STRATEGIC PLAN

2025-2029

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FOREWORD

The journey of a thousand miles begins with a single step so goes the famous saying and it has shaped the discourses when initiatives are commencing. Having a picture of the future helps shape the plans, priorities and initiatives required to get to the destiny. This document articulates what we believe is a shared vision of the future direction for MZAZI-IP for the years 2023-2027 as powered by Uzao Ltd.

The overall direction, effectiveness, supervision, and accountability of the institution are not on one individual or one group of individuals, it is a process. This process involves a system of checks and balances and works towards a set of objectives based on our strategic plan. Governance will evolve as the MZAZI-IP evolves and requires leadership and commitment from all stakeholders with a common focus.

The organization will make every effort to create every opportunity to ensure that this strategic plan is shared across the entire membership of MZAZI-IP. We believe that the future success of the network in fulfilling its mission will depend upon its ability to draw on strengths and expertise of MZAZI-IP members and Partners. Additionally, this document shall be shared to our stakeholders, partners and all other actors who share our mission.

We all have a responsibility to ensure that information and advocacy initiatives particularly regarding our thematic focus are effectively articulated and excellently executed.

ANTONINAH ACHIENG
EXECUTIVE DIRECTOR

ACKNOWLEDGEMENTS

MZAZI-IP takes this opportunity to show appreciation to all members who attended the different meetings that contributed to the shaping of the direction that the organization has taken. Special thanks to Dr Wahome Ngare, Gerald Mwangi, Steve Kiteto, and Founding Directors who have supported the work from its nascent stages. Special acknowledgement to Vincent Kimosop (Sovereign Insight) who helped shape this Strategic Plan.

During the formulation process we received special comments from MZAZI-IP leadership. We thank them for taking time to read the document and share their perspectives. The final version of the document has been much improved by their thoughtful comments.

Finally, we are grateful for the support and good will of our partners and members.

1 BACKGROUND INFORMATION

1.1 INTRODUCTION

There is a concerted adequately funded agenda to corrupt the morals of our children through sexualization. This leaves them vulnerable to defilement by paedophiles, desperate for drugs and addictive substances, prone to suicide and other mental health challenges and untold deviant behaviour. This sets them on a path of destruction and damnation separated from God's perfect will for them that includes life and health. Here is an excerpt from a life-skills material in use in primary schools in Kenya as received from a parent.

> *"Your task is to convince Paul to take bhang' so as to have the courage to force his girlfriend to have sex in case she says 'no."*

The above line is picked from a book titled, *"Healthy Choices For a Better Future"* in circulation in Kenyan primary schools and taught to children in class/grade 6 who are 11-12years old. Such materials in circulation should worry every Christian, every parent and future parent because indeed this onslaught against the innocence of our children and youth has been going on since 2005. The proponents of the sexualization of Africa's children and youth have been carrying out their war against parents and the next generation for about 18years. Through their SRHR- *Sexual Reproductive Health and Rights* movement in Kenya, they have marketed their deathly businesses that include abortion, drugs, and contraceptives for children and youth without parental consent and this going against government policy on health and education. They are perpetuating the culture of death through curriculums such as *Comprehensive Sexuality Education* (CSE) that teach children from as young as age 10.

- Sexual exploration & satisfaction is their human right and that parents are keeping them from 'a good thing' so parents should be kept unaware.
- That children as young as 10 should be taught how to masturbate and those as young as 12 should explore having sex with peers of their same 'gender.'
- That by the age of 15 a child should have the right to determine if they are in the right body and if not, *youth friendly services* should be offered to help them change their sex using hormonal therapies/surgeries without parental consent.
- That children & youth have the right to contraceptives <u>without parental consent</u>. The rate at which teen girls and young adults are swallowing the *'morning after pill'* is alarming with long-term consequences such as infertility and cancer.

The specific curriculum that has been used in Kenya is called *"The World Starts with me."*

Why is it a Problem?

CSE promotes sexual activity among adolescents, contradicting cultural values and leading to moral decay. Further, CSE does not align with local customs and could undermine parental authority and traditional teachings about sexuality.

There is a concerted effort to mainstream CSE in the educational system of African countries and force governments to sign treaties that would be worse than both colonialism and slavery combined. As if that is not enough, proponents of this culture of death have an intentional push towards legalization of abhorrent ideologies foreign to Africa, such as LGBTQ+, prostitution, killing of the unborn, paedophilia and sodomy. This is a true demonstration of cultural imperialism at its worst because those in power as gatekeepers; in governments, media and schools are coerced to allow these diabolical systems in exchange for aid. The goal of such wicked systems is to gain the legal right in countries to kill, mutilate and defile children without parental knowledge and no one to hold them to account. Many parents are distracted, unaware, disenfranchised and constantly embattled on every side therefore largely unaware and uninformed about these onslaughts. Consequently, schools have become recruitment centres for these diabolical foreign agendas.

How does it affect us?

Sadly, as evidence of how disastrous this reality is if allowed to thrive, a school in Kajiado County was closed in April 2023, due to Lesbianism[1]. Hopelessness and increased End-time demonic activities allowed by such vices have led many youths to suicide, drug addiction, crime, depression, and endless misery.

Seen as a push towards this, the Supreme court of Kenya on February 24th, 2023, accorded people promoting the homosexual lifestyle permission to associate. This has not only further endangered our children and youth, but it has also positioned us as a nation on the pathway of God's wrath according to Romans 1. Kenyans are God fearing people as evidenced in our National Anthem and Constitution. Kenyans were unanimous that homosexuality is deviant behaviour and therefore shunned as criminal and shunned because it attracts God's wrath against a generation.

Besides LGBTQ+ ideology, there are a myriad of other issues bombarding today's parent including economic, social, and more importantly the challenge of raising disciplined children with our African fabric of family values.

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[1] https://www.the-star.co.ke/news/2023-04-14-noonkopir-girls-closed-over-alleged-cases-of-lesbianism/

What is the solution?

MZAZI-IP-The Intentional Parent is a grassroots movement of concerned Christian parents and future parents that together explore holistic solutions to re-align households back to God's original plan for parenting. This is only possible through His Son Jesus the Christ. Empowered parents can immunize their children from all manner of internal and external sources of corruption. The result is happier and healthier households. We engage to ensure each MZAZI-IP (word for parent in Swahili) has the tools necessary to become a deliberate, knowledgeable, empowered, engaged, present, loving, committed and vulnerable parent. God's people perish due to lack of knowledge.

What is *MZAZI-IP* doing?

Our solution therefore involves providing parents, children, and the community with:

1. Platforms for **Tailored training** for parents and teachers that respects cultural values required to protect the children on all levels (household and community).
2. Platforms for **Comprehensive Community Engagement** strategies that inform and involve parents, educators, and local leaders in the curriculum development process, interaction and networking enriching the parenting experience.
3. Platforms for **mutual support** and sharing of stories for mutual edification, celebration, and growth where those in dire need can have them met.
4. Platforms for effective **Monitoring and Evaluation** of the effectiveness of programs and adjusting them based on feedback from the community.

This happens in homes, churches, marketplace communities and media. This nationwide awareness shuts Kenya's doors from those who seek to harm our children, ensures safe spaces in the community, more productive workforce in the marketplace and skilled care givers for children in faith and practice. We do this under Mzazi-The Intentional Parent and Uzao Gen Next formations.

SITUATION ANALYSIS

SWOT & PESTEL ANALYSIS

2.2 STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS (SWOT) ANALYSIS

This is undertaken to facilitate the process of deepening the understanding of the context that the organization will be operating in. The internal environment entailed the identification of issues within the organization classified as strengths or weaknesses that positively or negatively affected its performance.

The external analysis also involved an assessment of the political, legal, social-economic, and technological environments.

The following is a summary of the SWOT assessment that MZAZI-IP will either need to build on, eliminate, exploit, or mitigate (BEEM) to achieve its strategic aspirations.

	Strength	Strategic implications
1.	A relatable name and brand name.	✓ Position the work to reinforce the identity of the programme work and interventions. ✓ Leverage this for resource mobilization locally and internationally. ✓ Establish partnerships and linkages with like-minded organizations. ✓ Develop training programmes to empower parents to effectively respond to challenges and emerging issues
2.	Past work and engagements with organizations in and outside the country	✓ Strengthen the linkages to position the work. ✓ Build on it to attract, grow, and develop capacity to serve its coverage. ✓ Participate in key events and platforms to increase the stakeholder credibility and buy-in.
3.	A committed, united, and dedicated board.	✓ Work closely with the board to build a strong institution to champion the cause. ✓ Support them to expedited development of policies that provide a conducive environment for the MZAZI-IP to grow. ✓ Proper implementation of the strategic plan. ✓ Prudently manage resources for enhanced ability to fulfil its mandate.

	Strength	Strategic implications
4.	Affiliation with KCPF and key church organizations	✓ Profile the work of the MZAZI-IP to build its reputation and visibility. ✓ Tap on talent and experiences to support the work of the organization. ✓ Benchmark with their work ✓ Joint planning and resource mobilization ✓
5.	Impact of embracing of technology	✓ Leverage on online platforms to rollout relevant problems ✓ Opportunities to engage more partners and position the work of the organization
Weakness		**Strategic implications**
1.	Limited financial resources.	✓ Develop a resource mobilization plan. ✓ Prudent use of resources raised. ✓ Accountability
2.	Lack of adequate and staff.	✓ Develop a framework to facilitate the engagement of volunteers. ✓ Leverage on technology to do work. ✓ Work closely with the board to tap more on their time and experience. ✓
3.	Competition from other organizations operating in the space.	✓ Consistency and track record in the work ✓ Innovative and responsive programmes ✓ Effective communication and media engagement ✓ Develop a partnership framework
4.	Limited history and track record	✓ Build on the past work and experience of the founders. ✓ Effective marketing and use of digital media ✓ Innovative programmes
5.	There is a general apathy to embrace action on the issues that the organization is championing.	✓ Investing in time to develop the credibility and trust in the space. ✓ Documenting and disseminating impact stories. ✓ Appoint champions and ambassadors. ✓

	Opportunity	Strategic implications
1.	Increased visibility of the LGBTQ, CSE agenda in the media	✓ Documenting the media coverage and impact of the menace ✓ Building credible research unit and approaches

		that parents can use. ✓ Partnership with the media to provide an alternative perspective (godly perspective)
2.	Technology which can be used to drive programme work.	✓ Digital marketing to target the youth in the programmes. ✓ Develop and ICT strategy to support the growth of the MZAZI-IP. ✓
3.	Partners, Government Agencies and CSOs working in the sector (local and international)	✓ Build partnerships and linkages. ✓ Joint programming and partnerships. ✓ Strategically position and distinguish MZAZI-IP's programmes sector. ✓ Develop and implement a partnership strategy.
4.	The MZAZI-IP's international networks.	✓ Build partnerships at the local and international levels. ✓ Invest in continuous awareness on its work and develop a positive image
5.	Family Policy and Constitution of Kenya (Article 45).	✓ Development of programmes aligned to these policies. ✓
Threat		**Strategic implications**
1.	Increased funding directed to promote the gay agenda and SRHR.	✓ Effective and innovative programmes ✓ Research and dissemination of findings ✓ Capacity development for parents ✓ Advocacy and policy engagement ✓ Media campaigns and visibility ✓ Partnerships with State Agencies like KFCB ✓
2.	Competition from CSOs in resource mobilization	✓ Develop unique and relevant programmes. ✓ Living the institutional values and culture ✓ Build the brand position of Chai MZAZI-IP. ✓
3.	Natural disasters and pandemics e.g., COVID 19	✓ Develop and institutional resilience plan. ✓ Leverage on technology to ensure continuity. ✓
4.	Government policies that can impact the work.	✓ Policy engagement and advocacy ✓ Develop partnerships that can help counter such developments. ✓ Media engagement. ✓

2.3 PESTLE ANALYSIS

Political		Strategic implications
1.	Political interference	✓ Monitoring engagements to ensure that they are mutually beneficial. ✓
2.	Government Administration is new.	✓ Align the MZAZI-IP's model to tap emerging opportunities. ✓ Support the implementation of the Family Policy
Economic		**Strategic implications**
1.	Slow economic growth that has affected employment creation and cost of living	✓ Programming must appreciate the impact on families and parents. ✓ ✓
2.	Economic integration – EAC, COMESA & ACFTA.	✓ Position the MZAZI-IP programmes beyond Kenya (Uganda experience)
3.	Devolution.	✓ Possible collaborations with County Governments and their partners.
Social		**Strategic implications**
1.	Unemployment that impacts mainly the youth leading to high dependency ratios which affects families	✓ Develop innovative and youth-centric programmes. ✓ Economic empowerment programmes. ✓
2.	We are a young nation as indicated by the demographics.	✓ Innovative programmes to engage young parents. ✓ Leverage on technology ✓
3.	Right to access and use information – people want to know.	✓ Packaging information and knowledge in ways that the public can understand and engage. ✓ Tailor-made information to target different population
Technological		**Strategic implications**
1.	Kenya's technological advancement as an IT hub in sub-Saharan Africa	✓ Continually explore, mainstream, and enhance business and processes' supportive ICT. ✓ Engage in digital literacy programmes for the clientele for increased ICT-products/services' uptake.
2.	Increased uptake of digital services.	✓ Integration of technology in programmes.
3.	Mobile telephony penetration.	✓ Leverage it for programmes work (education, expansion, training)

Political	Strategic implications
4. Social media.	✓ Leverage for communication, visibility and members' and stakeholders' engagement. ✓ Pro-actively mitigate against harmful use of social media
Legal	**Strategic implications**
1. Registered organization	✓ Legal entity that can engage and enter to agreements. ✓ Resource mobilization ✓ Partnerships
2. Litigation has been used as a tool of advocacy	✓ Work closely with the judiciary family division ✓
Environmental	**Strategic implications**
1. The Constitution guarantees the right to a clean and secure environment.	✓ Develop programmes centred on the environment and parents. ✓ Ensure "no harm" to the environment in the processes and practices.
2. Climate change affecting families	✓ Linkages to climate change, mitigation, and adaptation: in programming. ✓ Broaden the discourse and engagements.

3. STRATEGIC MODEL

Vision

"*Cohesive and Thriving Communities*"

Mission

"*To Empower Parents to Safeguard and Perpetuate Ideals, Values & Traditions that Transform Communities through Training, Mentorship and Networking*".

Our Values:

(i) Christ-centred – (integrity, honesty etc.)

(ii)   Unity (foster cohesion/ partnerships)

(iii)   Trust (bedrock of our work)

(iv)   Excellence (quality of our work)

We are CUTE…!!!

Main Business

- Partnership development
- Research and Policy Advocacy
- Capacity building
- Media engagement

STRATEGIC PRIORITIES

To meet our vision and fulfil our mission, MZAZI-IP is committed to pursuing five strategic priorities. They are-

Strategic Priority I: Research and Knowledge Generation

Description: Knowledge is a key driver in shaping the evolution of society norms and traditions. This is why investing in research and knowledge generation is critical as it helps in tracking the developments and changes in the society and it provides the parents with current information on how to effectively respond.

- Research will shape the programme interventions and design. The knowledge will also ensure that they are relevant and speak to the gaps and emerging challenges.
- Documenting success stories and interventions made in society to counter CSE, LGBTQ, etc.
- Knowledge on the African practices and community best practices in coping with emerging issues
- Dissemination of knowledge will be done using different platforms including info graphics, social media, documentaries, videos, etc.
- Data will help in influencing public opinion in the space.

Strategic opportunity: Rising concerns in the community and the country because of the push for CSE, LGBTQ agenda; court rulings and growing liberal culture supported by the media. There is also a lot of funding for such causes.

Strategic destination: Informed and engaged parents who are positively impacting the children and communities.

Resources Required: Resources Persons, Financial Resources, Strong Secretariat (People, finances)

Strategic Priority II: Empowerment of Parents and Capacity Development

Description: There is no greater privilege that parents have more than the opportunity to raise confident and responsible children who are able to confront challenges that come their way. This is why empowering them to effectively engage and transform society is key.

- Development of manuals on different issues that will support their decisions to be international in their upbringing.

- The manuals will be on Positive parenting, dealing with CSE, LGBTQ etc. and proving the godly perspective.

- The training will be custom-made and age appropriate. They will be relevant to their context for them to respond to the issues.

- Ensuring MZAZI-IP partners with technology firms to develop apparatus that can be used to empower parents and guardians in society.

- Establishment of strategic partnerships at the national and county level to support the work.

Strategic opportunity:	Partners in government, devolution and this is coming when Kenya is growing as a technology hub and high penetration of technology i.e., mobile uptake.
Strategic destination:	Relevant and impactful products and programmes that ensure that we have confident and engaged parents.
Resources Required:	People, finances, and partners.

Strategic Priority III: Policy Engagement and Advocacy

Description: Policies inform government programmes and resource allocation. The issues affecting the family need to be mainstreamed and monitored so that they can achieve their intended objectives.

Strategic opportunity:	The Constitution; Adoption of the Family Policy and the existence of partners to work with at the National and County Level
Strategic destination:	Effective programmes that are well financed at the national and county level.
Resources Required:	Resource persons/ Financial Resources/Research Materials
Measure of Success:	Secure three county-level resolutions supporting family-centric policies by year 3 and one parliamentary submission on parenting curriculum per year.

Strategic Pillar IV: Establish Strategic Partnerships

Description:	The mission of empowering and capacitating parents which well positions them to transform their communities is a shared one. This is why partnerships is vital. They provide the networks, linkages and opportunities that will position MZAZI-IP to make the greatest impact.
Strategic opportunity:	Existence of partners in the space, unique value preposition that the organization provides.

Strategic destination:	Effective partnerships that are mutually beneficial.
Resources Required:	Partnerships with government institutions and individuals/organizations that share our values.
Measure of success:	Creation of co-funded activities and joint initiatives to boost the success chances measurable per quarter.

Strategic Pillar V: Institutional Development

Description:

- Establishing structures that will ensure MZAZI-IP will operate as a model organization that upholds professionalism, accountability, and good corporate governance.

- Ensuring that the organization is a benchmark for others working in the sector and attractive to others which want to impact communities.

- Strengthening, profiling, and increasing the capacity of MZAZI-IP to address & respond to issues of concern.
- Develop media/ materials /curriculum /documentaries.

- Profiling and visibility of the organization in key media platforms.

Strategic opportunity:	Newly established secretariat.
Strategic destination:	Robust, effective, and efficient secretariat.
Resources Required:	Organization (Accounting, finance, procurement, governance, and HR) policies and procedures.
	Stable finance & income flows
	Good relations with donors
	Competent and motivated staff
	Adequate physical facilities

PERFOMANCE MEASURES

The following will serve as indicators of MZAZI-IP's overall progress in achieving our vision and meeting our strategic goals.

Strategic Priority I: Research and Knowledge Generation

- Number of research materials/policy briefs to support advocacy work.
- References to the research findings in the media, churches, and partners

- Linkages and networks established at the county and national level traced to our work and publications.

- Increased knowledge as evidenced by objective interventions to emerging issues.

Strategic Priority II: Empowerment of Parents and Capacity Development

- Number of trainings held.
- Quality of manuals and resource materials
- Development of mobile applications to support the work.
- Partnerships with IT innovation centres
- Increased capacity of parents to respond to emerging issues.
- Number of referrals to the programmes from partners and past beneficiaries

Strategic Priority III: Policy Engagement & Advocacy

- Number of policies and submissions made to key state institutions like parliament.
- Level of participation in government programmes and initiatives.
- Amount of media coverage received by MZAZI-IP for its initiatives and campaigns.

- Informed, changed, or transformed lives coming from the projects and programmes and outreaches.
- Policies, resources, programmes, and legislation in favour of our work at the national and county level.

Strategic Priority IV: Establishing Strategic Partnerships

- Number& extent of MoUs & linkages established with like-minded organizations to empower parents and communities.

- Number and extent of joint forums initiatives & projects

- Media coverage for our campaigns

Strategic Priority V: Institutional Development

- Level of Adherence to organizational policy.

- Sufficiency of organizational policy

- Number of staff

- Level of income & assets

- Capacity to be independent.

- Number of staff

- Level of assets and income

- Number of programmes and projects

- Number and quality of development partners

- Amounts of resources mobilized.

IMPLEMENTATION & MONITORING STRATEGY

To help ensure successful implementation of the strategic plan a monitoring and evaluation (M&E) framework will be followed. An M&E Committee will be established and will be responsible for the progress in the implementation of the strategic plan.

The M& E framework will be presented in matrix format and will capture:

- What will be monitored and evaluated?
- Which activities will be carried out to monitor and evaluate the SP?
- When will monitoring and evaluation activities be done?
- How will monitoring and evaluation be carried out?
- What resources (financial and human) will be required?
- What risks are envisaged, and which assumptions have been made in planning for monitoring and evaluation?

Monitoring, Evaluation, and Learning (MEL) Framework

An MEL framework shall integrate quarterly KPIs, mid-year reviews, and adaptive management loops. Indicators now include baseline measurements and target-setting to enable impact attribution. The reports shall cover the various aspects in the M & E framework, and shall cover the following areas:

- Progress: activities conducted, milestones, whether implementation is on track.
- Accomplishments: a listing of the outcomes plus your perception of the impact of the activities described under "progress" and a show of how they are helping the organization towards the goal/desired impact of the project.
- Challenges: key challenges that emerge and how they will be addressed; highlight emerging issues that we believe may affect project implementation or results.
- External environment & situation: comments on any significant changes or developments in the external environment
- Changes in plan : what, why, when and expected internal and external consequences for implementation.
- Innovation: the most innovative/special aspect of this project's approach to fulfilling MZAZI-IP's Mission and Vision
- Program reach – estimate sectors impacted by the program both directly and indirectly.
- Lessons learned: A listing of what should be done differently and how it should be done as learnt in the process of implementation.

Risk and Contingency Planning

We recognize that these activities will not be without risks associated. This section outlines key risks (e.g., political shifts, funding delays, public opposition) and proposed mitigations. For example, in the case of delayed donor funding, an internal contingency fund and local fundraising mechanisms are triggered.

a) **Political risk:** With a shift in political policy direction, Uzao will at all times redesign it's activities to align to the shift while keeping its key objectives intact. We shall make convenient alliances, collaborations, partnerships, recruit from stakeholders who can champion our cause at the highest levels e.g. parliament, executive, county assemblies etc. while ensuring we are in touch with the grassroots community.

b) **Funding delays:** This is a likely occurrence in the kind of sector we are engaged in. Uzao has put in place three major sources of funding namely:

   i. Membership subscriptions – monthly contribution by willing members who are recruited voluntarily from the local communities through advocacy and other such initiatives. With over 300 members currently in place, we are running active financial mobilization to get this through.

   ii. Institutional donations: This shall be done through public appeals, letters of requests, pitching, collaborative activities etc. We shall leverage on the principal of shared interest/objectives to make this effective.

   iii. Direct appeals: We shall appeal for funding from entities or individuals who we shall appeal to directly to support specific activities we intend to further.

   iv. Income generating activities: We intend to put in place income generating activities like hosting conferences, trainings or owning a retreat or resource centre where those who patronize us pay a fee to sustain our activities.

   v. Monetizing the resources we have will also help generate value for the organization. These include research materials, papers, publications, books, training packs, etc.

c) **Public opposition:** We have anticipated and provided for such. We intend to work with community leadership to the lowest grassroots levels. This is intended to reduce the risk of rejection (public opposition). But if this may happen, we shall work closely with the administration and security apparatus to reduce any risk of harm to the Uzao team. Also we intend to carry out trainings to equip the locals with knowledge, and capacity to understand that the intention is not to harm the society but to protect the future generation.

d) **Infiltration:** There is a risk that the Uzao programs maybe infiltrated by those who aren't ideally committed to the objectives of the organization. With this, we have in

place a quality assurance team under the M&E section to ensure there is standardised approach to communication, activities and feedback is channelled in a way that is predictable and measurable.

Sustainability and Local Ownership

We have put in place a sustainability and local ownership strategy in place through the following initiatives:

- Community-based revenue models (e.g., parenting clubs, donor-matched contributions)

  We shall create a stable membership contribution channel which will give members some rights in decision-making in the Uzao general assemblies, local units, constituency units, county units, regional units and national units. We shall also establish a Mzazi-IP Parenting club to enable members have greater right and access to information, training resources and other such advantages modeled around the private club membership in existing clubs. We also intend to make contributions and funds-drives donor-matched to accelerate our fundraising efforts supporting our income base for sustainability.

- Volunteerism and community champions: Volunteers will be engaged at all levels to reduce the cost of running Uzao activities and make the operations more sustainable.
- Use of local institutions (churches, CBOs) as platforms: We will use local institutions like churches, schools, Community based institutions and Self-help Groups as vehicles of outreach thereby reducing the cost of distribution and reach into the community.
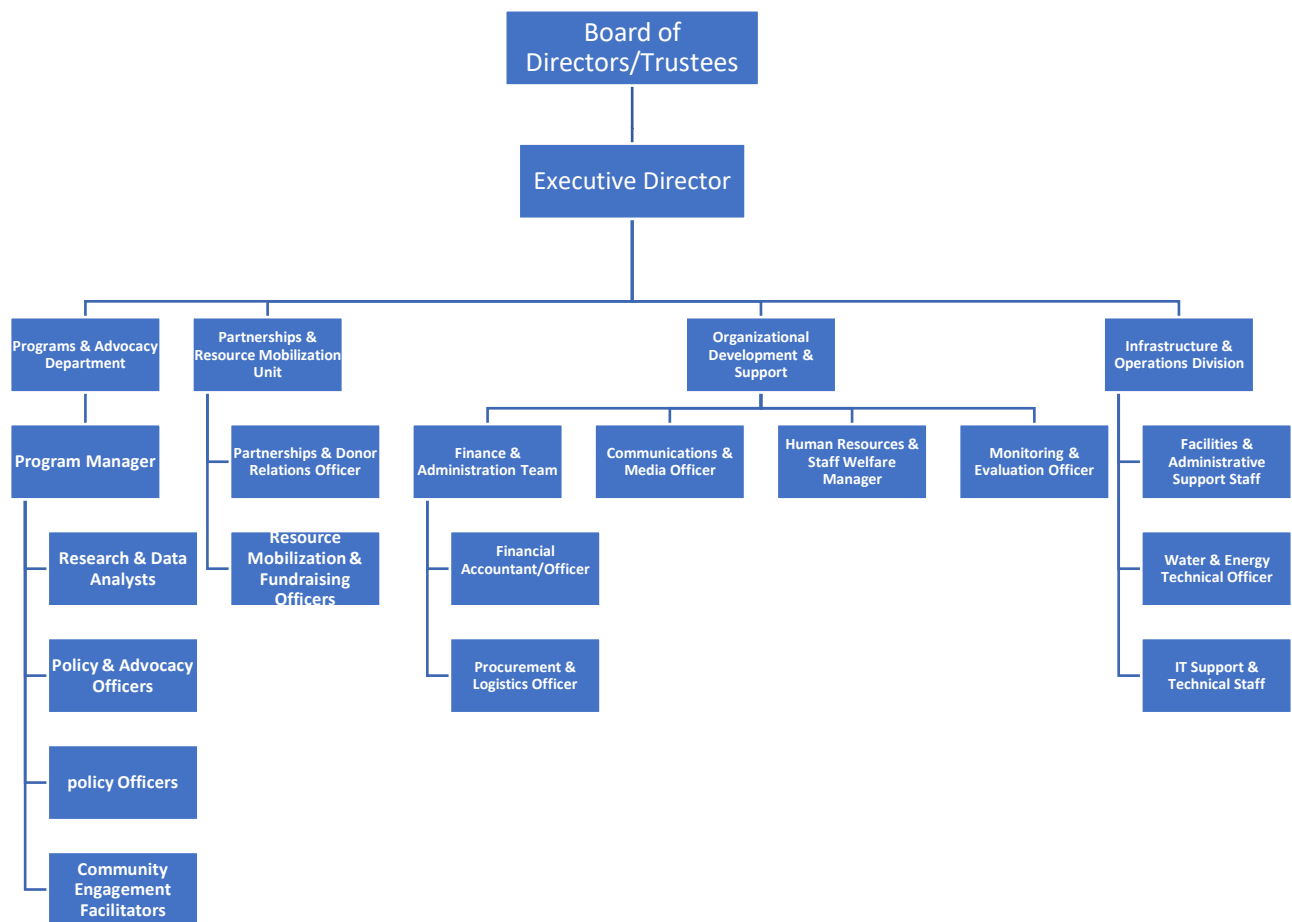
FUNDING STRATEGY ENHANCEMENTS

- Diversified sources: We shall diversity our sources by engaging Faith-based institutions, community fundraising, corporate CSR.
- Develop an annual donor engagement plan: Scheduling a plan on donor engagement full with dates taking advantage of key events both global and local to leverage on for pitches and engagements.
- Explore income-generating projects: parenting curriculum licenses, branded events: As mentioned above.
- Introduce a donor confidence dashboard (reporting on use, reach, efficiency): This drives retention and referral from donor to another.

BUDGET ALLOCATION

NO	STRATEGIC PRIORITIES	AMOUNT (KSHS)
1.	Research and Knowledge Generation	10,000,000
2.	Empowerment of Parents and Capacity Development	10,000,000
3.	Policy Engagement and Advocacy	10,000,000
4.	Establish Strategic Partnerships	5,000,000
5.	Institutional Development	5,000,000
		40,000,000

ANNEX 1: UZAO ORGANOGRAM 2025

Annex 2: Activity Implementation Plan

Activity	How	By Who	When	Comments
Establishment of office	Get a physical office address	ED and team	September 2025	Subject to funds availability
Raise the first KES 500,000/-	Funds mobilization from members 500/- per member pm	ED and team, Directors	August 2025	For realistic flow of operational funding when starting
Retreat-IP Launch	Residential retreat in Nairobi for SP launch with proposed partners	Chair Board of Trustees	August 2025	Venue TBA
Research and Knowledge generation	Carry out comprehensive research and generate knowledge on themed areas	Prof and BOD	November 2025	
On-boarding of Partnership	Pitch to and Interest strategic partnerships in specific thematic areas	ED and BOD	August 2025 to July 2026	Starting with retreat invitees and members referrals
Parents empowerment and capacity development	Launch training activities across Kenya starting from Nairobi and coast regions	ED and secretariat, Board	From September 2025-February 2026	To run for six months period
Launch Joint Forum with Partners	Host joint forums with Key partners to advance the Uzao agenda	ED, secretariat and Board	Quarterly From October 2025 – September 2026	Will be held quarterly to push the objectives of Uzao as we evaluate the success of the previous quarter.
Development of mobile app to support the work	Have an app to help manage the child protection, send signals, co-ordinate the community operations and analyse the progress statistically	ED, secretariat and Board	Dec 2025 onwards	Partner with IT firms to operationalize this.