



4 Years
Strategy Plan

CLOSING THE GAP:

Through harnessing meaningful partnerships to drive transformative social change for inclusive development in marginalized communities across Africa.

2024-2028
STRATEGY PLAN

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ACRONYMS

SDG - Sustainable Development Goal.

RAG - Rescue A Girl.

CAL - Community Action-Led.

MDAs - Ministries, Departments and Agencies.

YAPD - Youth Action for Peace and Development.

WASH - Water, Sanitation and Hygiene.

TOC - Theory of Change.

MHM - Menstruation Hygiene Management.

EXECUTIVE SUMMARY



YAPD4Africa Jigawa State Team in Hara community, Duste LGA.

YAPD4Africa has grown to become a largest social development organization in African continent that stand up to reduce poverty, marginalisation and inequality. For the past 6years to date, our organization has been able to raised over \$20,000 through funding, self-donation and public donors to solve Nigeria's most critical community social challenges and work tirelessly to empower marginalized communities through education, health, water and economic opportunities' projects.

Despite the many challenges our organization faced for over the 6years, YAPD4Africa has remained steadfast in its commitment to improving the lives of marginalized communities in Africa through implementing 5 social impact projects and 2 homegrown initiatives.

But the most two projects that stand out in our organization are as follows:

- The Community Action-Led Initiative (CAL Project) encouraged active citizens participation in decision-making processes, community development and governance at the grassroots level. Furthermore, the project was committed to empower underserved marginalized communities through educating them about their fundamental rights, responsibilities and civic duties as citizens and equipped them with essential advocacy skills to effectively engage their representatives.
- The Rescue A Girl Initiate (RAG Project) has successful led the involvement of men and boys to change narratives of stigmatization around menstruation. Our organization has set up unique programs to empower women and girls using our "Rescue A Girl" to reach remote underserved schools and rural communities. We have provide girls with access to inclusive education without discrimination and trained women on how to make sustainable reusable pads product. Which has putting joys on faces of thousands and bringing more hope to achieve the sustainable development goals agenda.

So this strategy outlines why we care about the work we do, what we have learned from all of this, where we are going and how we will get there over the next 4years. In the 2024-2028 period we will be focus more on:

1. Changing people behaviors around issues of participation through educating them about their fundamental human rights, responsibilities and civic duties as citizens. Beyond these, equipping them with essential advocacy skills to effectively engage their representatives.
2. Providing opportunities for girls and women to help promote gender equality.
3. Influencing policies around social development issues related to education, health and others through joining coalitions and groups to advocate for change.
4. Exploring meaningful partnerships with NGOs, Government and International organizations that can support our mission for community development.
5. Developing a civic tech platform that work as a powerful force to fuel social change and strengthen democratic governance for accountability.
6. Initiation of new short-term projects related to our focus thematic areas.

Additionally, we hope to increase our learning capacity, ability to measure our impact through these activities and create new innovative approaches from feedbacks in field for the next coming years.

BACKGROUND



Yusuf, Idris and other YAPD4Africa volunteers in Kano State, Nigeria.

YAPD4Africa was founded in 2017 as an effort to work with young people to promote awareness on human rights, gender equality, peace building, community engagement, democracy and women and youth participation at the grassroots in decision making and good governance, which will serve as a voice to contribute meaningfully in the development of Nigeria and to inspire other African countries development.

Today, our organization has evolved into an international network that is innovating new ways to tackle intractable challenges through initiating impactful projects, empowering citizens for active participation and supporting marginalized communities to have adequate social services.

Operationally, this means that by 2028, YAPD4Africa will actively work in at least 5 countries with many resourceful partners globally. We are demanding to raise more than \$2 Million for the organization activities, expand our team to 100+ staffs and 1000+ active volunteers across the world.

This strategy for 2024-2028 period is based on our over 6years experience working to improve community development, to gender equality, human rights and good governance. The strategic retreat with all of our executives in September 2023 and was finalized with significant inputs from our staffs, volunteers and boards through an open consultation process. It was also endorsed by the YAPD4Africa Board of Trustees, Chair in October 2023 and finalized in December 2023.

VISION AND MISSION



Fatima, Sa'adatu, Mustapha and other YAPD4Africa staffs in Kwana Farikai village, Kaduna State.

We have try to reimagine how we can improve our effort to promote social development as our organization envision a world where women and young people are empowered to drive sustainable social development, even in the most remote areas of the globe.

While our mission is to build strong people and sustainable communities for all. We truly believe that citizens at grassroots level have always been at the receiving end of societal maltreatment and hopelessness. While focusing on this vulnerable, underserved and marginalized population, we have made it our mission to empower them with necessary knowledge and skills to demand for their rights and community development.

CONTEXT EVOLUTION

International Shifts:



Andrea and Idris in Durumi IDP Camp, Abuja Nigeria.

YAPD4Africa began in 2017 at a time of exciting community movements within the field of social development, peace building, social inclusion, gender equality, community engagement and good governance. In the last 6 years ago, some important changes occur and progress has been made in the place we work especially in terms of public services delivery, civic engagement, democracy, governance and more.

Furthermore, a new approaches and strategies were developed as a potential tools to push our organization into a largest scale through building our homegrown initiatives like CAL Project to work internationally. As a grassroots movement. While the gaps in understanding and practicing within this field have become clearer over the past 6years now, with more than 1.8 billion young people population globally, many women and other minority groups are still largely excluded from decision making that affecting them and their communities. Many citizens have lose the sense of trust and believe that they can not play a role in changing these dynamics because it continue to be very difficult to ensure public accountability especially in services delivery and governance.

These challenges are serious and have real implications in citizens lives. Our work in countries like Nigeria and Cameroon indicates a direct link between lack of citizens participation and inadequate access to basic public services delivery. Through the CAL Project, we have found a new way communities can become more active than ever to engage in local decision making that drive transformative social change and lead to community development. We want to change decision making in ways that can produce a more inclusive, fair and equitable processes. So we intend to replicate the impact of our work across at least 5 countries through building positive relationship between citizens and their representatives to consolidate civic change and community development.

LOCAL STRATEGIC



CAL Project Cameroon Team Lead, Metsagho and his volunteers.

Last few years back, there were some goals we did not achieve as our projects targeted. But we feel that a lot of YAPD4Africa approaches are still working and that this strategy represents a adjustment rather than a wide change in the approaches of our work.

The key strategy thrust of YAPD4Africa over the next four years is to truly ensure that we actively operate in grassroots communities as well as countries. We want to break down big ideas into more manageable ways and understand better how local problem solving efforts can be both essential and instructive. This approach will allow us to see how smaller solutions can actually connect with big solutions to change issues affecting communities.

For us at YAPD4Africa, working from the grassroots level means 4 interrelated things that we think it can make the process of social development better.

- Ensuring Accessibility: build deeply relationship with local communities and movement teams to have easy accessibility and understanding of local challenges.
- Center learning: improve education session, information sharing and practice learning across local communities and movement teams to build impetus for change.
- Valuable Partnership: build meaningful partnerships not only in the global level but in the most sense way to share resources and capacities even at the local level.
- Focus on Growth: not for the sake of growth but build an authentic intention effort to connect dots and close gaps, which can lead to development growth.

PROGRESS TO DATE



80+ Communities reached



18,500+ lives
reached and impacted



\$25,000+ raised for
activities and projects



1 active country.
CAL Project launched in
Cameroon for a start.



60,000+ globally reached through
different media platforms.



30+ countries recognized
YAPDAfrica globally.

In our previous 5years social impact report, we documented 2017/2022 impact, blue print to achieve a better sustainable future through United Nations Sustainable Development Goals, social impact projects, collaboration and media engagement, tools for social change and assessment process.

Our most recently progress have been through the CAL Project, which was expanded to Cameroon for the first time ever. In the coming years, we are looking to push our homegrown initiative further to actively operate from the grassroots local communities in any country we launch it.

We believe that now, our strengths lie in our ability to build communities of change agents for collective action and active participation from the grassroots level. As an organization, we want to continue supporting advocacy and policy change efforts at the local level first. So in the coming years, we hope to work from the grassroots through which anyone think and work creatively on issues affecting us and our communities but beyond these empowering young people will be highly considered.

THEORY OF CHANGE

YAPD4Africa theory of change



Track problem: we track problem through research studies and needs assessment to identify social issues based on community interventions. In the process, we understand challenges, gather information and develop sustainable solutions.



Action plan: community dialogue, citizen empowerment and multiple advocacy.



Voice: we use the power of evidence based on community intervention to create storytelling and amplify the voices of marginalized people through using our social media as digital tool to engage the public, media and even the government. In this process, we also promote public awareness, gain ultimately support and create everlasting change.



Sustainability: we initiate projects that only align with our focus areas, which can be capable of future continuation to generate benefits for an extended period of time, where we use the same project approach to move forward for a positive impact results.

Our work tool for social change, previously we change it to "Theory of Change" (ToC) was developed since 2017 as a result of social impact projects we decided to execute those years ago. But insight above information is the new Theory of for YAPD4Africa work in the next years.

As a growing up organization, we find it important to hold back and reflect on our projects work, mission and vision to make possible changes and this is not only helping us to understand whether we are still doing valuable work, it makes us to put more focus on our mission and manage our resources to execute projects.

For 2024 - 2028 period, we are focusing to ensure that our projects collective come together to improve citizens participation, access to public services and inclusive decision making processes for all.

APPROACH

YAPD4Africa general approach

At YAPD4Africa, we deploy the CARE approach for our project/program engagement to give a voice in citizens' lives and communities.

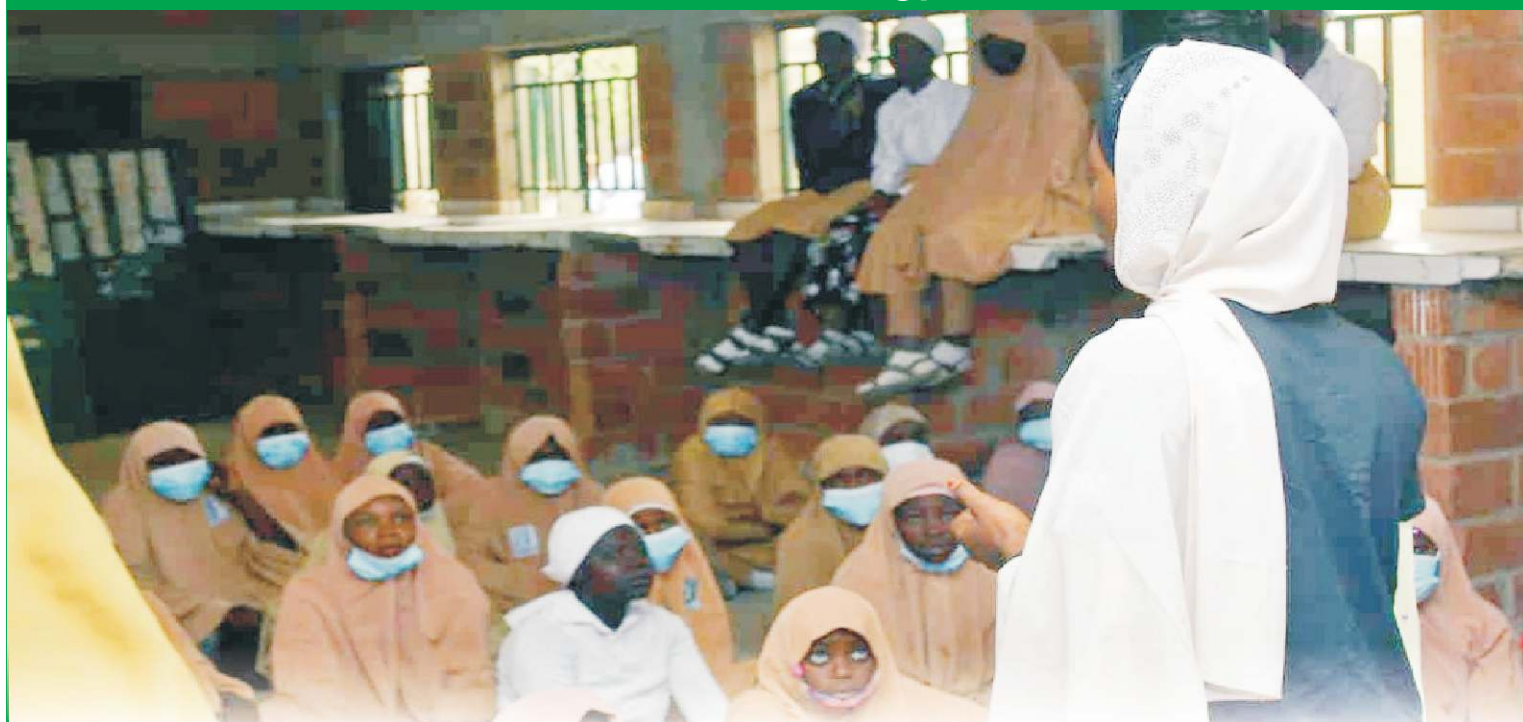
- **Community Engagement:** we engage at the grassroots community with local leaders, women and young people to listen, understand and learn through their social experience to gain better sustainable solutions. It is a process where we carry our beneficiaries along, we engage them, to bring accessibility, help amplify our work, promote acceptance and better results in the future.
- **Advocacy:** we believe in advocating and supporting policy-making that improve lives of children, women and young people. Generally, in addressing their needs and rights as citizens. We believe in advocating for these highly vulnerable groups to give them better opportunities, which is a key to achieve the United Nations Sustainable Development Goals (SDGs).
- **Research:** our social impact projects are evidence based on research studies. We undertake surveys, focus groups and interviews, where we ask communities to give their views and describe their experiences in their own words and allow them to tell their own stories. We work and implement projects based on accurate community researched data to enable us work in accordance with the needs of our beneficiaries.
- **Empowerment:** we believe that everyone has a role to play in bringing change by creating flexible, accessible and supportive environment in which all individuals can participate in and can contribute fully to work practices especially toward decision making. Empowerment to us means, people are treated equal, that are respected and confident in their communities. Which is also a key to improve women and young people inclusion in social development.



Ibrahim and YAPD4Africa team in Kwana Farikai village working with women.

WHERE WE'LL BE BY 2017

Our new strategy



Sa'adatu, YAPD4Africa Programs Officer in Kaduna State.

Our new strategy has six goals to educate citizens for better active participation, improve access to basic public services, advocate for better policies change, advance gender equality and initiate projects. We work to connect these goals in a meaningful way to one another in specific contexts way through actions which broadly classify as knowledge, communities and advocacy. However, we realize there are a number of risks and challenges in the work we do that may affect the extend to which can reach our strategic goals. A summary results framework is below on how our 2028 might looks like, we will provide updates on the progress towards these goals as we move forward. However, it will be evolve based on the funds availability we received to develop it further over the coming years.

Goal Activity	Action	Result
1. Changing people behaviors around issues of participation through educating them on their fundamental human rights, responsibilities and civic duties as citizens. Also equipping them with essential advocacy skills to effectively engage their representatives.	Community empowerment, dialogue, training and advocacy.	- 100% of the communities reached will become proactive citizens through our community dialogue and civic empowering education sessions. - 90% of the communities will establish the institutionalization of democratic community leadership through the CDBs. - 90% of the CDBs established will be able to develop action plans for community development and also advocate for social services from public officials and representatives. - 90% of the CDBs will be able to participate in local decision making and can develop local decision plan to meet their needs through a community vision board. - At least CAL Project will be operating in 5 countries with new sets of change agents at the grassroots local communities.
2. Providing opportunities for girls and women to help promote gender equality.	Empowerment and advocacy.	- Improve women and girls participation in designing and implementing of menstrual health programs and policies especially on product taxes. - At least 10,000 women and girls will be empower through different programs. - Rescue A Girl partnerships and collaboration will increase to at least 70% to support its programs under the initiative.
3. Influencing policies around social issues related to education, health and others through joining coalitions to advocate for change.	Coalition and advocacy.	- 70% legislative and decision makers will be engaged to collaborate toward changing policies and practices related to education, health and other issues.
4. Exploring meaningful partnerships with NGOs, Embassies, Government and international organizations that can support our mission for community development.	Collaboration and partnership.	- At least 60% of our partners will be able to provide us with resources and funds support. - At least 80% advocacy engagement will be achieved through getting people in power including government holders to be responsible, transparent and accountable in ensuring sector like education, health and more are well improved in grassroots local communities.
5. Developing a civic tech platform that work as a powerful force to fuel social change and strength democratic governance for accountability.	Tech-building and data collection.	- At least 70% of YAPD4Africa teams and grassroots communities can use our civic tech platform to send online survey assessment on their community needs from where around the world. - At least 1 million users across the world can freely access our online civic learning platforms.
6. Initiation of new short-term projects.	Funding and grant.	- At least 80% of the grant secured will be use for the projects and 20% will be use for the administration costs.



Sultan, Mohammed, Ibrahim and Idris in Orphanage Home Zaria LGA, Kaduna State.

We aim to measure the impact of our work in a moral non-extractive ways that place a priority on collective contributions to promote citizens participation, improve access to basic public services and other important goals activity of this strategy. We will continue to educate citizens through the CAL project, improve our data collection on needs assessment, explore meaningful partnerships and carry out evaluations of our work. We also hope to build out mapping strategies for key stakeholders and communities engagement to help us achieve our approaches.

As a lifelong organization, we are always learning new things likewise growing in the process, so we understand that we are in the position to try new things to improve what we do and share the insights from those experiences with others. We will continue to share our efforts continually including through our media platforms, YAPD4Africa TalkTea, research effort, impact reports and more.

In the next four years, we want to continue learning from others top organization around the globe, which particularly can help us to maintain and sustain our grassroots engagement in some new countries. Learning process will allow us to understand better on how to grow our CAL Project from local level in each country and we will know what changes we can do based on the lessons from our work especially in the new countries team that adopted our strategy.

WHAT THIS MEANS OPERATIONALLY

In the next four years, we will enhance the work of YAPD4Africa homegrown initiative CAL project in at least 5 countries and we will only operate according to the goals activity of this strategy. While we will also do things that can meaningfully add value to our work. We hope to become an international growing organization with our grassroots movement across many countries.

NEXT STEPS

Our work to implement this strategy is already undergo, the strategy for 2024-2028 has been approved by our Board of Trustees. We are aiming to have strategy check in conservation at least every four months with new projects/initiatives review and also as a mini strategy review annually. We will also host a strategic retreat with the staffs of YAPD4Africa at the end of the year as well we hope to host all the countries team lead in 2028.

Community Action-Led Initiative

In 2019, YAPD4Africa began the CAL Project in Nigeria to promote people participation, demand for what belongs to them and hold their representatives accountable. In just three years, our work has reached more than 10 marginalized grassroots communities with our 5000 citizens empowered. For over these years, YAPD4Africa has been working to solve many critical issues but through the CAL Project, we have gained another way of sustaining long-term impact by equipping and empowering communities to actively participate in civic engagement, decision making process, community development and governance.

In November 2023, the CAL Project was launched in Cameroon as we believe that lack of knowledge regarding civic participatory mechanisms is one of the biggest challenge that hinder the active involvement of citizens in matters affecting their lives and communities especially in Sub-Saharan Africa.

One of the CAL Project effort is to continue educating citizens in more effectively ways to promote their participation in civic action and increase access to basic public services for community development. We are working to enhance citizen participation in order to create an enabling environment that is open accountability, transparency and democratic governance at the grassroots.

Additionally, we want to replicate the innovative approach of the CAL Project by establish the institutionalization of democratic community leadership leading by women and youth as a Community Development Builders (CDB). They also serve as a mechanism for civic action and community development, through the CDB, we are tirelessly working to build new sets of active change agents at the grassroots local communities in Africa.



CAL Project beneficiaries in Hara Village

Important action activities will include:

- Empowerment: we will use the civic empowering approach to conduct educational sessions that go beyond traditional curriculum to provide citizens especially women and young people with new and relevant information. we also want to foster holistic education that helps citizens understand their human rights, values and visions. The aim here is to build the capacity of citizens to think critically solve community problems and effectively improve living conditions, particularly in areas like education, health, water and other services.
- Training: CDB members will receive two-days capacity-building and knowledge management training, covering gender sensitivity, human rights, skills development for translating knowledge into action, project monitoring, social mobilization, advocacy and other relevant skills. This training aims to empower CDB members to proactive coordinate their communities.

Rescue A Girl Initiative

The Rescue A Girl initiative (RAG Project) was founded as a result of a research studies carried out by Idris Bilyaminu Ndasadu' Lau in 2019, which showed that the inability of women and girls to afford sanitary pads denies their right to fully participate in education and other important social activities. His research also showed that financial inequality, stigma, taboos and discrimination of period poverty especially in local communities needed to be addressed.

The RAG Project has been working to educate, empower and advocate for women and girls, we also used the initiative to tackle financial inequality facing women in rural communities by empowering them with cotton businesses. This way, they can afford sanitary product of their choice.

From 2020 to 2022 only, the Rescue A Girl empowered and impacted over 3000 women and girls in more than 15 rural communities IDP camps and secondary schools. Also over 80% women showed interest in our reusable pads training while our MHM education does more than just educating girls about menstruation. But it empowers both school and local girls to challenge menstrual taboos, stigma and motivate them to engage in the topic and support one another to promote gender equality.



Rescue A Girl beneficiaries in Government Secondary School, Kaduna State.

Important action activities will include:

- Empowerment: we want to provide opportunities for girls through initiating menstrual hygiene club in schools to promote awareness on MHM. While we want to work with women to participate in decision-making and leadership that can help promote gender equality and reduce menstrual inequity.
- Advocacy: we want to support advocacy engagement through forming coalition as a voice to address and influence policies of taxes on sanitary products, which particularly affect low income women and girls.

IMPORTANT FOCUS GOALS



Rescue A Girl partners in Queen Amina College

- Influencing Policies around social issues through joining coalitions to advocate for change: After 4 years of working with thousands of Almajiri children to demand for their rights through a policies reform and bill for them. We are proud that the former President Muhammadu Buhari signed the bill to establish a national commission to address the needs of these Almajiris and out of school children across the country. This happened as the result of the effort and commitment connected in place to influence the policies.

The act we advocated for focus on providing multimodel system of education to tackle illiteracy, develop skills acquisition and entrepreneurship programs to prevent youth poverty, delinquency and destitution in Nigeria. This goal was achieved through a coalitions voice.

- Moving forward, we want to put more intention about this process to push better reforms based on what we are working on and learning to close the implementation gaps at the local level. Our goal here is to work with partners and decision makers where it makes sense to influence policies in any countries through join coalitions for change at the local level and connect dots in ways that can lead long-term change in communities.

In the next years, we will continue to actively work to participate in and join relevant coalitions that allow us to channel upwards the ideas, we will surface from the bottom-up to inform and influence policies. We want to have an excellent movement in local communities with ultimately shift of power and also access rooms where policy decisions are made to work together with key stakeholders in effectively ways.

- Exploring meaningful partnerships: For over these years of working, we have understand that getting people in power to move good ideas and make sustain impact truly need strong relationship that can turn into meaningful partnership, which lead to power dynamics in bringing change happen. So in the next years, we want to make wider impact through building strong partnership with embassies, MDAs, government, stakeholders, national and international organizations on our thematic areas of interest toward community development include education, health, WASH and more.

SUSTAINABILITY



Ibrahim, Andrea and YAPD4Africa beneficiaries in IDP camp.

At YAPD4Africa, our general sustainability is defined from more than one perspective:

1. Mission Sustainability: YAPD4Africa has adopted a multi-facted strategy from its mission to build strong people and sustainable communities for all, which include:

- Creating literacy for participation to educate citizens with up to date knowledge and advocacy skills, which can help them to play a crucial role in their communities and have more say about issues that matter most to them.
- Building the capacity of YAPD4Africa staffs, volunteers and local partners to be able to apply approaches and skills in any project/ program.
- Sharing of strategy and impact manual to attract funding and support from a broad diversity of donors.

2. Partnership Sustainability: YAPD4Africa has worked strongly to accelerate partnerships that can be self-sustaining through the interests and commitments of other key organizations. Which we continue to build global breadth and network of more meaningful international partners and experts that can support us with resources and funds.

3. Project Sustainability: YAPD4AAfrica has incorporated sustainability criteria into the design of every project, where we used this as basis for monitoring and evaluating results. one of the critical component of project sustainability comes from the active participation of our beneficiaries who need to build a genuine sense of ownership of the projects and intervention intended to improve in their communities. Therefore all YAPD4Africaprojects have been designed and managed to ensure the active participation of the key beneficiaries and stakeholders to ensure inclusive processess for engagement and implementation. However, most of the projects are short-term while some are designed as a long-term initiatives, so there is considerable effort and resources needed always.

WHAT WE WILL NOT DO



YAPD4Africa volunteers undergoing grassroots CAL Project engagement in Kano State, Nigeria.

As a growing up organization, we have got better understanding where our strengths lies, what we can do and where we can support others to achieve their goals. For us at YAPD4Africa, this strategy stand as our choices and in understanding of what we will not do as an organization. In the 2024-2028 period, there's a lot of projects, programs and approaches, we will avoid that we have already touched and even considered in the past years. In the next three years we will not:

- Accept support that does not correspond to our organizational values and goals.
- Carry out work that in any way would contravene our safeguarding policy or cause harm to our partners and other stakeholders.
- Do project that does not allow meaningful participation and voice of all the people and communities, which we work with.
- Work on issues that does not have any aligns to our organization/projects goals, even when we have opportunities to do so.
- YAPD4Africa will work at the local, national and even international levels to promote citizens participation but we will not work more on larger issues related to budget tracking, government spending and others.

LIMITATIONS AND WAY FORWARD

Lack of adequate funding is still a huge limitation as most of the projects carried out by YAPD4Africa are self-funded and public donors. On many occasions, when traveling to far-away communities for our work, we covered transport, accommodation and meal expenses for ourselves.

In this strategy, we stated the amount expected to be raised to operate our organization activities and initiatives like CAL Project in 5 countries. In the next years, we are encouraging organizations and potential individuals to support us especially in terms of funds for our organization.

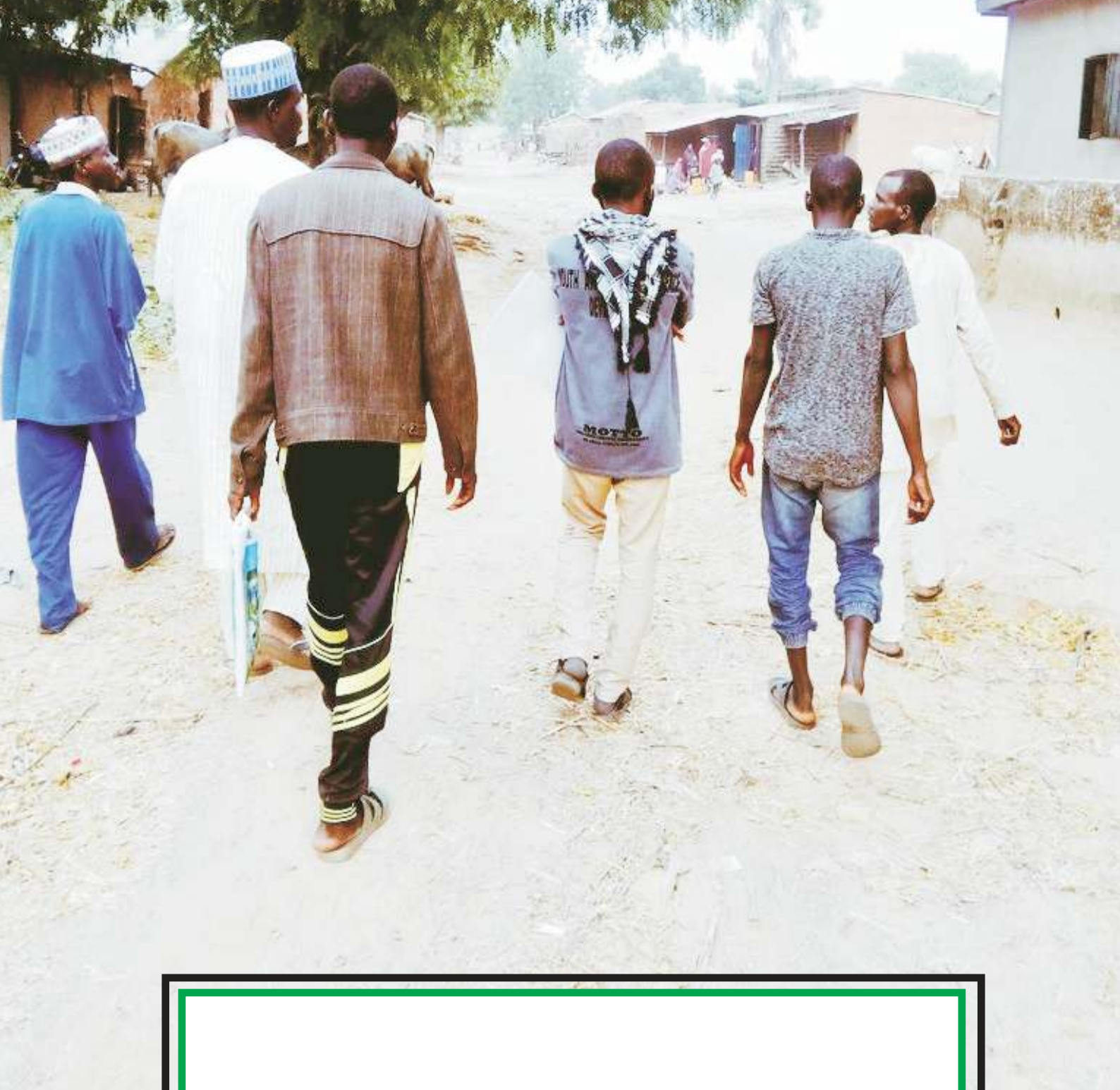
CONCLUSION

We are open to ideas, feedback and suggestions on this strategy, what resonates with you after going through it, what are we missing and where we got it wrong?

Feel free to reach out to us at yapd20220@gmail.com with any thoughts or you want to support us with funds. Don't forget to follow us on our social media handles to stay up-to-date with our work progress.



Idris with YAPD4Africa team going out of Joga village after CAL Project engagement.



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