



2022 ANNUAL REPORT

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LETTER FROM THE CHIEF EXECUTIVE OFFICER



On behalf of the Awake Youth Initiative, I am delighted to present the 2022 Annual Report, which encapsulates our organization's remarkable accomplishments, profound impact, and substantial progress in empowering young individuals. This past year was truly exceptional, and we take immense pride in the strides we've taken to fulfill our mission of nurturing youth potential and fostering positive change within our communities.

None of these achievements would have been attainable without the invaluable support and partnerships that have been instrumental in our journey. In particular, we wish to express our deep gratitude to the We Are Family Foundation - Youth To The Front fund for their unwavering support. Their generous contribution enabled the successful execution of our programs throughout 2022, furthering our mission's reach and impact.

We also extend our heartfelt appreciation to our partners at Ashoka East Africa, IFRC Solferino Academy, and the Kenya Red Cross for their invaluable resources and support, which have played a pivotal role in our journey of positive transformation. We must not overlook the indispensable role played by our individual donors, mentors, and the dedicated Awake board.

Your continued commitment and belief in our mission have been the bedrock of our accomplishments. Together, we've made a substantial impact on the lives of countless young people. As we reflect on the year behind us, we look forward to building upon this momentum in the years to come. I would like to take this moment to acknowledge and commend my esteemed Co-Founder and Chief Operating Officer, Tamara Quinlan, for her outstanding dedication and leadership.

To our supporters, partners, volunteers, and the entire Awake community, we extend our heartfelt thanks for your trust and belief in our mission. Together, we possess the power to awaken the latent potential within every young person, thereby creating a world where they can not just survive but thrive. Thank you for being a part of our journey. Together, we are making a difference. With profound appreciation,

Sincerely,

Meshack Otieno
Co-Founder, Awake Youth Initiative



EXECUTIVE SUMMARY

Executive Summary 1:

Youth Engagement and Empowerment

In 2022, Awake Youth Initiative continued its mission to empower young people, engaging a total of 250 individuals in its "Funding Readiness" and "Disruptive Voices" convenings. Additionally, 60 participants underwent an intensive 8-month training program in leadership, entrepreneurship, and financial literacy through the Awake Lead Young Program.

This commitment to nurturing the potential of the youth has resulted in a stronger and more prepared generation ready to tackle the challenges of the future.

Executive Summary 2:

Innovative Education and Skills Development

Awake Youth Initiative's dedication to education and skill development was evident in its engagement with 100 students through the Awake Changemaker School.

This initiative not only aligns with the Kenyan Curriculum but also focuses on fostering 21st-century skills, equipping young minds with the tools they need to succeed in a rapidly changing world.

Executive Summary 3:

Grants and Financial Support

In 2022, Awake secured a total of Ksh. 3,341,000 in grants, demonstrating the organization's commitment to financial sustainability.

Of this amount, Ksh. 1,757,000 was unrestricted grant funding, providing flexibility in program development and implementation, while Ksh. 1,584,000 was designated as restricted grant funds, allowing Awake to channel resources toward specific initiatives and projects.

Executive Summary 4:

Strategic Growth and Impact

Awake Youth Initiative took a significant step forward in 2022 by launching its 2022-2024 board, comprising experts from both the non-profit and business sectors. This diverse team is dedicated to ensuring the successful scaling of Awake's impact.

To guide this growth, Awake has adopted a comprehensive scaling strategy with five key pillars: Impact, Grow, Value, Evidence, and Sustain.

These pillars lay the foundation for future success and the organization's commitment to making a lasting difference in the lives of young people.

Vision

To raise leaders who will transform opportunities for the next generations



OUR MISSION AND VISION

Mission:

The Awake Youth Initiative is committed to empowering young individuals through education, mentorship, and community engagement. We strive to awaken their potential, instill a sense of purpose, and equip them with the tools to become confident leaders and change-makers in their communities.

Vision:

Our vision is to create a world where every young person has equal opportunities to thrive, contribute, and make a positive impact on society. We envision a future where youth are empowered, mentally resilient, environmentally conscious, and equipped with the skills and knowledge needed for success.

KEY ACHIEVEMENTS

Key Achievements of the Awake Lead Young Program (2022):

The Awake Lead Young Program has demonstrated its commitment to empowering young individuals and nurturing their leadership skills through various achievements in 2022:

Annual Convening: The program successfully hosted its annual convening, bringing together a diverse group of **250 young individuals**. This event provided a valuable platform for networking, learning, and sharing experiences. Participants had the opportunity to connect with peers and mentors who share their passion for positive change.

Leadership, Entrepreneurship, and Financial Literacy Training: Throughout the year, the Awake Lead Young Program delivered comprehensive training to **60 young participants**. This 8-month program included a blend of interactive workshops, mentorship sessions, and practical exercises. As a result, participants developed essential skills in leadership, entrepreneurship, and financial literacy, empowering them to emerge as confident leaders and skilled entrepreneurs.

Key Achievements of the Awake Changemakers School (2022):

The Awake Changemakers School has played a pivotal role in cultivating 21st-century skills among students, preparing them to be effective changemakers in their communities:

Impactful Reach: In 2022, the Awake Changemakers School reached **100 students** from diverse educational backgrounds. This program aimed to instill a sense of agency and social responsibility in these young individuals, empowering them to drive positive change within their communities.

Changemakers Education: The program employed a carefully designed curriculum to develop crucial 21st-century skills, including critical thinking, problem-solving, collaboration, and communication. Through hands-on projects and activities, students were encouraged to foster innovation, empathy, and a mindset of social entrepreneurship.

Collective Impact: The Awake Lead Young Program and Awake Changemakers School collectively impacted **350 young individuals** in 2022. These programs equipped participants with the necessary tools, knowledge, and support to become effective leaders, entrepreneurs, and changemakers in their respective fields.

These achievements underscore Awake Youth Initiative's unwavering commitment to empowering youth and providing them with the skills required to thrive in our rapidly evolving world. By investing in their personal and professional growth, we are nurturing a generation of young individuals poised to tackle complex challenges and make a positive, lasting impact on society.



Expenditure Allocation:

In 2022, Awake Youth Initiative carefully allocated funds to maximize our impact and operational efficiency:

Programs (67%): The majority of our resources, 67% of the total funds, were dedicated to programs. This allocation ensured the delivery of high-quality initiatives directly benefiting young individuals. Our youth empowerment programs, mental health awareness campaigns, environmental sustainability projects, education, and skill development initiatives were made possible through this funding

Communication and Stakeholder Engagement (5%): We allocated 5% of funds to communication and stakeholder engagement activities. This covered expenses related to marketing, public relations, website maintenance, social media outreach, and other communication efforts aimed at raising awareness about Awake Youth Initiative and its programs.

Monitoring and Evaluation (7%): We committed 7% of the funds to monitoring and evaluation efforts, essential for measuring the impact of our programs and ensuring accountability. Additionally, we received pro bono support from Verdentum Technologies to enhance our evaluation processes.

Management and Administration (16%): Administrative costs, including office rent, utilities, insurance, legal fees, and other essential operational expenses, received 21% of the funds. These investments were critical for the smooth functioning of our organization and the effective implementation of our programs.

Asset Acquisition (5%): In recognition of the importance of assets in delivering quality programs, 5% of the funds were allocated to asset acquisition. This investment strengthens our capacity to provide impactful initiatives.

Awake Youth Initiative remains dedicated to financial transparency and accountability. We manage our resources diligently, ensuring that every contribution is utilized to maximize the positive change we bring to the lives of young people.

We express our heartfelt gratitude to the We Are Family Foundation –Youth To The Front Fund, the Kenya Red Cross, Jenga Africa, and all our donors and supporters.

Your generosity has been instrumental in allowing us to make a significant and lasting difference in the lives of young individuals. Please note that the financial figures provided are for illustrative purposes only and may not reflect the actual amounts.

FINANCIAL REPORT

Awake Youth Initiative is deeply appreciative of the generous support received from various organizations and donors in 2022 totaling: **Ksh.3,341,000**

We Are Family Foundation: We are grateful to the We Are Family Foundation for their grant of **Ksh1,157,000**. Their support played a pivotal role in advancing our mission and enabling the successful implementation of impactful programs.

Kenya Red Cross: We extend our sincere thanks to the Kenya Red Cross for their grant of **Ksh.600,000**. Their contribution significantly bolstered our efforts to empower youth and address pressing societal challenges.

Jenga Africa: Our gratitude extends to Jenga Africa for providing a restricted grant of **Ksh.1,584,000**. This funding was specifically allocated to support personnel and administration, ensuring the smooth operation of our initiatives.

PARTNER ORGANIZATIONS

Forging strategic collaborations and partnerships with local schools, NGOs, and corporate sponsors to amplify our impact and expand our reach.

CHANGEMAKERS SUPPORTED

Awake successfully engaged 210 young people from 5 Nairobi's underserved communities through its Awake convenings and Lead Young Program.

STUDENTS SUPPORTED

Providing educational and skill development opportunities to underprivileged children through Awake Changemaker school.

KSH.3,341,000 IN GRANT RECEIVED

Through the major support of We Are Family Foundation – Youth To The Front Fund, Jenga Africa and IFRC – Solferino Academy Awake received a total grant of Ksh.3,341,000

TRAINING & MENTORSHIP SESSIONS

Through Awake Lead Young program 60 changemakers accessed 130 trainings and mentorship sessions with 90% successful completion of the program

LOOKING AHEAD: GOALS FOR 2023

The following outlines our envisioned achievements under each pillar for the period of 2021-2025:

Grow:

Expand Reach: Increase our geographic reach by establishing partnerships and opening new chapters in underserved regions, allowing us to reach and empower a greater number of young individuals.

Membership Growth: Enhance our membership base by actively engaging and recruiting passionate volunteers, mentors, and ambassadors who share our vision and can contribute to our programs and initiatives.

Resource Mobilization: Strengthen our fundraising efforts by diversifying our funding sources and engaging in strategic collaborations with foundations, corporations, and individual donors.

Impact:

Amplify Programs: Enhance the impact of our existing programs by continuously improving their design, delivery, and evaluation processes. This includes incorporating feedback from participants and measuring key outcome indicators to ensure program effectiveness.

Address Emerging Challenges: Stay attuned to the evolving needs and challenges faced by young people and develop innovative programs and initiatives that address these issues, such as digital literacy, social entrepreneurship, and civic engagement.

Collaboration for Collective Impact: Forge strategic partnerships with government agencies, NGOs, educational institutions, and community organizations to foster collaborative efforts that lead to sustainable and scalable impact.

As we move forward into 2023, our scaling strategy pillars guide the Awake Youth Initiative: **Grow, Impact, Value, Evidence, and Sustain** (G.I.V.E.S.).

These pillars represent the core areas we aim to focus on to drive sustainable growth and maximize our positive influence.

G I V E S
Grow Impact Value Evidence Sustain



Value:

Participant-Centric Approach: Continuously prioritize the needs and aspirations of the young individuals we serve, ensuring that our programs and initiatives align with their interests and provide tangible value and meaningful experiences.

Volunteer Engagement: Enhance our volunteer management systems and provide comprehensive training and support to our volunteers, recognizing their invaluable contributions and empowering them to effectively engage with our participants.

Stakeholder Engagement: Strengthen relationships with stakeholders, including donors, partners, and community members, by fostering open communication, transparency, and accountability.

Evidence:

Data-Driven Decision Making: Implement robust monitoring and evaluation systems to collect, analyze, and utilize data effectively. This data-driven approach will enable us to make informed decisions, measure program outcomes, and demonstrate our impact to stakeholders.

Research and Innovation: Conduct research and explore innovative approaches in youth development, identifying best practices and evidence-based strategies that can inform our program design and delivery.

Sustain:

Organizational Capacity Building: Invest in building the internal capacity of Awake Youth Initiative by providing professional development opportunities for staff, volunteers, and board members. This includes training in program management, leadership development, and financial sustainability.

Long-Term Funding Strategy: Develop a long-term funding strategy that ensures financial stability and sustainability. This includes diversifying funding sources, cultivating long-term partnerships, and implementing effective fundraising and donor stewardship strategies..

By focusing on these G.I.V.E.S pillars, the Awake Youth Initiative aims to foster positive change and create lasting impact in the lives of young people, their communities, and society as a whole.

We are committed to continuously improving and adapting our strategies to meet the evolving needs of youth and empower them to thrive in the years ahead.

THANK YOU.

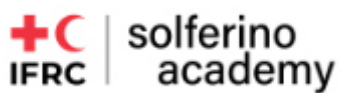


2022





OUR PARTNERS





JOIN US IN 2023! BE PART OF THE AWAKE'S TRANSFORMATION JOURNEY!
**VOLUNTEER, DONATE OR PARTNER WITH US TO HELP RAISE
CHANGEMAKERS. THANK YOU!**

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