



Zizi Afrique  
Foundation



# 2024 Annual Report

**TOWARDS COLLECTIVE IMPACT FOR AFRICA'S EDUCATION**

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[www.ziziafrique.org](http://www.ziziafrique.org)

**NIGERIA**

**UGANDA**

**CAMEROON**

**KENYA**

**TANZANIA**

**MALAWI**

**SOUTH AFRICA**



**Zizi Afrique Foundation**  
2024 Countries of operation



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# Abbreviations and Acronyms

AEAA	Association for Educational Assessment in Africa
AI	Artificial Intelligence
ALiVE	Action for Life Skills and Values in East Africa
CBET	Competency-Based Education and Training
CEMASTEА	Centre for Mathematics Science and Technology Education in Africa
CSO(s)	Civil Society Organisation(s)
EAC	East African Community
ECD	Early Childhood Development
ESSA	Education Sub-Saharan Africa
GDI	Global Development Incubator
H&T	Hospitality and Tourism
KEPSHA	Kenya Primary School Heads Association
KES	Kenya Shillings
KICD	Kenya Institute of Curriculum Development
MGIP	Mutual Growth with Impact Partners
MP	Member of Parliament
MZF	Milele Zanzibar Foundation
NCDC	National Curriculum Development Centre
NGEC	National Gender and Equality Commission (of Kenya)
OCODE	Organisation for Community Development
PE&E	Parental Empowerment and Engagement
RELI	Regional Education and Learning Initiative
SDG	Sustainable Development Goal
SEL	Social Emotional Learning
SUZA	State University of Zanzibar
TIE	Tanzania Institute of Education
TVET	Technical and Vocational Education and Training
TVET-CDACC	TVET Curriculum Development Assessment and Certification Council
UNEB	Uganda National Examinations Board
UNESCO	United Nations Educational, Scientific and Cultural Organization
VbE	Value-based Education
ZAF	Zizi Afrique Foundation

# The Dream That Moves Us

## WHY - Shifting the system together

Education systems leave too many behind. Real change happens when governments, civil society, educators, learners, and parents come together in collective action that is informed by evidence and shared commitment, to drive systemic transformation.

## HOW - Driving Change Through Evidence, Relationships and Trust

Zizi Afrique Foundation (ZAF) builds partnerships, fosters dialogue, and leverages evidence to shape policy and practice. Relational gathering, inclusive collaboration, and trusted delivery are at the heart of how we work.









## Message From The Executive Director

We celebrate the many wins that brought us a step closer to our vision; and the challenges that, though demanding, strengthened our resilience. What connects them all is the enduring dream that, in our generation, Africa's children and young people will read and understand stories, delight in playing with numbers, and grow in the life skills and values they need to navigate the world.

This is not just a dream we hold for the future; it is a dream we live every day. In governing Zizi Afrique, we steward a space filled with ambitious people committed to making a meaningful difference in education.

The year 2024 was a transformative one. While we achieved many things, three milestones stand out:

### 1. Connecting to drive system-wide change

We deepened our work with education systems in Kenya, Tanzania, and Uganda; reaching the space we had long envisioned. By strengthening curricula, teacher training, and assessment, we are reaching millions of children across the region. Yet, one challenge remains central; keeping our focus on those children being left behind. We also affirmed our identity as an African organisation by expanding our work beyond East Africa into Cameroon and Malawi.

### 2. Finding our place in a busy space

We marked our seventh anniversary and reflected on how far we have come. Our role within the education ecosystem is collective impact; building resilience to support systems that serve children better. We celebrate both the milestones reached and the mutual growth experienced with our community of 21 partner organisations.

### 3. Clarifying our way into the future

As we approach the final year of our current strategy, our direction is becoming clearer. The lessons of the past four years are guiding our next chapter. In 2024, we began developing our 2026–2030 Strategy by harvesting 100 outcomes from our work. We look forward to launching the new strategy by August 2025.

Lastly, we share with sadness that we lost one of our founding board members, Professor Emeritus Daniel Sifuna. We hope that, if there are children and schools in heaven, he has found a new home to pursue his signature passion.

*Dr. John Mugo*

Executive Director

# Impact at a Glance

## Our Footprint Across the Learning Ecosystem (2024)

In 2024, we walked alongside a wide range of actors - children, youth, educators, parents, communities, and policymakers - to catalyse meaningful change across the learning ecosystem.



8,719 Male

13,009 Female

Children Reached

21,728



2,446 Male

4,139 Female

Youth Reached

6,585

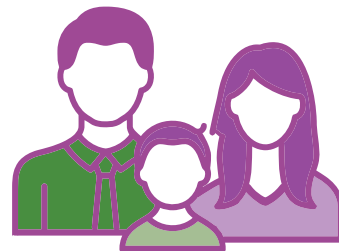


17,672 Male

18,804 Female

Teachers and  
TVET Trainers Reached

36,476



1,605 Male

4,375 Female

Parents Reached

5,972



622 Male

539 Female

Community  
Partners Reached

1,161



237 Male

204 Female

Teacher  
Educators Reached

441



614  
Male

877  
Female

Government Officials /  
Policymakers Reached

1,491



202  
Male

233  
Female

Non-Governmental  
Partners Reached

435



# How We Tracked Change in 2024

This report draws on an outcome harvesting process that captured over 100 shifts in relationships, policy, practice, and systems that were influenced by Zizi Afrique's work. We validated each outcome through documentation, organisational reflection, and interviews with key stakeholders; moving beyond activity reporting to focus on evidence of contribution to real-world change. The outcome stories featured here reflect not just what we did, but how we helped shape decisions, systems, and lives.

## 1. Life Skills Education Moves from the Margins to the Mainstream

Significant progress in embedding life skills and values across national curricula, assessments, and pre-service teacher education frameworks in East Africa, catalysed by ALiVE data and technical partnerships.

**Why this matters:** This integration ensures that education systems prepare learners not just to pass exams, but to navigate life, build relationships, and contribute to society; responding to real-world demands beyond the classroom.

## 2. Transition Tracking Reforms Reveal the Real Picture of School Progression

Government officials in Kenya are now using learner-level transition data to make evidence-informed policy and resource decisions; marking a shift from inflated statistics to grounded planning.

**Why this matters:** Tracking individual learners enables targeted interventions, exposes hidden dropouts, and ensures no child is lost in the system's blind spots.

## 3. TVET Curricula Reimagined to Reflect Youth and Industry Needs

Competency-Based Education and Training (CBET) for horticulture curricula were streamlined and aligned with labour market needs, improving student outcomes and employability, while Technical and Vocational Education and Training (TVET) governance is becoming more responsive and sustainable.

**Why this matters:** When training reflects real skills needed in the economy, youth are better equipped for dignified work, and institutions become true bridges between learning and livelihoods.

## 4. Assessment of Life Skills Becomes Structured, Scalable, and Digital

Zizi Afrique developed Kenya's first standardised tools for assessing life skills and values in 2022 and developed open-sourced them in 2024. These tools and related resources are now widely accessed and used by institutions and educators across the continent to support nurturing and assessment.

**Why this matters:** Systems cannot improve what they don't measure. These tools make life skills visible, valued, and trackable; unlocking better teaching and system accountability.

## 5. Childcare Services Integrated into Policy to Protect the Youngest Learners

Mombasa County became a pioneer in integrating childcare into their Safe Cities policy, setting the foundation for improved early childhood care, safety, and regulation.

**Why this matters:** Early childhood is a critical window for brain development. Safe, regulated care services are essential for giving young children and their adolescent mothers a fair start.

## 6. Civil Society Organisations Move from Delivery Agents to Strategic Leaders

Through the Mutual Growth with Impact Partners (MGIP) initiative, Zizi Afrique supported 21 Africa-led, community-rooted organisations across 14 counties in Kenya. These partners have since secured



new funding, improved financial governance, and adopted community-led models that strengthen sustainability and relevance.

**Why this matters:** Systemic change is only sustainable when rooted in local leadership. By investing in the capacity of Africa-led civil society organisations, MGIP helps ensure that transformation is grounded, contextual, and lasting; driven by those closest to the communities they serve.

Through Zizi Afrique's coalition-building with the National Gender and Equality Commission of Kenya (NGEC), the Gender and Education Movement was institutionalised; giving women and girls a recognised platform to influence national education policy.

**Why this matters:** Gender equity in education cannot be advanced without policy change. Institutionalising this movement gives women and girls the legitimacy, tools, and political access to shape decisions that affect them.

With tens of thousands of ALIVE book and open-source materials downloads, international citations, and tool adoption by global platforms, Zizi Afrique is shaping how the continent and the world understand and apply life skills education.

**Why this matters:** As East Africa's leadership in SEL grows, so does the region's ability to shape global conversations and standards; ensuring that African innovation drives African education reform.

Zizi Afrique institutionalised a gender unit, restructured knowledge systems with AI capability, and shifted internal power by embedding GenZ leadership; all part of becoming a model systems change actor.

**Why this matters:** To catalyse external change, Zizi Afrique must model internally what it champions - equity, learning, youth agency, and inclusive leadership. A strong backbone strengthens the whole ecosystem.

# How We Create Change:

## Our Principles In Practice

### Starting with Data: Evidence that Unlocks Possibility

#### Collaborating for More and Better Education Evidence

In 2024, Zizi Afrique collaborated with over 10 institutions in Kenya, Uganda, and Tanzania (Mainland and Zanzibar) to generate research evidence that informs education reforms and inclusion of the most marginalised children which is Zizi Afrique's core mission. These partners helped to shape education choices and decisions across countries, while also enhancing the capacity of young and early-career researchers to synthesise and use evidence.

Education Sub-Saharan Africa (ESSA), Centre for Education Research and Training, University of Malawi, EdTech hub, Essential Basic Services (eBASE) Africa, Cameroon, Kyambogo University, University of Dar es Salaam, Kenyatta University, Uwezo Uganda, Luigi Giussani Foundation, Uwezo Tanzania, Milele Zanzibar Foundation (MZF), Organisation for Community Development (OCODE).

#### Unlocking Collaboration on Life Skills and Values

Life skills and values - core competencies and values - or social and emotional learning - are central to Zizi Afrique's mission. In 2024, six organizations worked with Zizi Afrique to assess 4,072 adolescents across Kenya, Uganda, and Tanzania. The Action for Life Skills and Values in East Africa (ALiVE) initiative produced new evidence on adolescents' self-awareness, problem-solving, collaboration, and respect, and informed system-level changes in the participating countries.



My involvement with ALiVE has been beneficial in my work, especially in reporting milestones on targets in SDG 4

**Dr. Rosie Agoi, Secretary-General,**  
Uganda National Commission for UNESCO



#### Activating Learning Communities

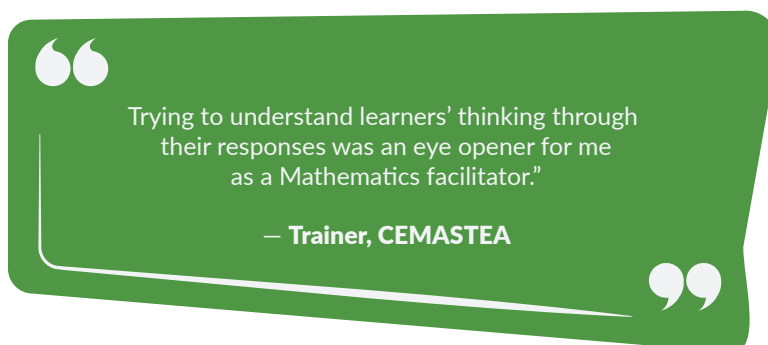
Zizi Afrique collaborated with eBASE Africa, Education Sub-Saharan Africa (ESSA), and edTech Hub, to map data ecosystems in Cameroon, Kenya, and Malawi to unlock data and data use. The work revealed key gaps in data flow, capacity, and policy, and led to the creation of regional learning communities that link evidence with decision-makers. These communities are already influencing Ministry partnerships in Kenya and have inspired Cameroon to host its first foundational literacy conference - Indaba 2025.

#### Focusing on Foundational Numeracy

The spotlight on literacy and social emotional learning (SEL) has meant that foundational numeracy has often been overlooked. Zizi Afrique's 2024 collaboration with Centre for Mathematics Science and



Technology Education in Africa (CEMASTEА), Kenya Primary School Heads Association (KEPSHA), and local education leaders in Bungoma West in Kenya, spotlighted learning gaps in addition and subtraction among Grade 2 and 3 pupils. The research revealed common errors in numeracy and has already triggered exploration into scalable pedagogical solutions.



Watch the story: [YouTube link: https://www.youtube.com/watch?v=p\\_Onfa-ALLQ](https://www.youtube.com/watch?v=p_Onfa-ALLQ)

### Engaging Political Actors for Systemic Change

Recognising the influence of political decision-makers, Zizi Afrique responded to a request for support from Hon. Wandeto (MP, Tetu Constituency in Nyeri County, Kenya) to gather and use education data to guide public investments across 76 schools. This catalysed new priorities in foundational learning, parental engagement, and pedagogical support. A parallel effort in Kirinyaga County in Kenya, further strengthened literacy initiatives like 'Napenda Kusoma', improving practices like hands-on teaching, reading time, and individualised support.

## From Policy to Practice: Making Systems Work for All Learners

Zizi Afrique's mission goes beyond generating evidence; it is about making that evidence count. In 2024, we helped turn ideas into actions, embedding values and life skills in national curricula, equipping teachers, and ensuring learners - especially those furthest behind - are supported by policies that are grounded in data and responsive to real needs.

### Bringing Life Skills and Values into National Curricula

In partnership with six organisations and four national curriculum institutes (Kenya, Uganda, Tanzania Mainland, and Zanzibar), Zizi Afrique supported the integration of life skills and values into national learning frameworks. Through a collaboration with a global expert, we strengthened the capacity of 818 government officials (402 men, 416 women), enabling the development of clear definitions and curriculum-aligned skill breakdowns.

In Kenya, collaboration with the Kenya Institute of Curriculum Development (KICD) led to enhanced Values-Based Education (VbE) through updated Grade 10 materials; laying the foundation for the piloting of a VbE plan in 2025. We also contributed to the Teacher Education Curriculum Framework, supporting the Kenya Education and Training Policy's broader goals.

In Uganda, work with the National Curriculum Development Centre (NCDC) and the Uganda National Examinations Board (UNEБ) prioritised life skills in curriculum and assessment, while new skill structures and progressions were introduced for Primary 6, Senior 1, and Senior 2. In Tanzania Mainland and Zanzibar, life skills were embedded across curricula and textbooks, with learning activities and assessments designed to nurture creativity and innovation. Both countries have now begun applying the ALIVE approach to skill progression and teacher training.

“

We successfully enhanced several learning activities in our textbook to foster creativity and innovation... designed not only to facilitate the reproduction of knowledge but also to cultivate skills and attitudes.”

— **Dr. Fika Mwakabungu,**  
Director of Curriculum Training,  
Tanzania Institute of Education (TIE)

”

### Transforming Teacher Education to Nurture the Whole Learner

Zizi Afrique and ALiVE partners worked with five East African universities - Kenyatta, Makerere, Kyambogo, Dar es Salaam, and the State University of Zanzibar - as well as two Kenyan Teacher Training Colleges (Machakos and Eregi). Together, we co-created innovative approaches and drafted three teacher education modules focused on contextualisation, nurturing, and assessment of life skills and values.

“

It enriched my capacity to prepare a 21st-century skills assessment rubric... and showed me that it is possible to assess those skills based on learners' responses.

— **Dr. Maryam Amour Mwinyi, SUZA**

I was exposed to diverse expertise and innovative approaches. It allowed me to contribute and also learn from others, enriching my professional growth.

— **Dr. Cleophus Mugenyi,**  
Commissioner, Basic Education, Uganda

”





### Taking Social and Emotional Learning (SEL) Tools into Classrooms

Following the 2022 ALiVE assessment, Zizi Afrique developed and tested a teacher-led assessment tool for classroom use. Through the ALiVE Academy, we trained eight Master Trainers and launched an open-source platform offering videos, a user manual, and a full repository of tools for assessing adolescents aged 13–17. These resources are now in use by 17 institutions across Africa.



For years, we told teachers to incorporate these skills, but didn't show them how. Now I can.

— Sophia Amasi,  
Curriculum Developer, TIE.



### Supporting Transitions and Career Guidance Through Data

In collaboration with the Directorate of Secondary Education, we supported the implementation of Kenya's 100% transition policy. By co-creating and testing a multi-sectoral approach, some sub-counties saw transition rates increase by more than 30% between 2023 and 2024. The work also informed a revised tool for secondary school selection and jump started development of a national career guidance framework for junior school and pre-vocational learners.

### Tackling Intergenerational Inequality: Supporting Adolescent Mothers and Their Children

In partnership with the Ministry of Education and the National Gender and Equality Commission, Zizi Afrique led a unique intergenerational study of adolescent and young mothers in Mombasa, Samburu, and Siaya. Using the nurturing care framework, we explored the needs of mothers' and children's





(0–3 years) and supported policy dialogue at the county and national level. This work influenced Mombasa’s 2024 County Childcare Facilities Bill and contributed to Samburu County launching new Early Childhood Development (ECD) programming; drawing inspiration from the Smart Start initiative in Siaya County.

“

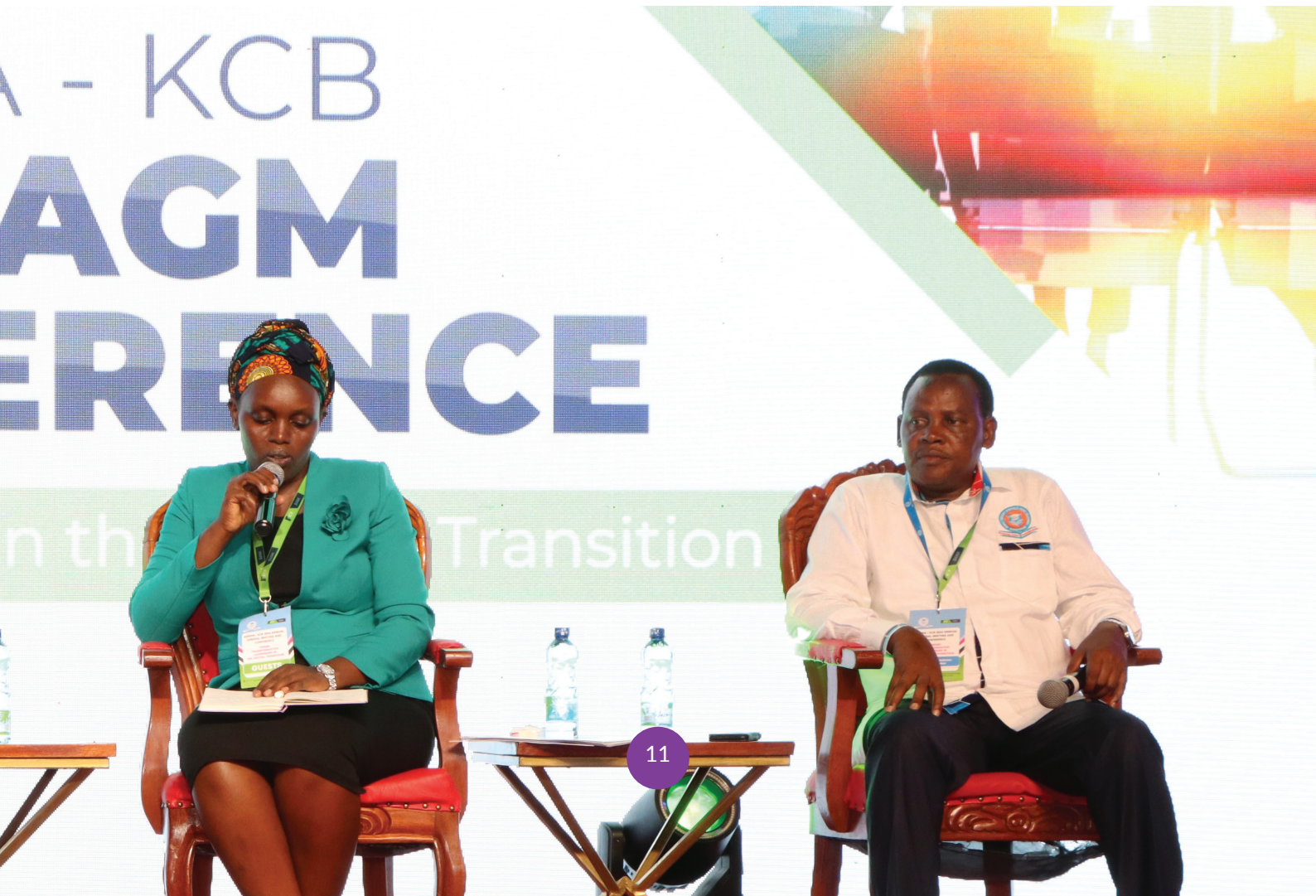
We visited Siaya and saw the power of the first lady’s support.  
We went home and did the same

— CEC – Education,  
Samburu County Government

”

### Equipping Parents to Support Learning

In collaboration with the Regional Education and Learning Initiative (RELI Africa), we developed a Parental Empowerment & Engagement (PE&E) framework that is being trialled in Bungoma, Marsabit, and Kilifi. The framework was shared with over 15,000 school heads at the Kenya Primary School Heads Association (KEPSHA) 2024 annual conference and has already led to the creation of eight practical toolkits to help school leaders strengthen parental engagement in learning.





# Unocking Youth Potential: From Training to Dignified Work

Zizi Afrique's commitment to foundational learning does not end in the classroom. It extends into real-world opportunities where young people can grow, thrive, and contribute. In 2024, we worked to align training with opportunity; ensuring that what youth learn equips them not just for work, but for dignified lives.

Key Actors In delivery of NC  
Services for children 0-3 yrs  
Actors → Individuals + Institutions

Level of Influence on NC-Ed  
Lots of Power

## Embedding Whole Youth Development in TVET Curricula

Working with the Technical and Vocational Education and Training (TVET) Curriculum Development Assessment and Certification Council (TVET-CDACC), the Kenya School of TVET, and industry experts, Zizi Afrique facilitated a review and redesign of the Horticulture Level 3 and 4 curricula, and finalised an Essential Skills curriculum for piloting. These reforms focused on embedding green business skills and aligning TVET with the real competency needs of the agriculture sector.

Through this effort, 50 key stakeholders were equipped with new skills, and implementation began at Bukura Agricultural College, Makueni Agricultural College, and Latia Agribusiness Incubation Centre. These learnings were shared in influential policy spaces, including the 7th Africa Evidence to Action Conference and UNESCO-UNEVOC Africa Skills Week, contributing to broader conversations on employment pathways in environmentally focused sectors across Africa.

## Linking Youth to Jobs with Data-Driven Solutions

A persistent challenge is matching skilled youth with meaningful employment. In response, Zizi Afrique partnered with the Ministry of Labour and Social Protection, the County Government of Mombasa, Global Development Incubator (GDI), SWAHILIPOT and key Hospitality and Tourism (H&T) sector stakeholders in Mombasa County to pilot a data-led job matching initiative. The pilot involved:

- Mapping 1,515 businesses in the food and beverage sector

- Identifying 150 job vacancies

- Testing the placement of youth in real roles

From this work emerged the need for a predictive Labour Market Surveillance System, designed to connect youth to available vacancies and help employers quickly identify the right talent. The National Sector Skills Committee under the Ministry of Labour has since integrated the tool into the national system, starting with the Hospitality and Tourism (H&T) sector. The platform's long-term vision is to map thousands of employers and use AI to accelerate connections between youth and opportunity.



## Securing Political Commitment to Quality Training

Advocating for dignified work also means securing investment in quality training. In 2024, Zizi Afrique engaged the Senate Standing Committee on Education, presenting a memorandum that highlighted eight pressing issues in the TVET space. This resulted in renewed commitment by lawmakers to:

- Strengthen the link between training and employment
- Address persistent imbalances between skills supply and market demand
- Champion the allocation of more resources to improve access and equity in the TVET sector.





# The Power of Collective Action:

## Together, We are Greater

### Nurturing Mutual Growth: Strengthening Local Civil Society

Zizi Afrique knows that no single actor can transform the education landscape alone. In 2024, we reaffirmed our role as a convener and enabler; investing in Africa-led, community-rooted organisations to drive change in their contexts.

Through the Mutual Growth with Partners (MGIP) initiative, we supported 16 organisations across 14 counties in Kenya. A growth needs assessment surfaced their priorities:

- Fundraising
- Financial management
- Theory of change refinement
- Storytelling

Over nine months, Zizi Afrique staff and consultants worked side by side with these partners. The results:

- Two partners established new financial management systems
- Nine submitted proposals to funders
- Five secured a combined KES 31.5 million (~USD 245,000) through grants and crowdfunding
- Many others reported institutional growth; such as new boards, policies, and crowdfunding platforms



Before this training, fundraising felt like a major hurdle...  
Thanks to MGIP, we secured funding and advanced to  
the second stage of another proposal.  
Zizi didn't give us fish—they taught us how to fish.

— Executive Director,  
GEEP Kenya



### Becoming a Regranting Organisation to Scale the Mission

Recognising the barriers that small, Africa-led organisations face in accessing resources, Zizi Afrique embraced a new posture: not just implementing, but regranting.

In 2024, we shared funding with 11 partner organisations, channeling 35% of our annual budget through them. This approach is not about pass-through funding; it's about amplifying our shared mission for foundational learning by supporting partners to:

Access resources directly, and Collaborate under a collective impact agenda

# Positioning East Africa as a Hub for Social Emotional Learning (SEL) Knowledge and Practice

As co-leaders of the ALiVE initiative, we continued to elevate East Africa as a knowledge powerhouse in social and emotional learning (SEL). In 2024:

- The ALiVE Book, published by Springer, reached 33,000 downloads and was cited 13 times, including by Brookings.
- We contributed chapters to the Handbook of Social and Emotional Learning and the Sage Handbook of Sociology of Education.
- ALiVE tools were added to the Inter-agency Network for Education in Emergencies (INEE) Measurement Library, meaning that Zizi Afrique's work is now recognised as a resource for global actors working in fragile and emergency contexts.

We also:

- Spoke at global events including World Youth Skills Day and the Association for Educational Assessment in Africa (AEAA).
- Supported South Africa's national curriculum institute through technical exchanges.
- Inspired new interest from Burundi and South Sudan, who expressed intent to join the ALiVE movement.
- Zizi Afrique co-convened The Inaugural East African Community Regional Education Conference 2024 themed, *'Educate an African Fit for the 21st Century: Collective Action for Quality, Inclusive, and Life-long Learning in East Africa,'* focused on improving education in the region with a major focus on SEL.



This is not just another talking shop - it's a conference that will change the landscape of learning in East Africa.

— Mr. Jackson Agufana Hassan,  
CEO, Kenya Union of the Blind  
(on the EAC Regional Education Conference)





# Building the Backbone for Change:

## Becoming the Organisation We Aspire to Be

Zizi Afrique's external impact is only as strong as its internal foundation. In 2024, we continued building a resilient, values-driven organisation; one that walks its talk on gender equity, knowledge sharing, and youth inclusion. This is not just about improving operations; it's about becoming a model of the kind of change we want to see in the world.

## Anchoring Gender Equality in Everything We Do

Following a gender audit in early 2024, Zizi Afrique took significant strides toward becoming a model organisation for gender transformation. This went beyond counting gender ratios. We focused on shifting organisational culture, systems, and power dynamics that hinder progress towards being a gender transformative organisation.

Key steps included:

- Establishing a dedicated gender unit with three full-time staff.
- Co-learning with two partner organisations on a shared transformation journey.
- Developing and adopting a comprehensive gender framework to guide programming and operations.
- Supporting Kenya's National Gender and Equality Commission to launch a national research committee on gender and education.

We are now supporting others in the education ecosystem to deepen their work on gender equity, advancing a broader collective commitment to change.





# Turning Knowledge into Organisational Fuel

In 2024, Zizi Afrique undertook a major refresh of its knowledge management system to ensure learning becomes the engine of growth. Drawing insights from peer organisations, we:

- Developed a new knowledge management framework.
- Adopted and rolled out an integrated knowledge platform.
- Strengthened our business intelligence capabilities.

This work is about more than systems; it is about fostering a culture of reflection, adaptation, and continuous improvement, both internally and with our partner community.

We also began exploring the potential of Artificial Intelligence (AI) to support learning and knowledge sharing across Africa-led organisations.

## Listening to - and Learning from - Generation Zoomers

In the wake of Kenya's national Gen Z-led movement for political accountability, Zizi Afrique recognised a unique moment to act internally. We invited Gen Z staff, who make up 15% of our team, to draft a memorandum titled "The Zizi Afrique We Want". It was reviewed and adopted as a board paper.

Their message was clear:

Trust us. Train us. Test us.

As a result, the organisation embraced greater:

- Flexibility in work structures and styles.
- Leadership opportunities for young staff.
- Cultural shifts that reflect the creativity, energy, and values of younger generations.



# Sustaining Momentum and Looking Ahead

## Fueling the Mission: Stewardship and Sustainability

As Zizi Afrique continues to grow in reach, credibility, and influence, strong financial stewardship remains essential to sustaining our mission. In 2024, we deepened our commitment to transparency, diversified our funding sources, and built a financial foundation to support the next phase of strategic impact.

### Laying the Groundwork for Long-Term Financial Health

In 2024, we prioritised financial sustainability, including:

- Actively diversifying our funding base.
- Expanding partnerships that align with our mission and values.
- Enhancing internal systems for financial planning and oversight.

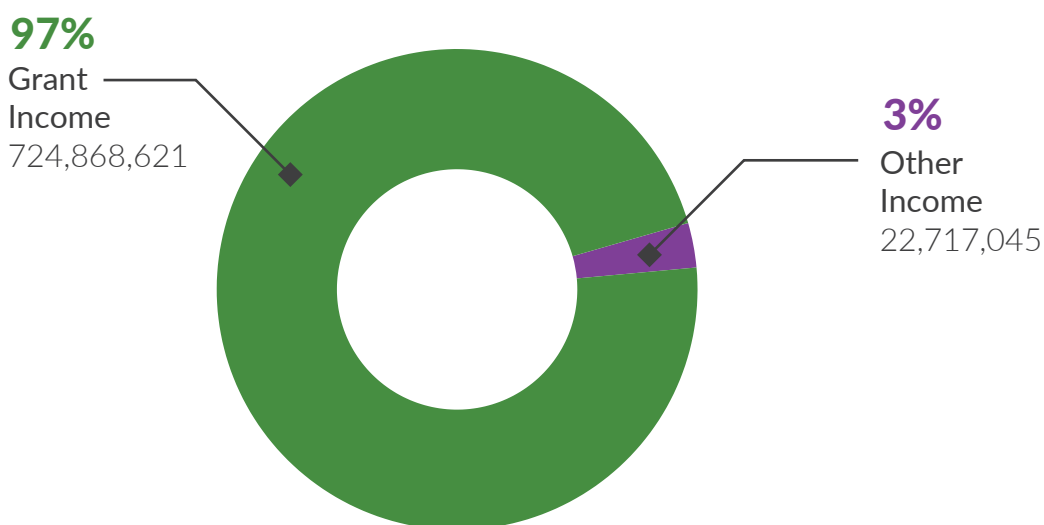
These moves position Zizi Afrique to scale impact in 2025 and beyond, while navigating the evolving funding landscape with agility and integrity.

### Fueling the Mission: Financial Growth & Sustainability in 2024

#### 2024 Financial Highlight

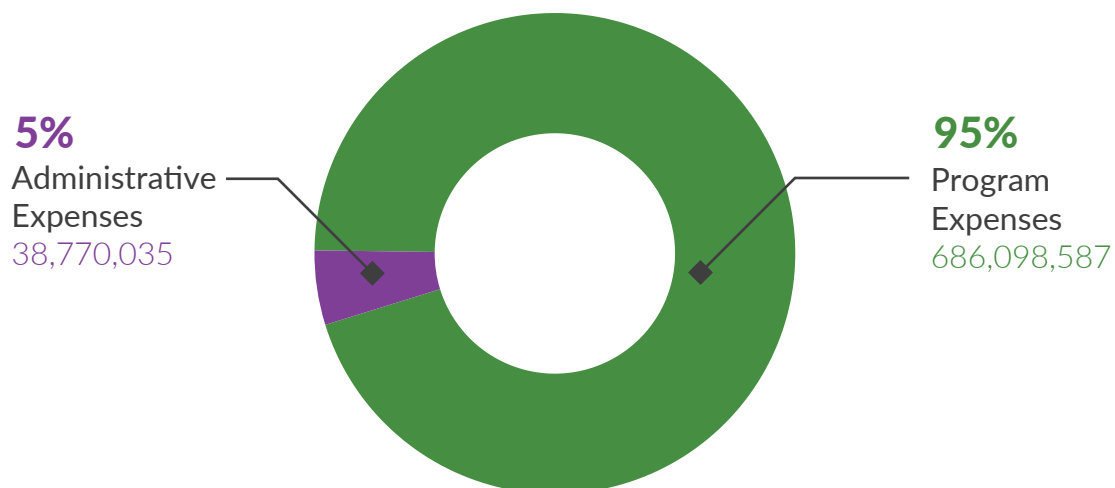
##### Income & Expenditure Overview

Income	2024 (KES)
Grants Income	724,868,621
Other Income	22,717,045
<b>Total Income</b>	<b>747,585,666</b>





Expenditure	2024 (KES)
Program Expenses	686,098,587
Administrative expenses	38,770,035
<b>Total Expenses</b>	<b>724,868,622</b>





# Charting the Future: Strategy in Motion

As 2024 drew to a close, Zizi Afrique stood at a powerful threshold; not only marking milestones achieved, but also preparing for the path ahead. This is a moment of deep reflection and intentional movement toward the future we believe in.

## Learning from the Journey to Shape What's Next

In 2024, Zizi Afrique initiated the development of its 2026–2030 Strategic Plan. This was not a top-down exercise; it was grounded in learning. The process began by harvesting over 100 documented outcomes of our work and placing them front and centre to ask: What are these outcomes telling us about the kind of future we are building?

This approach has enabled:

- Deeper insight into where our work is most catalytic.
- Greater clarity about what systems change requires from us.
- A participatory strategy development process that includes voices from across our network.

The new strategy is on track for finalisation by August 2025, and will build on the momentum of:

- Scaling values-based education across the continent.
- Strengthening youth employability systems.
- Advancing foundational numeracy.
- Investing in collective action and local leadership.

## Holding onto the Dream and Evolving It

From the beginning, Zizi Afrique has held a bold dream: That every child in Africa will read and understand stories, enjoy playing with numbers, and be equipped with the life skills and values to thrive.

This dream remains our North Star, but the path forward will require us to:

- Deepen our roots in evidence-informed change.
- Strengthen our voice as a regional anchor organisation.
- Continue unlocking the potential of civil society and young people.
- Embrace complexity, adaptability, and systemic learning.

As we chart the next chapter, we remain grounded in humility, energised by our partnerships, and fiercely committed to walking the talk.





# Tenda Wema – Ubuntu in Action:

## Giving, Receiving and Growing Together



No one is so rich that they cannot receive, and no one is so poor that they cannot give.”

— Pope Leo XIII



Tenda Wema is a staff-led giving initiative at Zizi Afrique, supported by friends and matching gift funders. It's how we live our core value “Ubuntu” by coming together to support children in need to access education.





In 2024, the circle of giving grew to include 30 committed givers, who together raised KES 6,797,522. Through these collective efforts, we supported 108 children enrolled in 24 educational institutions across 16 counties in Kenya.

For the first time, we held a mentorship gathering in Nairobi, bringing together 57 Tenda Wema scholars. It was a moment to celebrate the power of small, consistent contributions; and to remind ourselves that giving is not just about money, but connection, community, and hope.

We also hosted the 4th Annual Sara Cup, where 10 teams raised funds through play and purpose. We are deeply grateful to everyone who gave in 2024 and we look ahead to even more giving, and growing, in 2025. To be part of the initiative, please reach out on email: [communications@ziziafrisque.org](mailto:communications@ziziafrisque.org)

*Tenda wema, nenda zako.  
Do good and go your way.*





# Our Funders

We are deeply grateful to our funders for their continued support and partnership.



THE PETER CUNDILL FOUNDATION

