

# ANNUAL REPORT 2024





## Message From Team Lead



Dear Friends, Supporters, and Partners, as I reflect on this past year, I am overwhelmed with gratitude and pride in the strides we have made together at Impact 4 Youth Kenya. This year has been a profound journey of growth, impact, and resilience, all made possible through your unwavering support and partnership.

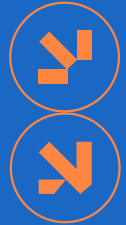
At the core of our mission is a commitment to provide health information, services, and linkages to opportunities for all young people, and this year has reaffirmed the importance of our work. Together, we have achieved remarkable milestones. From our journey of mentoring students at all levels of learning to the implementation of our community interventions, every step has been a testament to the collective power of collaboration. These achievements go beyond numbers. They represent lives transformed, communities uplifted, and futures made brighter.

Despite our successes, the challenges we face remain significant. The needs of the communities we serve are growing, and the complexities of addressing these issues require innovative, inclusive, and sustainable approaches. As we prepare for the year ahead, our focus will be on deepening the impact of our programs, strengthening our partnerships, and scaling solutions that bring lasting change.

Looking ahead, I am optimistic about what we can accomplish together. We remain steadfast in our commitment to creating a future where the lives and rights of young people are respected and upheld to make sure that they live in a just society.

**Elvis Mbitsi**

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# ABOUT I4YK

Impact 4 Youth Kenya (I4Y-K) is a non-profit, youth-led, community-based organization established in 2023. Its focus is to give adolescents and young people access to fulfilled health and opportunities for self-sustainability. Impact 4 Youth Kenya delivers its activities through the power and spirit of volunteerism to build sustainable communities. With the rising issues related to well-being and health (SRHR and mental health), unemployment, and lack of information for young people in the country, Impact 4 Youth was established to address the challenges that young people are experiencing in the communities.

**Established  
2023**

## SDGS ALIGNMENT



SDG 3 (Good Health and Well-Being), as we focus on improving access to healthcare and promoting sexual and reproductive health and mental health.



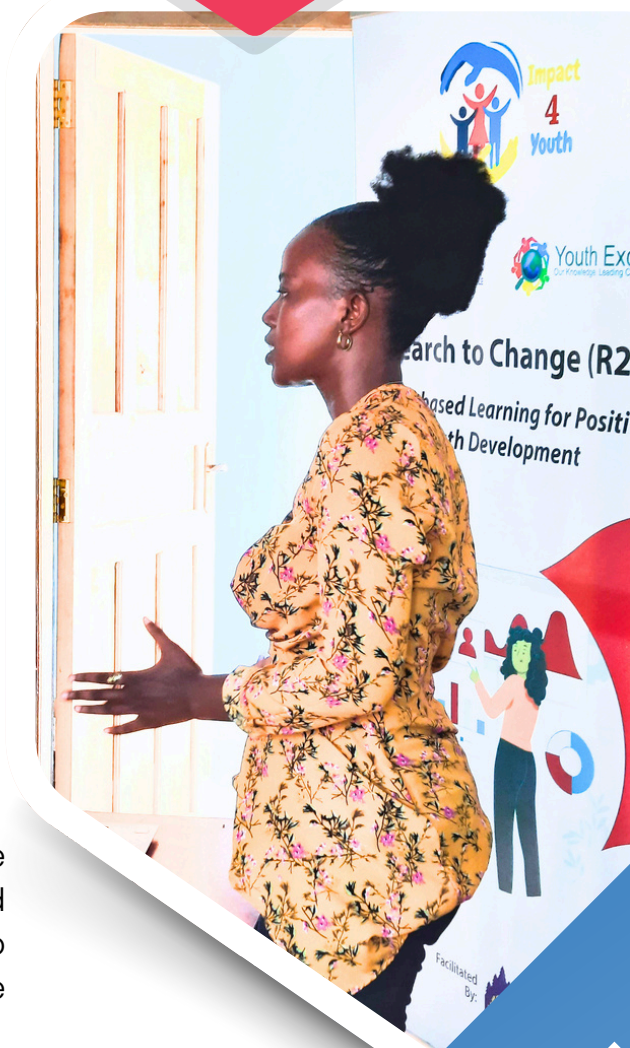
SDG 5 (Gender Equality), advocating for the rights and empowerment of women and girls as well as engaging boys and men to create inclusive and equitable communities.



SDG 13 (Climate Action), promoting sustainable practices and raising awareness about the importance of protecting our planet



SDG 17 (Partnerships for the Goals) by collaborating with stakeholders, fostering partnerships, and leveraging resources to amplify our impact.





## OUR KEY THEMATIC AREAS



SRHR



Mental Health



Digital Innovation



Climate Change



### Vision



A society where young people are healthy and have equal access to opportunities.

### Mission



To provide health information, services, and linkages to opportunities for all young people.



# KEY HIGHLIGHTS OF THE YEAR



Throughout the year, we prioritized partnerships, innovative approaches, and evidence-based interventions to achieve sustainable outcomes. Impact 4 Youth remained committed to amplifying the voices of young people and fostering meaningful change.

## Policy Formulation and Implementation

Impact 4 Youth Kenya proudly participated in the validation and launch of the Mombasa County Adolescents and Young People (AYP) Strategy 2024-2029. This milestone event marked a significant step forward in addressing the needs and aspirations of adolescents and young people across Mombasa County.

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## Partnerships

Networking and Partnerships are critical components of Impact 4 Youth's approach to achieving its goals. Impact 4 Youth has partnered with local civil society organizations, networks, government agencies, media outlets, and young people for joint advocacy, capacity sharing, resource leveraging, synergy creation, and community impact. In particular, Impact 4 Youth has collaborated with WACHA Health, KESCO, SEYA, Sleak Community Organization, MSF in matters SRHR, and Sote Hub in climate change activities, including impactful initiatives like beach clean-ups.







## KEY INITIATIVES

### Research To Change (R2C) Initiative

- \* Supported by USAID under the Youth Excel program and facilitated by Root Change Organization, the R2C small grant initiative enabled Impact 4 Youth Kenya to train thirteen (13) Community-Based Organizations (CBOs) in resource mobilization, alliance-building, and how to sustain those alliances. These trainings were designed to enhance the capacity of CBOs, enabling them to sustain their activities and continue making a meaningful impact in their communities.

### Badilika Campaign

- \* The Badilika (Change) Campaign was a collaborative online and physical advocacy initiative launched during the 16 Days of Activism Against Gender-Based Violence (GBV). The campaign sought to address the alarmingly high rates of GBV in Mombasa, Kenya, by raising awareness, educating the public, and fostering dialogue and behavior change around GBV. The overarching goal of the Badilika Campaign was to raise awareness, foster behavior change, and cultivate the culture of reporting GBV cases.

**13 CBOs**

13 CBOs were trained on resource mobilization and alliance building



**25K+**

Reach on social media with GBV information



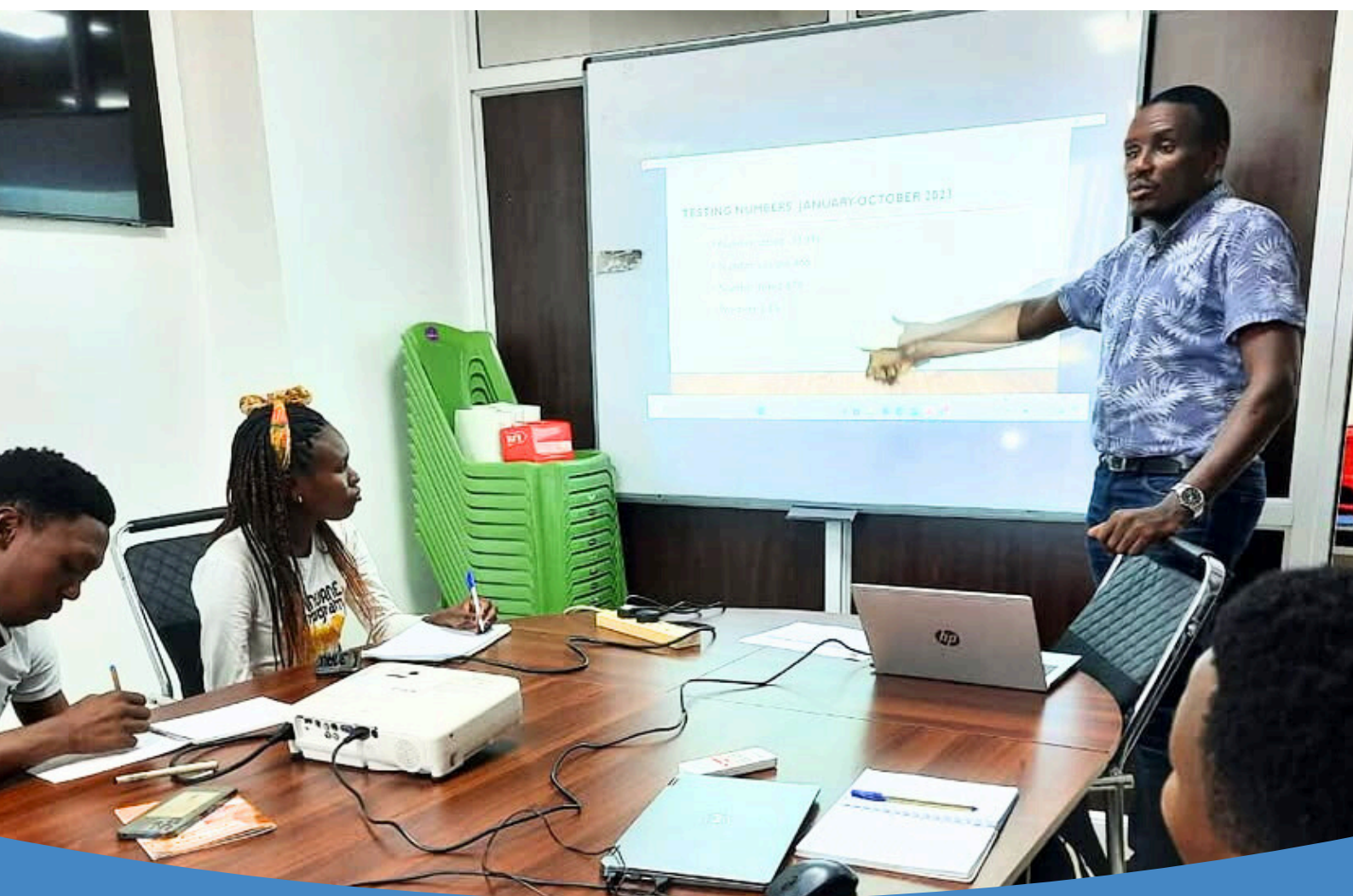


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## Mentorship Program by Aids Healthcare Foundation (AHF Kenya)

Courtesy of the unwavering support from AIDS Healthcare Foundation (AHF), we had the privilege of participating in a transformative mentorship program that ran from June to December 2024. Over the seven months, the mentorship significantly enhanced the capacity of Impact 4 Youth members, equipping them with critical skills and tools to thrive.

The mentorship program focused on strengthening our capacities in resource mobilization, communication skills, project planning and execution. It also offered us valuable insights into report writing and honed our facilitation skills, ensuring effective delivery of impactful sessions and communicating key messages to our audiences.

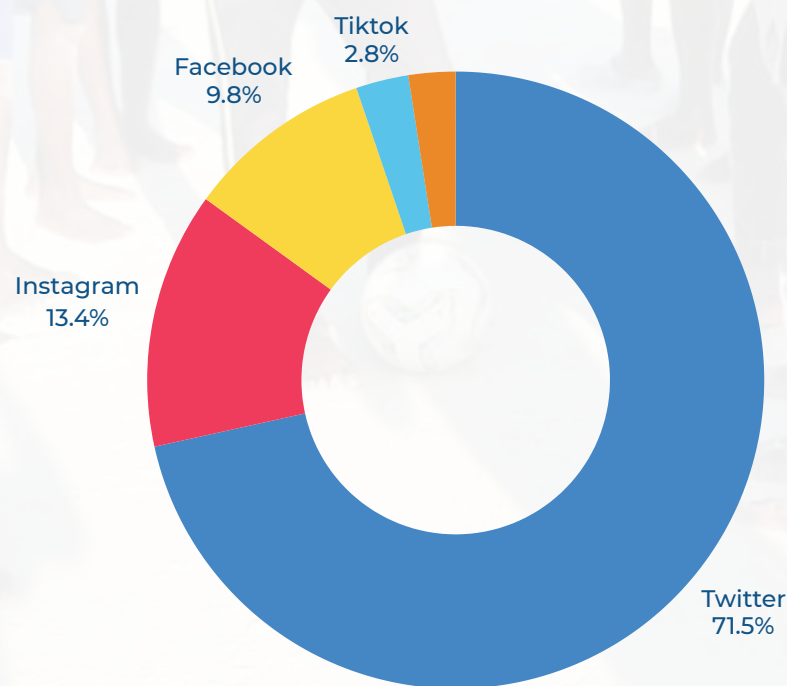


# OUR IMPACT

## Online Reach

### Social Media Platforms

The data illustrates the reach and percentage distribution of engagement across five social media platforms. Twitter took a commanding lead at 71.54% of the total reach (27,793), highlighting its effectiveness as a primary engagement tool. Instagram follows at 13.44% (5,223), demonstrating moderate success in reaching audiences with visual and interactive content. Facebook accounts for 9.80% (3,808), showing a smaller yet significant contribution to engagement. TikTok and LinkedIn exhibit the lowest reach, at 2.76% (1,072) and 2.46% (956), respectively.



35K+

Young people reached Online via social media platforms

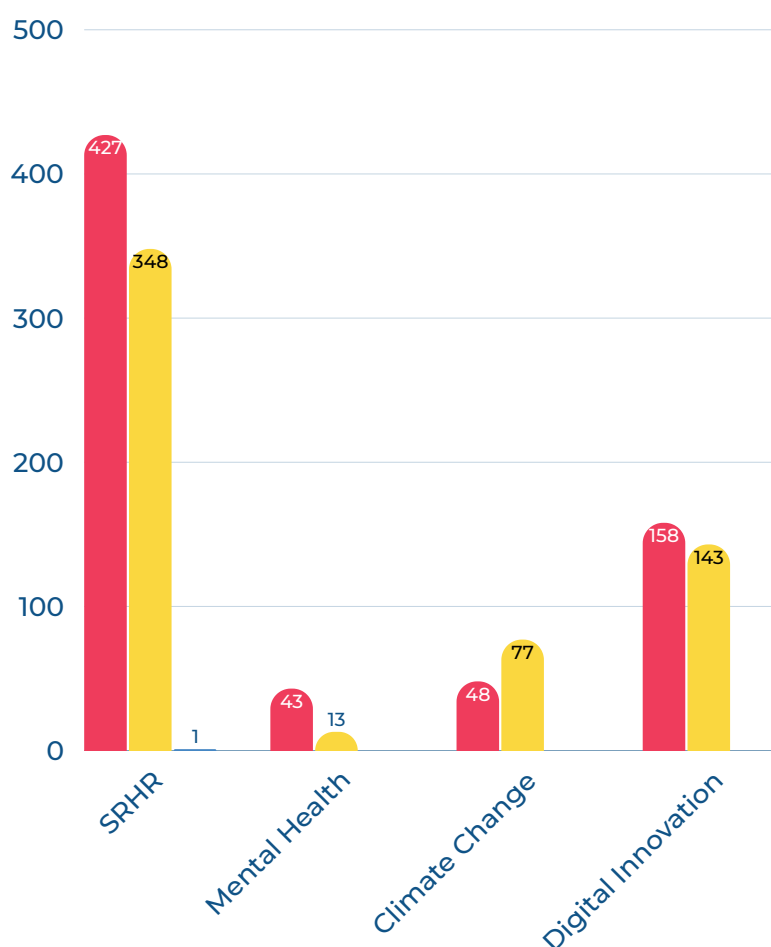
30+

Young people trained on Social Media use and advocacy

## Physical Reach

Impact 4 Youth Kenya is committed to empowering young people by providing access to essential health information on sexual and reproductive health and rights (SRHR) and mental health, educating communities about climate change mitigation and resilience, and connecting youth to digital opportunities. To achieve these goals, we have harnessed the collective strength of our members to mobilize, educate, empower, and advocate for the needs of young people in the communities we serve.

Our approach includes a variety of strategies, such as conducting informational sessions to raise awareness, organizing community and intergenerational dialogues to foster understanding and collaboration, and undertaking research through focus group discussions to gather insights and address specific challenges. By using these methods, we ensure that young people are equipped with the knowledge, resources, and support they need to navigate their futures while positively contributing to their communities' well-being and resilience.



**+700**

Young people reached with SRHR information through physical engagements

**+50**

Young people reached with mental health information through physical sessions

**+100**

Young people were involved in climate action initiatives



# IGAs for Sustainability



As a non-profit organization, we continuously strive to fulfill our mission and serve our community, even with the challenges that come with limited funding. One of the critical expenses we face is office rent, which is necessary for maintaining a stable operational base. In response to this, we decided to mobilize resources through the establishment of Income Generating Activities (IGA), which aimed to diversify our revenue sources and ensure the sustainability of our operations. The IGA we launched consisted of two main components: detergent production and a cyber business.

The detergent production initiative involved producing and selling shower gel, dish soap, and toilet cleaner, which we believed had a demand in our local market. The cyber business was also set up to offer services such as internet access, printing, and other services. Both of these ventures were selected to complement our organization's strengths and cater to the needs of the community while generating income.

For the year 2024, our IGA revenue was modest, considering that the business only began operations in the last two months of the year.

# FINANCES

Revenue(Donations)	Amount (KES)
Donations	217,135.00
R2C Grant	375,000.00
IGA	8,000.00
<b>Total Revenue</b>	<b>600,135.00</b>

Expense Category	Amount (KES)
Program expense	129,720.00
Administrative cost	168,682.25
Debt repayment	31,000.00
<b>Total</b>	<b>329,402.25</b>



# TESMONIALS

I am grateful for the opportunity to complete my attachment at Impact 4 Youth Kenya. During my time, I gained valuable hands-on experience and practical skills that have greatly enhanced my academic knowledge. The supportive work environment and mentorship from the staff allowed me to grow both personally and academically. The experience I learned from the organization will be instrumental in my future career. Thank you for providing me with this enriching experience.

**Samuel Baya**  
**Student-Kisii University**



Working at Impact 4 Youth Kenya has been an incredible journey of personal and professional growth. As a communication officer, I've discovered and nurtured my passion for design, especially in creating impactful posts and managing our social media platforms.

The opportunity to design content that resonates with our audience has not only allowed me to contribute meaningfully to our mission but also expanded my creativity and sharpened my design skills. Every post is a chance to inspire and connect with the youth, and I am proud to be part of a team that drives positive change.

**Daniel Njebwe**  
**Student- ICS Collage**



I am incredibly grateful for the opportunities and growth I have experienced through Impact 4 Youth Kenya. Before joining, I struggled with public speaking, but through the supportive environment of Impact 4 Youth, I have gained the confidence to speak in front of large audiences. This has not only improved my communication skills but also boosted my self-esteem. Additionally, I have learned to properly use and navigate a computer, a skill that has opened many doors for me.

**Antony Macharia**  
**Student-Marianist Technical Institute**







# OUR DONORS



**USAID**  
FROM THE AMERICAN PEOPLE



**Youth Excel**  
Our Knowledge, Leading Change

# OUR PARTNERS



**KENYA**



**MEDECINS SANS FRONTIERES**  
DOCTORS WITHOUT BORDERS



**Seya Youth Organization**  
Enlightening The Society



**EPIC**  
Youth Organization  
Informed Choices

