our vision.

**Evelyn Samba,
Executive Director**

The achievements of the past year were made possible with the support of the UNFPA, the European Union, the Federal Republic of Germany through KFW, BMZ, African Women's Development Fund, Hewlett Foundation, VIIV Healthcare Positive Action, Bayer and German Doctors. We are also grateful to the national and county governments for their continued support in implementing our work of empowering Kenyan youth.

AWARENESS AND DEMAND FOR SRHR

Young people
engage in a
discussion after
a peer learning
session in
Nairobi.

169,571

Young people
reached with SRHR
information

176

Peer educators trained
in SRHR and life skills

106K

Views on YouTube

PROVISION OF MODERN CONTRACEPTIVES

47,112

Contraceptives provided to young people

42,779

Young people reached with SRHR services.

636

Service providers trained to provide youth friendly services

2

Youth Empowerment Centers built in Njoro and Rongo to enhance access to essential services.

Healthcare providers offer services to a client.



Access to contraception is changing young people lives

Mercy, 22

Mercy, a 22-year-old student at Egerton University, had always been uncertain about her reproductive health options. She had heard about contraceptives but felt nervous and unsure about where to turn for accurate information.

One day, while attending a sensitization campaign organized by the YSW Direct to Consumer project at her university, she learned about the different contraceptives available and the benefits of using them. She was particularly drawn to the accessibility of the services through linked health facilities and the opportunity to consult with a trained professional without fear of judgment.

After the session, Mercy came to Njoro Sub County Hospital and received a contraceptive method that worked best for her. Today, Mercy feels empowered, confident in her reproductive health choices, and continues to advocate for others to seek information and services without hesitation.



ANNE, 20

Anne, a 20-year-old mother from Gilgil, had recently given birth to her second child and was struggling to balance motherhood with her dreams of finishing school and pursuing a career. She had heard about contraceptives but believed they were only for married women and was unaware of the options available to young mothers like herself. After attending a sensitization session organized by the Direct to Consumer project at Bondeni market centre, she learned about the various contraceptive methods designed to help women, especially young mothers, plan their pregnancies and avoid health risks associated with frequent childbirth.

During the session, Anne was introduced to options that suited her lifestyle and health needs. She was particularly relieved to learn about methods that would allow her to space out her pregnancies, giving her time to focus on her education and future aspirations. Motivated by the information, Anne visited a linked health facility, where she was able to access the contraceptive method that worked best for her.



Today, Anne is not only a dedicated mother but also an empowered young woman who feels more in control of her future. She is actively spreading awareness about contraceptive options among her peers and is grateful for the support and resources offered by the D2C project.

These stories highlight how the D2C project is helping young mothers understand their reproductive health options and break the cycle of unplanned pregnancies. Through education and accessible healthcare services, they are now able to make informed decisions about their future, ultimately improving her quality of life and opportunities for growth.

GENDER EQUALITY

Members of the
Mswabweni
Queens Youth
Group based in
Kwale County.

1,316

Girls and young women
reached with information
and education on gender
equality.



45

Community dialogues in
six counties to address
Sexual Exploitation and
Violence



20

Awareness raising sessions
focusing on ending harmful
attitudes affecting
Adolescent Mothers Living
with HIV



25

Peer educators trained on the
Kwale SGBV Act 2023,
empowering them to raise
awareness and advocate for the
Act's implementation.



YOUTH ECONOMIC EMPOWERMENT

1,799

Young people with improved access to socio-economic opportunities through training and support initiatives

9

Village Savings and Loaning Associations (VLSAs) in Migori and Kilifi received support, enhancing their economic independence while integrating SRHR awareness.

56

Leaders of youth groups, improving VSLA management and fostering stronger teamwork

192

Adolescent Mothers Living with HIV (AMLHIV) and 23 of their partners trained on micro-enterprise management.

80

AMLHIV received financial support to boost their businesses.

5

Innovators mentored to advance SRHR-focused ideas, reaching over 33,000 youth

2

Innovators awarded \$5,000 to scale their innovations during the Climate Hacklab in collaboration with Nairobi Incubation Lab.

A Village Savings and Loaning Association official counts members' contribution during a meeting in Migori.



SISBROS: Youth Empowerment Centre changing lives in Embakasi, Nairobi

Sisbros of Zion Youth Empowerment Centre (YEC), located in Embakasi has become a beacon of youth empowerment and SRHR advocacy. With its three vibrant Baby Clubs — Starlet Gems, Sisbros Self Help Group, and Conquerers — each nurturing around 20 members, the YEC has showcased the power of mentorship and collaboration.

The YEC has optimised its SRHR peer learning sessions. They started off with the training of 20 master trainers using YSW's detailed manual. These master trainers used their new skills to conduct engaging and impactful sessions, making sure the information is both relevant and easy to understand.

Through this effort, Sisbros has reached 2,777 young people with crucial information on adolescent SRHR.



Peer learners
from Sisbros YEC



A hairdressing
trainee plaits a
colleague's hair.

Besides creating awareness on SRHR, Sisbros has also made great strides in offering integrated youth-friendly outreach events. The centre blends essential SRHR services with activities that resonate with young people such as sports and magnet theatre.

Sisbros uses sports to create a relaxed and inviting environment, making young people more willing to access vital services such as HIV testing, family planning, and cancer screenings. Meanwhile, magnet theatre engages and educates through interactive performances, raising awareness about SRHR topics in a fun and memorable way.

Like any organisation, the improved ability to run the operations means better outcomes. This is the case for Sisbros. From the technical support offered by YSW, the YEC has been able to develop strong safeguarding policies, a solid procurement and financial policy, and a comprehensive code of conduct.

These policies have strengthened the YEC's ability to manage resources effectively, ensure transparency, and maintain high ethical standards. The new safeguarding policies protect the well-being of all involved, while the improved procurement and finance systems ensure efficient and responsible use of resources. With these improvements, Sisbros is better equipped to deliver impactful programs and services to the youth.

With a solid foundation built through the Youth Organised and Engaged Project (funded by DSW), the YEC is ready to expand its reach and deepen its impact. The future holds exciting opportunities for Sisbros to enhance its SRHR programs, innovate further in its outreach strategies, and continue fostering youth empowerment.

The YEC is set to leverage its strengthened operational capacities and partnerships to introduce new initiatives, broaden its services, and amplify its advocacy efforts. As Sisbros continues to grow, it remains committed to being a leader in youth empowerment, striving to create a supportive and dynamic environment where young people can thrive and drive positive change in their communities.

CAPACITY STRENGTHENING OF YOUTH ORGANIZATIONS

Officials from
Vipingo Youth
Empowerment
Centre in Kilifi.

112 Youth Empowerment Centres' and club's organizational capacity strengthened



128 In-school clubs engaged to enhance life skills awareness among learners.



237 Youth champions trained in advocacy, empowering them to influence policies and participate in policy discussions.



ADVOCACY

Advocacy champions discuss outcomes following a public participation meeting with stakeholders.

17



Action points from Community Scorecards captured in the county plans, leading to improvements in service quality and facility infrastructure.

4



Policies influenced through budget studies in Kwale and West Pokot counties, advocating for increased health budget allocations.

30



Adolescent champions actively engaged in 16 Technical Working Groups, advocating for ASRHR prioritisation.

Githurai All Stars prove sports a gamechanger for youth

For many young people in informal settlements, football is more than just a game, it is a lifeline. It provides an escape from negative influences such as crime, drug abuse, and risky sexual behaviors. More importantly, it offers an opportunity for mentorship, personal growth, and access to critical health information and services.

Recognizing this, the ViVA project, leveraged the Sakaja Tournament as a mobilization tool to engage youth in informal settlements. The goal was to bring together over 7,000 young people, using the tournament as a platform to provide SRHR information and services.

Among the teams that participated in the Sakaja Tournament, one stood out: Githurai All Stars—a team of talented, determined young men who had spent years playing on dusty, uneven fields with torn footballs but never gave up on their dream.

“We don’t play for fun—we play for our future,” said Brian, the team captain. “This is more than just football. It’s our chance to prove we belong and to learn how to take care of ourselves in every way—mentally, physically, and even health-wise.”

Life in Githurai’s informal settlement is tough, and for many young people, access to SRHR information and services is limited. Conversations around sexual health, contraception, HIV prevention, and mental well-being are often considered taboo, leaving youth vulnerable to unplanned pregnancies, STIs, and other health challenges.



At the Sakaja Tournament, however, football was the hook, but knowledge was the goal. Throughout the tournament, youth had access to trained peer educators and health professionals who provided on-the-spot SRHR information and services.

With the support of YSW, the tournament incorporated, SRHR information booths where players and fans could access contraceptives, HIV testing, and counselling, Peer learning sessions on reproductive health and decision-making and referrals to youth-friendly health facilities for those needing follow-up services.

Game after game, Githurai All Stars defied expectations.. Their opponents, Kawasaki Football Club were tournament favorites, a team with experienced players and better facilities. But Githurai All Stars refused to be intimidated.

The match was a tense 90 minutes, with neither team able to break the deadlock. As the game neared its final moments, Brian saw an opening. With seconds left on the clock, he struck a stunning long-range shot—the ball curled into the top corner of the net. The crowd erupted in deafening cheers. The referee blew the final whistle. Githurai All Stars had done the impossible.

When the team captain lifted the grand 3-million-shilling prize, it wasn’t just about the money, it was a victory for Githurai. The funds meant – access to better training facilities for the team, scholarships for talented young players, funding for youth programs that would uplift the community and A new opportunity to continue SRHR awareness through future tournaments.

“This is what football is all about,” he said. “It’s about giving young people a chance to shine, to dream, and to achieve greatness. But beyond that, it’s about empowering them with the right knowledge and resources to make informed choices about their future,” said Governor Sakaja.

Beyond football, this tournament was a life-changing experience. Many players, who had never stepped into a proper stadium before, were now seen as role models in their community. Moreover, the conversations sparked by the SRHR sessions didn’t stop at the tournament, they were taken back to Githurai and other communities, influencing peers, family, and friends.

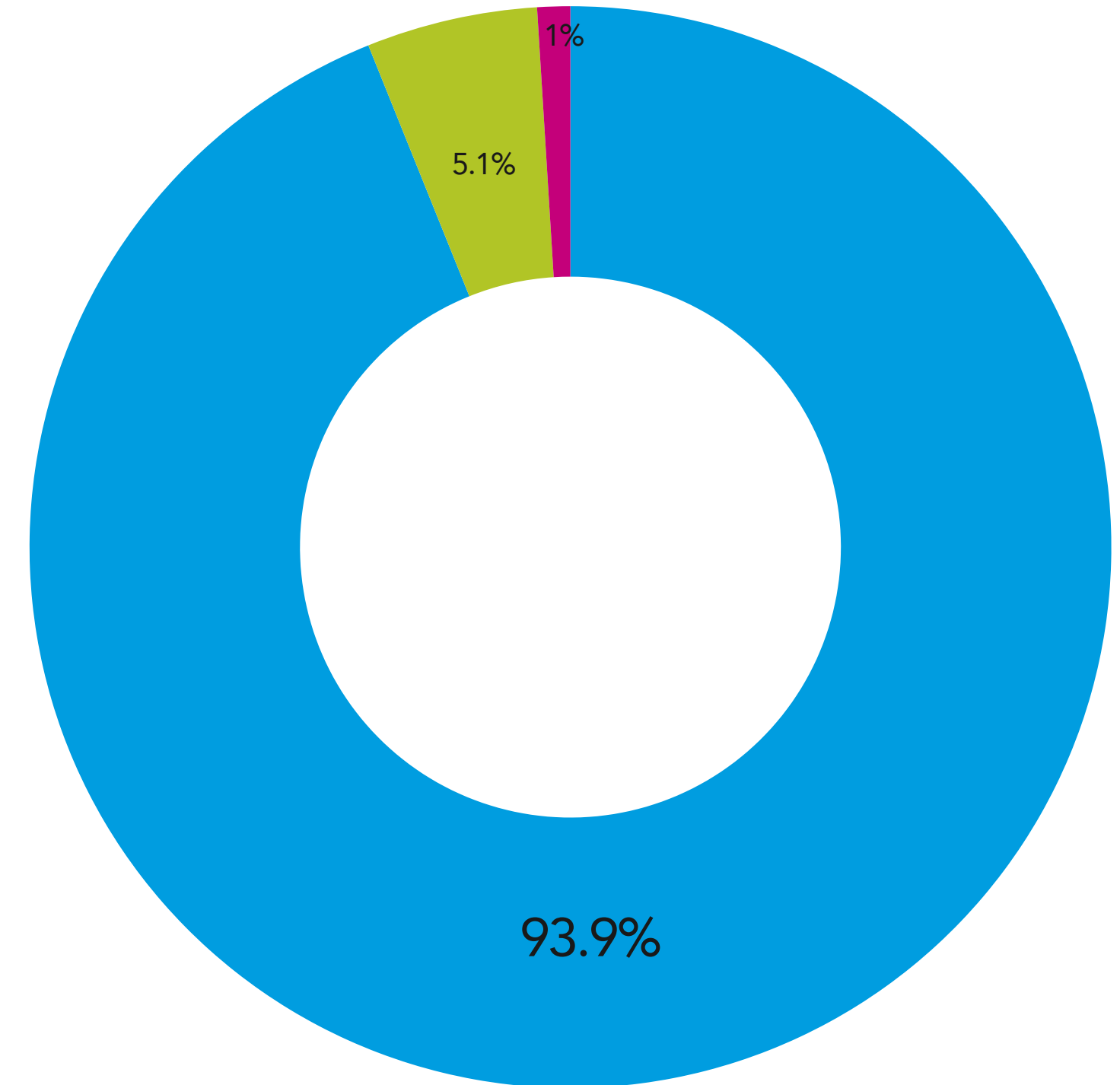
“I had never thought about getting tested for HIV, but after talking to the health workers at the tournament, I decided to do it,” said Patrick, one of the team’s strikers. “I’m now encouraging my friends to check their status too. We’re making better choices because we now have the right information.”

FINANCIALS

INCOME 2024

KES 333,121,384

● Restricted Income ● Unrestricted Income
● Other Income

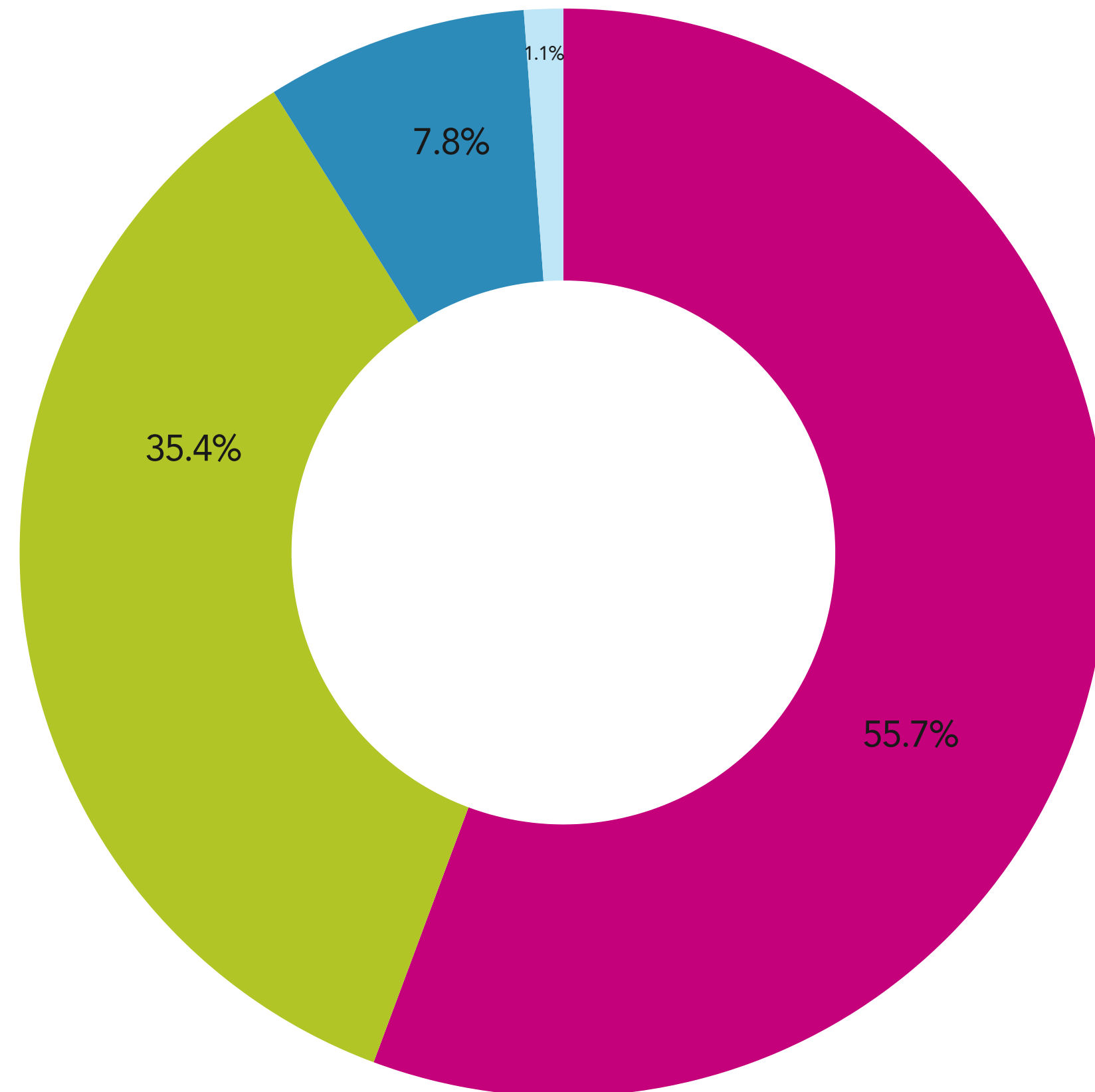


FINANCIALS

EXPENDITURE 2024

KES 246, 072, 045

- Programmes costs
- Staff costs
- Admin costs
- Establishment costs



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