It has been an incredible past year in Kenya with millions of young people joining the youth bracket and others exiting the constitutional age limit as Youth. We at the youth agenda have been at the forefront in ushering in this new and hopeful generation into the Youth bracket in a bid to make their voices count in every sphere of life specifically political, economic, social and cultural as the very tenets on which the founders of Youth Agenda envisioned. The movement spanning 23 years now has been consistent and undeterred in amplifying youth voices and making the youth Factor Count.

As the board of directors, implementing this vision in a digital and 4th industrial age where conversations and voices most likely converge on digital spaces with economic challenges even more pronounced and global challenges being majorly unemployment, corruption and brain drain to countries that promise better opportunities for young people. We are faced with a new but noble task to steer the organization to tides hitherto unknown. We are however up for the task; our diversity, qualifications and clarity of vision has hopefully prepared us to walk the talk.

We commit to make the Youth Factor count in new and emerging areas such as technology, countering extremism, gender equality and climate change. With the incredible support of our donor partners, the network of our membership across 47 counties and the vibrancy of our secretariat team, we shall have an even better dispensation and hold the vision in trust for future generations who count on our commitment, just like the former generation was faithful to deliver to us a better society; with a new constitution and even better opportunities. Our special gratitude to the six founders of YAA and the outgoing CEO Susan Kariuki-Mwongera and the Former Chairperson Javas Bigambo for their labour of love in bettering YAA. We are indebted to them for steering this ship during their tenure. We welcome Diana Sifuna as CEO and wish her the best in steering the secretariat to greater heights.

In addition, we look forward to even better days ahead in increasing our membership and impact reach to every corner of Kenya and to the rest of Africa. At Youth Agenda, we recognize that being young is transient and time even is limited to make meaningful impact, as the YAA Board of directors we encourage you in the words of the author Joe E. Lewis said ‘You are only young once, and if you work it right, once is enough’

LINDA BONYO – ADVOCATE
DIRECTOR – YAA BOARD OF DIRECTORS
The Board of Directors, alongside the Annual General Meeting, is the highest governing body of The Youth Agenda.

The Board consists of 10 Directors with the exception of the Chief Executive Officer who represents the Secretariat in the Board as an ex-officio Member and also serves as the Board Secretary.

All Directors are non-executives and are not compensated for their service to the board.

In line with our commitment to transparency & accountability, our Audited Financial Accounts will be distributed at the Annual General Meeting 2019 noting the collective efforts of YAA’s Team in fulfilling the founding mission of youth inclusion and advocacy.
Board service is one of the toughest volunteer roles of all, and our retired board members performed well with dedication, integrity and tenacity.

**Former Board Chair, Mr. Javas Bigambo:** You distinguished yourself as a judicious steward of our organization and never flinched in the face of difficult decisions. A famous activist once said, “Wisdom is knowing what to do next; virtue is doing it.” You proved to be both wise and virtuous.

**Former Board Directors, Dr. Abraham Rugo, Mr. Saddique Shaban, Mr. Peter Ashira (Treasurer), Ms. Susan Mwongera (Secretary/CEO) and Ms. Gladwell Kahara:** You have tirelessly given your time and resources to The Youth Agenda. By all measures, we have raised the consciousness of the young people in our country immensely on your watch, particularly in setting the national youth agenda through programs and proving a space where the youth voices can be amplified. As you look back on your time with us, please know that our achievements would not have been possible without you at the helm. Thank you for your service in #MakingTheYouthFactorCount

Mr. Javas Bigambo  
*Board Chair*, Retired March 2019  
Dr. Abraham Rugo  
*Board Vice-Chair*, Retired December 2018  
Mr. Saddique Shaban  
*Director*, Retired October 2018  
Mr. Peter Ashira  
*Treasurer*, Retired July 2018  
Ms. Susan Mwongera  
*Secretary/CEO*, Retired July 2018  
Ms. Gladwell Kahara  
*Director*, Retired January 2018
WHO WE ARE

OUR VISION
We Envision a Just, Inclusive and Progressive Society

OUR MISSION
To influence, link and enhance youth access to social, economic, political and cultural opportunities

Youth Centric
In our undertakings, Youth factor is the centre stage

Integrity
We are committed to acting in an honest, accountable and transparent manner in all our undertakings

Innovation and Creativity
We thrive on creativity and ingenuity. We include the innovations that are information and data-driven to unveil out-of-the-box solutions that bring positively impact our society

Tech Savvy
We are informed by state-of-art technology in our programmatic interventions

Versatile
Acknowledging the dynamics of our constituency we will remain flexible and adaptable in everything we do

Professionalism
We pledge the highest levels of responsibility, effectiveness and efficiency through competencies and critical skills

For over two decades now, Youth Agenda has been a leading advocate for young people by developing their capacity to take charge of their affairs in their counties through leadership trainings and support, knowledge generation and dissemination as well as facilitating platforms for them to engage in governance and development processes. YAA also closely monitors and tracks youth participation through engaging in advocacy campaigns to protect and promote youth access to political, economic and social opportunities.
YAA MEMBERSHIP

<table>
<thead>
<tr>
<th>No.</th>
<th>Organization</th>
<th>Location</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nyeri Youth Forum</td>
<td>Nyeri</td>
<td>Central</td>
</tr>
<tr>
<td>2</td>
<td>Eshinamwenyuli Youth Group</td>
<td>Kakamega</td>
<td>Western</td>
</tr>
<tr>
<td>3</td>
<td>Youth United</td>
<td>Machakos</td>
<td>Eastern</td>
</tr>
<tr>
<td>4</td>
<td>Isiolo Social and Accountability Group</td>
<td>Isiolo</td>
<td>Eastern</td>
</tr>
<tr>
<td>5</td>
<td>Center for Transformational Leadership</td>
<td>Nakuru</td>
<td>Rift Valley</td>
</tr>
<tr>
<td>6</td>
<td>Taita Taveta Resource Centre</td>
<td>Taita Taveta</td>
<td>Coast</td>
</tr>
<tr>
<td>7</td>
<td>Benane Youth Development Group</td>
<td>Garissa</td>
<td>North Eastern</td>
</tr>
<tr>
<td>8</td>
<td>Emerging Leaders Foundation</td>
<td>Nairobi</td>
<td>Nairobi</td>
</tr>
<tr>
<td>9</td>
<td>Youth for Sustainable Development</td>
<td>Kisumu</td>
<td>Nyanza</td>
</tr>
<tr>
<td>10</td>
<td>Kwale Youth &amp; Governance Consortium</td>
<td>Kwale</td>
<td>Coast</td>
</tr>
<tr>
<td>11</td>
<td>Kenya Youth Muslim Alliance</td>
<td>Mombasa</td>
<td>Coast</td>
</tr>
<tr>
<td>12</td>
<td>Nairobi County Youth Network</td>
<td>Nairobi</td>
<td>Nairobi</td>
</tr>
<tr>
<td>13</td>
<td>Kericho Youth Centre</td>
<td>Kericho</td>
<td>Rift Valley</td>
</tr>
<tr>
<td>14</td>
<td>Nandi Youth County Network</td>
<td>Nandi</td>
<td>Rift Valley</td>
</tr>
</tbody>
</table>
**GOAL:** Contribute to attaining meaningful youth engagement/youth inclusion, contribute to giving youths access to information, gender representation and economic empowerment of youths in Kenya

1. **Objective**
   - **Youth Inclusion**
     - Provide a platform for youth meaningful engagement in political activities

2. **Objective**
   - **Information**
     - Provide information of socio-economic opportunities to youths in Kenya

3. **Objective**
   - **Gender Representation**
     - Ensure inclusion of women & marginalized youths in political representation, and in public & private sectors

4. **Objective**
   - **Economic Empowerment**
     - Equitable inclusion of youth activities in generation & allocation of resources

**YOUTH ENGAGEMENT MODEL**

- **Impact assessment, Learning & Improvement**
- **Identify Gaps**
  - Youth Situational/Trends analysis
- **Determine Goals and Objectives**
- **Involve Key Partners and actors**
- **Policy Development**
- **The Youth Inclusion & Empowerment**
OUR PROGRAMS

#DearPolitician

7.5 Million

Number of youth reached by the #DearPolitician campaign.

Set the National Agenda on youth through the publicity around the campaign: Agenda Yetu informed the youth segment during the Presidential Elections

Results:
What the Presidential candidates promised the Youth: Jubilee

- Reducing Youth unemployment.
- Youth Inclusion and Participation
- Ease of Doing Business for Young Entrepreneurs
- Tackling Mismanagement of Sports and Arts
- Enhancing skill sets

#VoteADada

Objective: Contribute towards increasing young women participation and representation in the 2017 General Election

Results:

- 3 Young women elected as County Women Representatives (Garissa, West Pokot, Laikipia)
- 2 Young women elected in single member constituencies (Gilgil, Samburu)
- 3 Young Women nominated to Senate
- Young women elected as MCAs: 22

- 181 Young Women nominated as MCAs
- Profiled 8 young women candidates through Vlogs; these had a cumulative reach of 178,528
- 300 women marched to end electoral violence against women
- 181 Young Women nominated as MCAs
- 119 women MCAs trained post election
- Women Caucus’ established & formalized: 5
- 3 Intra-County Women’s caucus peer-learning platforms
#ChaguaAmani

**Objective:** Objectives: Tusibleed Ndio Walead: Youth As Peace Ambassadors

**Results:**
- The #Chaguaamani social media peace campaign also saw us reach **7,621,680 people** on twitter; trending in the top 10 during the campaign.
- 174 youth gatekeepers inducted as peace ambassadors through the Base Hangouts
- 400 youth become Peace Champions in ‘hot spot’ areas
- **2 Bi-Partisan** Youth platforms convene young people from across the political divide
- The inception session brings together youth leaders, youth MPs, Ministry officials and policy makers to strategize on youth taking back their country post- General Election
- Second session in Kawangware upstages what was to be the biggest demo post ‘Kawangware fires’

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#County Youth Engagements

**Objective:** Objectives: Creating A Platform For Youth To Engage In County Planning & Budgeting Processes

**Results:**
- 13 Number of counties we facilitated youth post election priority setting
- Over **600 young people’s** capacity built to engage in County Planning & Budgeting Process
- Formation of Youth Umbrella Body in Nandi County- Nandi County Youth Network-Building Synergies & Strengthening Youth Voice
- Inclusion of a Youth specific Focus Group in the public barazas prior to submission of CIDPs
OUR WORK IN REVIEW

What is an Impact in a project

Impact is the difference between outcomes with the program and without it.

The goal of impact evaluation is to measure this difference in a way that can attribute the difference to the program, and only the program.

What Problem are We Addressing?

Uninformed, Disillusioned and Disengaged Youth

Non Responsive Governments to Youth Issues

Youth limited access to economic opportunities

MEASURING IMPACT UNDER KAIP PROJECT

The Impact Measured

More accountable and inclusive governance in the management and implementation of the CIDP program Tharaka Nithi and Transnzoia.

The indicators Measured

Number of significant improvements in the CIDP implementation process in county governments.

Outcome Measured

Improved accountability in the management of goods and services for select county governments in the implementation of CIDP.

Outcome Indicators

- Number of instances of state service provider responsiveness to citizen advocacy or engagement in governance-related processes.
- Number of instances of MCA actions on oversight and advocacy for budget and CIDP implementation.
- Number of instances of appropriate use of social accountability tools by DDP-supported organizations.
- Number of radio interviews conducted on CIDP implementation by DDP-supported organizations.
- Number of youth leaders trained on advocacy and political participation skills.
- Number of youth and women advocating for citizen inclusion in decision making and service delivery.
- Number of actions taken by youth legislators in response to citizen input.
- Number of youth caucuses established to represent the needs and demands of their constituents.
- Number of strategy meetings between the young MCAs and/or their caucuses and youth in the counties.
MEASURING IMPACT UNDER FORD FOUNDATION PROJECT

The Impact Measured

- To facilitate evidence-based youth active participation in planning, budgeting and implementation process at the national and county levels.
- Mobilize active youth leadership and participation in policy and legislative processes that benefit Kenyan youth.
- To enhance Youth Agenda and its member organization capacity to influence implementation of Article 55b of the Constitution and related provisions towards improved access to social, economic and political opportunities by youth through structured engagements with governments.

Emerging Trends in Impact Measurement

Linking the Indicators and Goals to the SDGs

- Rising expectations for cost-effectiveness. Both institutional and individual donors increasingly demand transparency and seek ‘value for money.’
- Explosion of digital communication. The explosive global growth of digital communication in the early 21st century is leading to its dominance of the communication landscape.

OUR WORK IN REVIEW

1.5 Million youths indirectly reached by our interventions over the past 2 years

CURRENT OUTCOMES OF THE KAIP PROJECT

Number of youths trained on Advocacy and Public Participation.

<table>
<thead>
<tr>
<th>Males Reached Indirectly</th>
<th>Females Reached Indirectly</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,400</td>
<td>3,520</td>
</tr>
</tbody>
</table>

Number of Youth MCAs Trained.

14 young MCAs reached in Tharaka and Transnzoia
3 County officials reached
28 County officials reached Indirectly

CURRENT OUTCOMES OF THE FORD FOUNDATION PROJECT

Number of youths trained on Advocacy and Public Participation.

<table>
<thead>
<tr>
<th>Males Reached Indirectly</th>
<th>Females Reached Indirectly</th>
</tr>
</thead>
<tbody>
<tr>
<td>98,750</td>
<td>6,586</td>
</tr>
</tbody>
</table>

Total Youths Reached: 164610
PARTNERS

Funding and Donor Relations
Sustained Donor Engagement for Resource Mobilization aligned to mutual philanthropic missions and the youths local and national needs.

YAA Internal Processes
Strategic Plan 2017 - 2022
Youth as primary stakeholders

Other Development Partners
Strategic Partnerships & Memberships at County (Local), National and Regional Levels

PARTNERS FOR IMPACT FY2017 & 2018

OTHER DEVELOPMENT PARTNERS

SECRETARIAT

The Diverse Secretariat that makes it all happen at YAA consists of 11 members, 5 male and 6 female

CEO Ms. Diana Sifuna
Finance Officer Mr. Davis Kibet
Program Officer Mr. Victor Nyongesa
M&E Officer Mr. Edin Hussein
Communications Mr. Thomas Mbuvi

Admin & Procurement Officer Mr. Julius Abok
Program Assistant Officer Ms. Lorraine Wakesho
Volunteer Intern Finance Ms. Caren Chepchengo
Volunteer Intern Administration Mr. Richard Oketch
Registered Office:
Kirichwa Lane, Off Ngong Road
P.O Box 10174 – 00100, Nairobi

External Auditors:
Ernest & Martin,
Certified Public Accountants
P.O. Box 21180 – 00505, Nairobi

You can help create a better Kenya for youth
Call us at +254(0) 20 202 2026
Or visit us online at www.youthagenda.org
You can help provide amplify the voices of the youth including young women and youths living with disabilities. Become a Friend of Youth Agenda
#MAKINGTHEYOUTHFACTORCOUNT