



Country

Strategic Plan

2022 - 2026



CONNECT, CHAMPION, CHALLENGE AND CHANGE WITH CHILDREN



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



I am honored to share with you our five-year strategic plan whose ambition is to reach 7.5 million children and their families through various programs, as we contribute to the achievement of ChildFund's global Growing Connections strategy targeting to reach 100 million children and their families annually by 2030.

This strategy comes at a time when the country is dealing with various challenges including the food security crisis affecting over 2 million Kenyans in arid and semi-arid lands; high levels of unemployment among the youth; the increasing impact of climate change that has exacerbated the frequency and intensity of natural disasters; not to mention the COVID-19 pandemic that has dented efforts to prevent teenage pregnancy, Gender-Based Violence, and led to a loss in education that has pushed many into deeper poverty. This is also a time of electioneering that reminds us of the ugly cycles of violence in Africa, with misuse and abuse of young people, and a time of digital revolution with the internet becoming both an opportunity and a threat to children. Amidst this challenging context, the enactment of the National Child Protection Act is still pending and the need to combine online and offline child protection strategies is more eminent.

Over the next 5 years, ChildFund will seek to tackle priority issues affecting children by scaling up innovative programming models and

strengthening the capacity of our local partner organizations. Working with all our partners and donors, and by engaging children, youth, women and men, we will promote child participation to give them space and a voice on issues affecting their future. We will engage Governments, private sector and donors through budget advocacy and influencing policy and practice at all levels, courageously calling on all duty bearers and actors to connect, champion, challenge, and change with children.

This strategy will focus on reaching children and their families in most resource-poor communities in 26 counties of Kenya. Using a life stage approach and leveraging partnership with 12 local implementing organizations, we will scale up workable models from our previous strategy and innovatively pilot the Early Childhood Development (ECD) Franchising framework as a pathway to equitable and sustainable access for the integral development of children.

This strategy puts children at the center of our scale-up, sustainability and resilience strengthening. Promoting sustainability of child protection mechanisms, and livelihoods as they depend on natural resources and the environment while building resilience to shocks. Thus the strategy is aligned to Kenya's Children's Act, Vision 2030, Big Four Agenda, Africa Agenda 2063 and the Sustainable Development Goals.

Our partnership approach will maintain a holistic localization agenda of local partner capacity strengthening across the triple nexus of development, humanitarian, and peace.

On behalf of ChildFund Kenya, Governing Board, staff and volunteers, supporters, well-wishers, I invite you to join us as we embark on this ambitious journey to connect 7.5 million children and youth with the people, resources, and institutions they need to grow up healthy, educated, skilled and safe.

**ALICE ANUKUR**

Over the next five years, ChildFund Kenya will focus on the following programming and advocacy priorities:



## Strengthening Early Childhood Development (ECD) and Education

We aspire to be known as a thought leader and leading actor in both policy influencing/advocacy and programs working with multi-stakeholders on children's matters. In collaboration with government, private sector, caregivers and children, we will champion and strengthen access to quality ECD. The Responsive Protective Parenting Model will be expanded and the ECD Franchising Pathway tested and piloted for replication and scale-up as part of our Growing Connections Global Strategy. Literacy and numeracy outcomes will be enhanced, including overall retention, transition and performance.



## Child Protection

We will ensure that children and young adolescents are protected and engaged in strong well-coordinated child protection systems and processes to address issues that affect their lives. This will be achieved through increasing the effectiveness of community-based child protection mechanisms and improve linkages to the formal child protection systems. Improve children's active participation in the achievement of their rights and the development/implementation of policy instruments that prevent children from accessing their rights. We will strengthen our local partners' capacity for increased effectiveness in advocacy and build connections with private sector and other actors to advance the rights of children and to mitigate effects of climate change on children.



## Youth Engagement and Participation

Youth capacities in climate change adaptation will be developed through strategic training in climate-smart agriculture and innovative technologies to enhance sustainable livelihoods. Working with other partners, we will strengthen youth capacity for their meaningful engagement in civil society leadership, communal resource-driven conflict resolution and inclusive development particularly in Arid and Semi-Arid Lands (ASALs).



## Disaster Risk Reduction and Climate Change Adaptation

We will strengthen the resilience capacity of households affected by disasters through sustainable disaster risk reduction programs and approaches in schools and communities affected by climate crises and related emergencies. In addition, we will strengthen community structures to address peace-building and protection issues as a result of climate and resource-based violence at the household and community levels.





Gender and Social Inclusion

While Kenya scores 81 out of 100 on the Women Business and the Law 2020 index and ranks 109 out of the 153 countries, significant inequalities between men and women in educational attainment, health outcomes, representation in parliament, and participation in the labour market remain. Thus, women and adolescent girls are the most vulnerable group in Kenya. (USAID, 2021). This strategy will increase our support to children with disabilities in the community through various interventions such as integrated social protection and building their capacity and resilience. Across all programs, we will realign annual plans to mainstream gender and disability inclusion.



Advocacy

We will advocate against all forms of child exploitation and abuse, including Online Child Sexual Exploitation and Abuse (OCSEA) and retrogressive cultural practices. We will also advocate for child rights budgeting, recognition of community-based child protection mechanisms (CBCPM) in mainstream child protection systems and enactment of laws for the promotion of child rights. Other advocacy issues include increased budget allocation and appropriation in Early Childhood Development services, lobby for finalization and implementation of basic education guidance and counselling policy by the Ministry of Education, youth internship and employment policies, and enactment of the Children's Bill.

“Connection is what we do, who we are. It is our touchstone.” – Anne Lynam Goddard, outgoing ChildFund International CEO



GOAL

ChildFund Kenya will contribute to the improved health, education, skills and safety of 7,500,000 children and youth through the implementation of quality, cost-effective, and impactful programs and sponsorship by 2026.

OBJECTIVE 1



**Objective 1: More than 1,050,000 infants and young children aged 0 to 5 years in marginalized and resource-poor households and communities are healthy and secure.**

- To ensure that infants and young children have improved age-appropriate development, early learning outcomes protected at home and in their communities we will:
- > Strengthen parents and caregivers' capacity (knowledge, attitudes, practices) to support children's growth and development in the areas of health, nutrition, protection, responsive care, early stimulation and learning.
  - > Support community-based health care services and supply chain systems with the delivery of disease prevention commodities for children under 5 years.
  - > Facilitate medical referrals and linkages for 252,853 infants to essential health and nutrition services.
  - > Build the capacity of nutrition care groups for 182,602 caregivers.
  - > Collaborate and partner with county governments on ECD service provision and strengthen their capacity on responsive caregiving to support the provision of integrated ECD services.
  - > Strengthen multi-sectoral ECD coordination to promote the nurturing care framework by influencing increased budgetary allocation for ECD services, and development and implementation of childcare policies.
  - > Provide linkages for caregivers to micro-credit financial services and village savings and loans association activities to improve livelihoods.

Contribution to SDGs



OBJECTIVE 2



**Objective 2: Improved learning outcomes and protection of 1,500,000 children aged 6 to 14 years.**

- To ensure that children and young adolescents are protected, have improved access to basic education, achieve learning outcomes, supported by educators knowledgeable on positive discipline and violence prevention, we will:
- > Build the capacity of children on how to protect themselves and champion the prevention of school-based violence.
  - > Establish and strengthen structures for child participation in their protection including school clubs.
  - > Train children in 13 schools on advocacy against online sexual exploitation and abuse, child marriage, and female genital mutilation
  - > Support educators (teachers, board of management, headteachers) capacity building on positive discipline methodology.
  - > Pilot 1,500 safe schools to provide psychosocial support services,
  - > Provide 13,000 children with assorted educational materials.
  - > Provide children in resource-poor households with school bursaries.
  - > Strengthen the capacity of 1,500 school clubs on peer education and support.
  - > Facilitate linkages with communities to identify and re-enroll 20,000 adolescent girls in school after pregnancy.
  - > Train 3,000 Parent-Teacher Associations and 2,000 student leaders on participatory school governance and management.
  - > Lobby for increased annual county and national budget allocation for basic education services

Contribution to SDGs



OBJECTIVE 3



**Objective 3: Improved and sustained socio-economic development of 1,200,000 adolescents and young adults.**

To ensure that adolescents and young adults (AYA) have technical and business skills, engage in civic behaviors, access youth-friendly sexual reproductive health services in supportive communities, we will:

- > Support the creation of inclusive gender-transformative safe spaces in communities to provide AYA with enabling environments for skills and assets acquisition.
- > Support acquisition of skills and assets needed for employability and entrepreneurship for 100,250 both in and out-of-school youth through relevant approaches including AflaTEEN+ and Sustainable Livelihood Development Programmes.
- > Provide 380,000 youth entrepreneurs with start-up business kits.
- > Support industry linkages for 42,500 youth to financial and business development services.
- > Facilitate youth participation in community decision-making processes.
- > Strengthen existing youth structures for effective public participation in the community, county and national authorities e.g. bungenes.
- > Work with Ministry of Health to train healthcare providers and community health volunteers on youth-friendly sexual reproductive health services.
- > Build the capacity of 60,135 youth and adolescents on life skills and sexual reproductive health.
- > Facilitate access of 160,000 youth to counselling and testing services for all STDs, HIV/AIDS as well as antiretroviral treatment drugs.

**Contribution to SDGs**



OBJECTIVE 4



**Objective 4: Strengthened formal and informal child protection systems and advocacy**

To ensure that children and youth are protected and engaged in strong well-coordinated child protection systems and processes to address issues that affect their lives, we will;

- > Support 60 communities to effectively implement their community-based child protection mechanism action plans.
- > Build the capacity of implementing partners and stakeholders on child protection and advocacy.
- > Promote linkages between Area Advisory Councils (AACs) at location, sub-county and county levels with community child protection structures.
- > Enhance the capacity of formal child protection systems such as the Department of Children's services based on identified needs.
- > Establish or strengthen online sexual exploitation and abuse of children (OSEAC) technical working groups at national and county level.
- > Support continuous Joining Forces Alliance engagement forums, caucus with members of parliament and other stakeholders for policy development and implementation.
- > Empower children to directly engage leaders on various thematic issues annually at the national level.

**Contribution to SDGs**



OBJECTIVE 5



**Objective 5: Increased resilience of 2,700,000 vulnerable households, children and youth to the negative effects of disasters and climate change.**

To ensure that children and youth living in vulnerable households are resilient to the negative effects of disasters and climate, change we will;

- > Empower implementing partners on emergency preparedness and response in line with global guidelines and standards.
- > Facilitate linkages with 100,000 families affected by disasters to social safety nets.
- > Promote school feeding programs to the neediest 120,000 boys and girls in ECD and primary schools.
- > Provide psychosocial first aid (PFA) to 35,000 children and families affected by disasters.
- > Facilitate 144 inter-county and community-led peace forums in 26 counties affected by resource-based conflicts.
- > Establish and support 20 Community Managed Disaster Risk Reduction (CMDRR) committees in the ASAL areas.
- > Build the capacity of 100,000 youth and children on Disaster Risk Reduction (DRR) and as peace ambassadors.
- > Form partnerships with 10 youth organizations for advocacy at national, county and community level.
- > Enable 200,000 households' access to safe and clean and adequate water for domestic use, crop, and livestock production.
- > Empower staff and implementing partners on gender and social inclusion programming strategies.
- > Support 30 schools with children with special needs with appropriate learning materials and equipment.
- > Support 3,500 persons living with HIV/AIDS based on needs assessment.

**Contribution to SDGs**



STRATEGY DELIVERY APPROACH

**Scale programs for greater impact and wider reach**

- Adopt approved program models.
- Strengthen digital program delivery.
- Strengthen Monitoring, Evaluation and Learning.
- Strengthen innovation and research.
- Strengthen the ChildFund brand.
- Advance our culture of Meaning, Autonomy, Growth, Impact and Connection (MAGIC) and Diversity, Equity and Inclusion.

**Collaborate and advocate for greater impact**

- Build and sustain effective mutually transformative partnerships and collaborations.
- Integrate child protection, gender and social inclusion in all programming.
- Linkage of local level advocacy with national and global advocacy.
- Sustain engagement with children and youth.



This strategy targets infants and young children aged 0 to 5 years, children and young adolescents aged 6 to 14 years, and adolescents and young adults aged 15 to 24 years, living in rural, peri-urban, and informal urban settlements in marginalized and resource-poor households and communities. We will prioritize:

- > Children living in poverty with inadequate nutrition and household livelihood opportunities.
- > Vulnerable children and orphans who are in and out of school.
- > Children exposed to various forms of violence, including child trafficking, defilement, emotional abuse, neglect, physical abuse, and harmful cultural practices.
- > Marginalized youth who are unskilled, under-skilled and unemployed and have limited access to sexual reproductive health services.
- > Children under the care of teenage and elderly parents/caregivers.

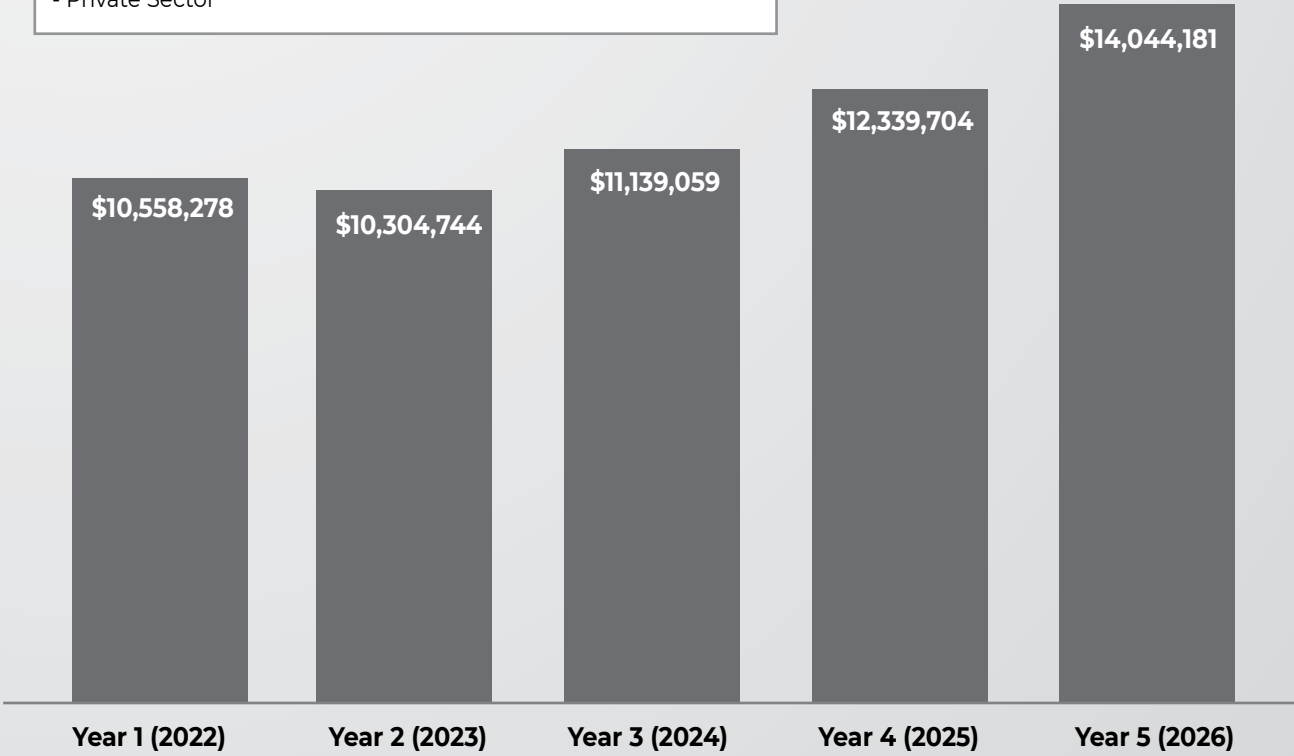


ChildFund aspires to build and leverage a portfolio of diverse partners that will complement its work and elevate its technical and operational capabilities to reach more children and communities. We will strive to have a strong, fit-for-purpose, and purpose-driven portfolio of partners that are strategically selected for programmatic excellence and positive impact for children by harnessing synergies for program quality, child protection systems strengthening and advocacy, as well as resource mobilization. As part of our localization agenda, we will support a consortium of local partner organizations to mobilize resources both for direct services to children and for capacity strengthening interventions. We will strengthen the governance of local boards to have adequate systems, structures, policies to meet required donor standards. In addition, local registration will increase ChildFund’s funding opportunities with more latitude to broaden our resource base in line with donor trends, especially USAID, Foreign, Commonwealth & Development Office (FCDO), European Union (EU), Swedish International Development Cooperation Agency (SIDA) who have been leaders in localization.

We will work with networks and alliances such as the Joining Forces Alliance, ECD Network for Kenya, and African Network for the Prevention and Protection Against Child Abuse and Neglect (ANPPCAN) to implement advocacy programs on Child Protection, Gender Mainstreaming, Climate Change, Environmental Management, Youth Agenda, Reproductive Health and Development.

Projected Funding

Sources of funding	
- Working Fund	- Alliance Members
- Institutional Grants	- Non Sponsorship Funds
- Foundations	- Others
- Private Sector	





# AREAS OF OPERATION



In order to achieve our objectives, we will;

## Maintain:

Murang'a, Kiambu, Machakos, Kitui, Marsabit, Isiolo, Embu, Tharaka Nithi, Makueni, Busia, Kisii, Homa Bay, Migori, Siaya, Kisumu, Turkana, Kajiado, Samburu, Laikipia, Baringo, Elgeyo Marakwet, Nakuru and Nairobi counties.

## Grow:

- > Kilifi, Tana River and West Pokot counties
- > Nyalenda, Manyatta, Obunga and Kondele informal settlements in Kisumu County.
- > Shabaab and Rhonda in Nakuru County.
- > Korogocho, Huruma and Mathare informal settlements in Nairobi County.

## Exit:

- > Narok, Meru, Nyeri counties
- > Selected communities/wards in 11 counties of Machakos, Makueni, Kajiado, Baringo, Tharaka Nithi, Embu, Kitui, Kiambu, Busia and Siaya counties after a thorough comparative poverty analysis.

# STRATEGY OUTLOOK



TARGETING  
**7.5 Million**  
CHILDREN AND YOUTH  
THROUGH VARIOUS  
PROGRAMS.



**USD 58.2 M**  
FUNDRAISING TARGET  
OVER THE NEXT 5 YEARS



OPERATING IN  
**26 counties**



WORKING WITH  
**13 local partners**

## PRIORITY AREAS



EARLY CHILDHOOD  
DEVELOPMENT AND  
EDUCATION



CHILD  
PROTECTION



YOUTH  
ENGAGEMENT AND  
PARTICIPATION



DISASTER RISK  
REDUCTION AND  
CLIMATE CHANGE  
ADAPTATION



GENDER  
AND SOCIAL  
INCLUSION



ADVOCACY





# ChildFund

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