



# Achieving Unprecedented Impact

FY 2022 / 2023 Annual Report – Kenya



# A Letter From Our Executive Director

Dear Ujamaa Community,

It is with great pride and gratitude that I share the accomplishments of this incredible journey we've been on together. We have combined our 2022 and 2023 annual reports to highlight what we believe is an unprecedented achievement. In 2022 we trained 42,000 students in Empowerment Transformation Training (ETT), and in 2023 through our partnership with the Ministry of Education, that number increased to 410,000—a 1000% increase in beneficiaries! We simultaneously decreased our cost per beneficiary from \$12.02 to \$2.68— an over 75% reduction!

To achieve this dramatic increase in scale with a 12-hour training is unparalleled. And that is only the beginning. Our impact, according to preliminary data collection, is equally stunning. Our commitment to empowering Ministry of Education Teachers (MoE) to deliver the ETT program has yielded remarkable results, and we are deeply moved by the dedication of these teachers and our MoE partners.

In this report, you will see the tangible outcomes of our collective efforts. From decreasing the incidence of sexual assault and providing cost effective trauma recovery programs, to dramatically improving school attendance, every achievement reflects the heart of Ujamaa.

I extend my heartfelt appreciation to each one of you who has contributed to our success. Together, we are proving that preventing Gender Based Violence (GBV) at scale is possible, even in the face of daunting challenges.

With gratitude and hope,

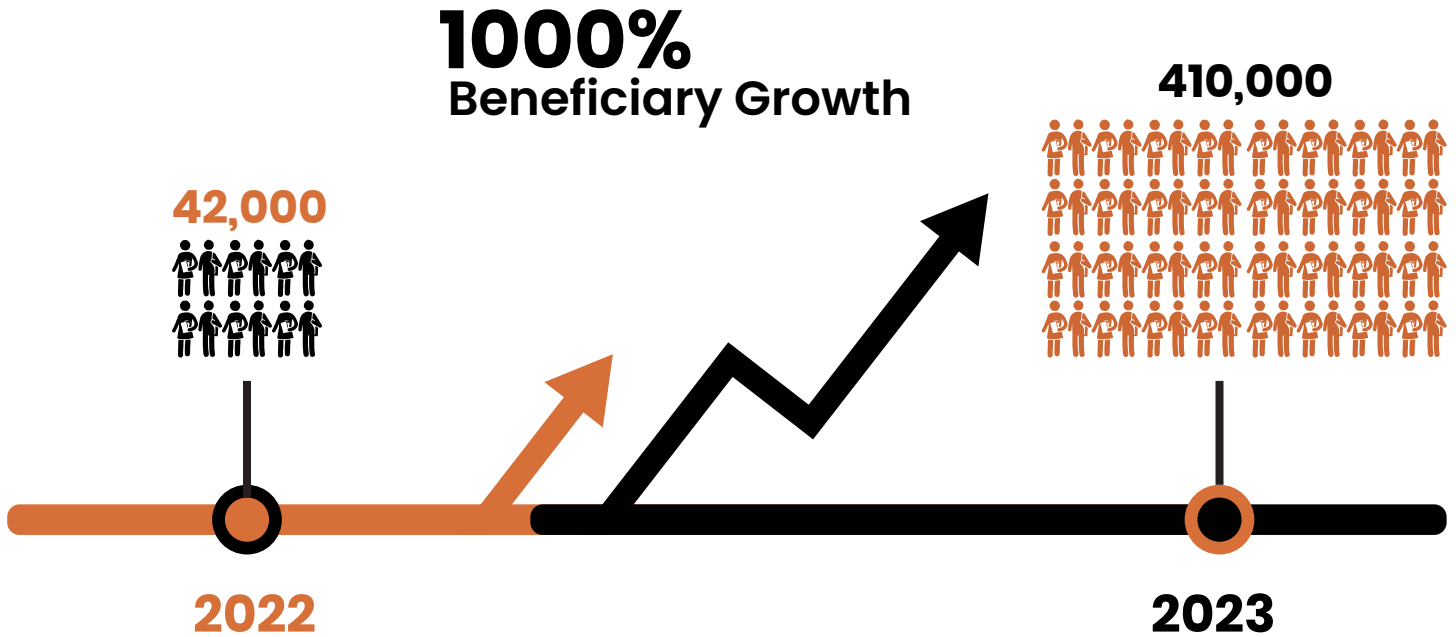
Benjamin Omondi Mboya  
Executive Director  
Ujamaa Africa



## Achieving Unrivaled Scale

### Beneficiary Growth:

The year 2022 marked a period of significant growth and development for Ujamaa Africa. As we implemented our country wide Gender Based Violence (GBV) prevention scale up, each step we took was a stride towards our goal of training 6 million students aged 10-19 every year by 2028. The increase in our beneficiary count from 42,000 to 410,000 within a year is a reflection of the power and potential of effective scaling through government. Next year, we will train over one million vulnerable boys and girls and our cost per beneficiary will decrease by 45% to \$1.50.



### Reduction in Cost per Beneficiary

The Teachers Service Commission (TSC) is the parastatal that exists within the MoE that hires and manages the over 350,000 public school teachers in Kenya. In partnership with the TSC directorate, we select and train the best and brightest teachers to deliver ETT in each primary and secondary school. This enables Ujamaa to leverage existing infrastructure and resources within the Ministry of Education to achieve our shared goals of preventing GBV.

### Dramatic Reduction in Cost per Beneficiary:



# Maximizing Impact:

## *The power of our 12 hour program*

The impact of a 12-hour self-defense training program on the lives of young women extends far beyond physical skills. It is about instilling confidence, fostering awareness, setting boundaries, and believing that they are worth defending.

Equipping boys with a holistic set of life skills and a commitment to supporting and protecting the girls and women in their lives, allows them to navigate their world with resilience and sense of clear purpose. Upon seeing these changes in their students, these newly trained teachers are convinced that investing in this initiative is crucial to empowering the next generation of young men and women.

They undertake their new role as Teacher Champions with rigor and resolve, often bringing the ETT training to out of school youth in their own communities in their time off.

Achieving such scale with a 12 hour curriculum is unparalleled and speaks to the dedication of our team.

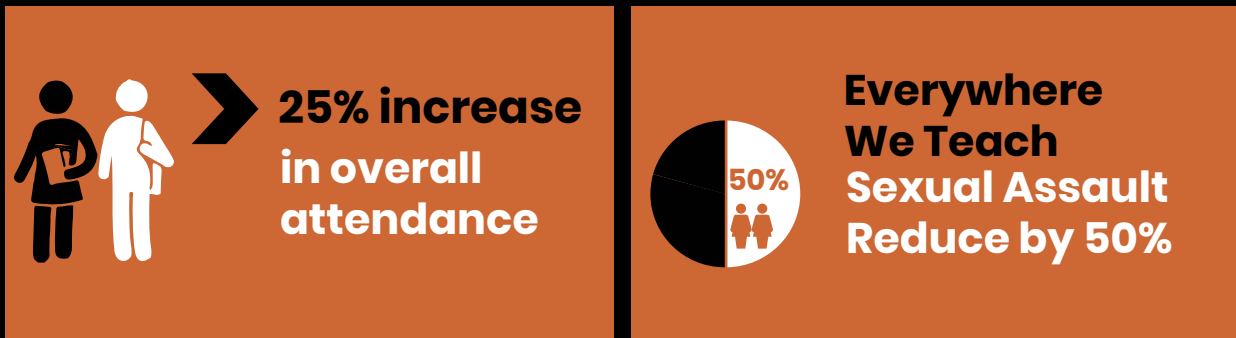


## Impact Beyond Numbers

The real impact of our work is reflected in our ongoing research. We are performing robust Randomized Control Trials assessing reduction of sexual assault, change in teen pregnancy / early marriage and school attendance. Please see our previous research which highlights our impact in our first 9 years.

[Click Here To See Our Research](#)

### Preliminary data from 2023



## Empowering Survivors through Trauma Recovery

At Ujamaa we are focused on long term sustainability, so everything we do is as cost-effective as possible. Over the last 7 years, we have developed a peer led 12 step group therapy program for survivors of sexual violence called Sexual Assault Survivors Anonymous (SASA). It is survivor led and highly effective, dramatically decreasing symptoms of PTSD and improving participants' overall sense of wellbeing. The cost to implement the SASA is five dollars per beneficiary, which includes ongoing training and support for teacher facilitators. When ETT is delivered in schools, there is a dramatic increase in disclosures by students to their teachers. SASA gives these teachers a safe and effective program where they can refer their students for ongoing healing and support.



**35,000  
Survivors**



**\$5  
Per Beneficiary**

# Transforming Communities Through Education

Previous studies have shown that the introduction of ETT in a school leads to noticeable improvements in classroom discipline and behavior.

This improved learning environment benefits both students and teachers. ETT emphasizes mutual respect and gender equality, which results in decreased conflict between boys and girls.

# “Building Harmony By Fostering Gender Equality”



# Teacher Champions

Celebrating the pivotal role of educators, Ujamaa proudly introduces 2000 new Teacher Champions, embodying our belief that empowered teachers can transform societies and shape futures. These photos represent only a fraction of the passionate educators we've trained in one county. Each committed to driving impactful change in their communities and beyond.

## 2000 New Teacher Champions

### Migori County



[CLICK TO SEE ALL OUR TEACHERS](#)

**“Teachers are the most powerful members of any society. If you can harness their power, they will change their community, their country and even the world.”**

## **Our Three Pillars**

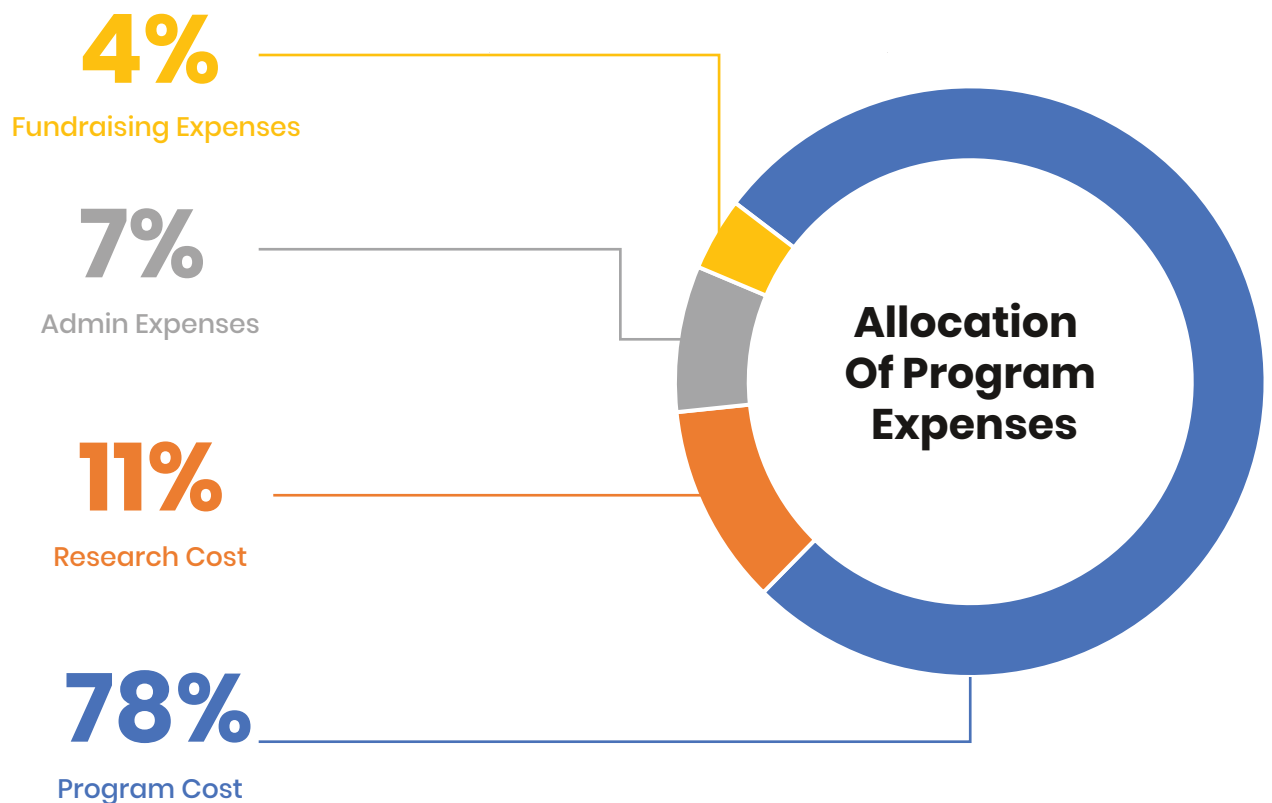
<b>Quality Teaching</b>	<b>Ministry Of Education Oversight</b>	<b>Trauma Support Network</b>
<b>With proper training and mentorship, Teacher Champions deliver ETT to the students in their own schools.</b>	<b>MoE management oversees the program over the longterm, ensuring curriculum fidelity and consistent delivery in all counties.</b>	<b>We establish a trauma support network for both teachers and students in all the schools where ETT is delivered.</b>



# Operating Budget for Kenya Countrywide Scale Up

Most organizations grow their own infrastructure as their funding increases. This leads to a stagnating cost per beneficiary. Ujamaa's cost per beneficiary drops significantly each year as we grow the capacity of the Ministry of Education to ultimately grow and sustain the program themselves.

	FY2023	FY2022
<b>REVENUE</b>		
<b>TOTAL REVENUE</b>	<b>\$ 1,100,000</b>	<b>\$ 455,000</b>
<b>EXPENSES</b>		
<b>Program</b>	<b>\$858,000</b>	<b>\$350,400</b>
<b>Research</b>	<b>\$121,000</b>	<b>\$50,000</b>
<b>Admin</b>	<b>\$77,000</b>	<b>\$36,400</b>
<b>Fundraising</b>	<b>\$44,000</b>	<b>\$18,200</b>
<b>TOTAL EXPENSES</b>	<b>\$ 1,100,000</b>	<b>\$ 455,000</b>



## Thanks To Our Partners





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