



STRATEGIC PLAN 2026-2030 (ABRIDGED)

YSW is a locally-led youth-centred, feminist organisation operating at the intersection of gender, socio-economic empowerment, and integrated SRHR services.

Who we are



Vision

A generation of young people — especially girls and young women — shaping their rights, opportunities, and futures.

Mission

We advance equality, expand access to SRHR, and build sustainable livelihoods by empowering young people with knowledge, skills, agency, and opportunities.

Our Values



WHAT WE DO

Strategic Goal: By 2030, YSW will have strengthened youth power and leadership to transform systems for gender equality, SRHR, economic justice, climate resilience, and accountable governance in Kenya.

Key Result Areas

Integrated youth-friendly SRHR information and services

Advance Sexual and Reproductive Health and Rights (SRHR), contributing to improved health outcomes for Adolescent and Young People, and breaking cycles of poverty and inequality exacerbated by poor SRHR outcomes.

Youth enterprise and market systems development

Strengthen youth vocational and entrepreneurship skills, expand access to finance, link young people to jobs and markets, support youth-led enterprises, and address how economic vulnerability intersects with SRHR and gender inequality.

Gender equality and young women's empowerment

Shift power, transform harmful gender norms, and practices, promote women's rights, and create enabling environments where young people especially girls and young women can thrive with dignity and equality.

Youth leadership in development policy

Enable young people, especially girls and young women, to engage meaningfully in policy dialogue, planning, budgeting, oversight, and accountability mechanisms at all levels.

Institutional Resilience, Sustainability, and Growth

Build a strong, agile, and sustainable organisation that is able to deliver its mission effectively, adapt to change, and grow its impact over time.

Strategic Objectives

Enhance equitable access to adolescent and youth-friendly SRHR

- Advance youth enterprises and market systems engagement.
- Advance youth leadership in climate governance and green economic transformation.

Enhance integrated measures to prevent and eliminate Violence Against Women and Girls

Promote youth-led governance, public accountability, & policy influence

- Diversify the organisation's revenue streams
- Strengthen institutional capacity to grow YSW into a strong local brand.
- Develop & implement a structured organisational learning agenda

ADA MWANGOLA BOARD CHAIR



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This Strategic Plan is an anchor for our next phase of growth. It reflects disciplined thinking, rigorous consultation, and voices of young people—especially girls and young women—whose leadership shapes our shared vision. As a board, we are confident that this Plan positions the organisation to navigate complexity, seize opportunities, and deliver transformative, feminist, youth-centered development.

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EVELYN SAMBA EXECUTIVE DIRECTOR

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This is our bold commitment to feminist, youth-led transformation. We centre voices, agency, and leadership of young women and girls while advancing equitable access to opportunities for all young people. More than a roadmap, it is a tool to challenge inequality, shift power, and build resilient systems that respond to the realities of young people.

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Board Members:

Chair of the Board; Ada Mwangola | Board Treasurer: Robert Njagi | Ulrike Nuebert (Member), Peter Munene (Member), Patricia Nyaundi (Member).



Scan for the Full
Strategic Plan

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