



STRATEGIC PLAN 2024 - '28



WOMEN EMPOWERMENT NETWORKING &
DEVELOPMENT ORGANISATION

About Us.

Women Empowerment Network and Development Organisation (WENDO) is a women-led and female focused charity registered in the UK. We offer charitable, durable and sustainable services in Kenya centered around the needs of people living in poverty, through our affiliate, WENDO Kenya. We recognise the critical role that women play in society and the importance of gender equality and employ empowerment as a fundamental model and building block in the design of our activities.

Wendo means 'LOVE' or 'VISITOR'

Through a multi-faceted approach, we will design and deliver projects that provide access to quality education, promote maternal and child healthcare, facilitate entrepreneurship and income-generating activities, and be an advocate for policies and initiatives that protect women's rights and ensure gender equality.



Meet the Chairperson.

Women and girls face unique challenges ranging from food insecurity to limited access to healthcare, education, and clean water. At WENDO, we refuse to accept these inequities as inevitable and therefore we work tirelessly to effect meaningful change. Every woman and girl deserve to live a life of dignity and opportunity, and we recognise that true empowerment emerges from within communities. That is why we prioritise collaboration, partnering with communities, local leaders, and other stakeholders to co-create sustainable solutions that resonate with the lived realities of those we serve.

Virginia - Trustees Chairperson



Preamble.

Our Vision

Our vision is to create an inclusive society that provides equal opportunities for women, where they are empowered to thrive in all areas of life. We envision a future where women's networks are life-changing, connecting them to resources, mentorship, and collaboration.

Our Core Values

Empowerment: We strive to create an environment where women become agents of change, empowered to make informed decisions and actively participate in all aspects of their household and community.

Equality: Gender should never be a barrier to opportunities, rights, or resources. Our work is guided by a firm belief in fairness, justice, and the recognition of women's rights as human rights.

Collaboration: We actively seek to foster collaborative partnerships to amplify our impact of our work.

Compassion: We approach our work with empathy and compassion, acknowledging the unique challenges that women face.

Integrity: We uphold the highest standards of integrity, transparency, and accountability in all aspects of our work.

Our Mission

Our mission is to empower females by providing them with the tools, skills, and support they need to break barriers, overcome challenges, and create a better future for themselves, their households, and their communities.

Our Behaviour

Open & Honest: We create an environment where people are not afraid to speak up and say what they are thinking.

Inclusive: We understand that everyone has a right to be heard, a right to speak and a right to be included in the conversation no matter what their background, ethnicity, gender, sex or religion.

Respectful: We respect the rights and views of all, we will treat everyone with respect and expect the same is shown towards us.

Innovative: We strive to be creative in all of our designs and thinking. We embrace new ways of working and new technology that will assist in our mission.

Responsive: We will be flexible to the needs of the females we support and respond to their changing circumstances in line with our mission and vision.

Table of Contents

What informed our strategy.	pg 1
Our expertise.	pg 3
Our strategic approach.	pg 4
Our strategic objectives.	pg 5
Our target locations and population.	pg 13
Organisational effectiveness.	pg 15
Governance	pg 17

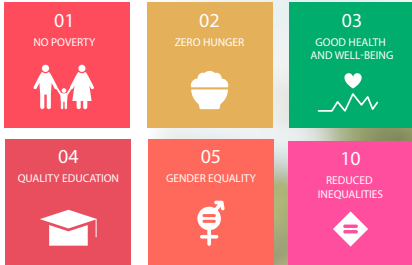


What Informed Our Strategy.

In 2020, Kenyan President Kenyatta and UK Prime Minister Johnson signed a Strategic Partnership, to focus collective expertise, resources, and leadership on the priorities – bilateral, regional, and global – that will help deliver more prosperous, secure and sustainable societies in Kenya. The Kenyan Strategic Partnership outlined 5 key pillars: mutual prosperity, security and stability, sustainable development, climate change, and people to people. In defining our strategic objectives, we have taken into careful consideration the key pillars of the UK-Kenya strategic partnership and seek to build upon these and support the work already ongoing. In particular, the pillars of security and stability, sustainable development and people to people are brought to life through our action plans and success indicators. In addition, we will support the UK-Kenya strategic objective of Addressing the specific needs of women and girls are woven throughout our approach to development in Kenya. All new ODA programming and policy influencing will be assessed on gender and inclusion to ensure we maximise our impact across all aspects of the UK-Kenya partnership. We also have targeted programmes working on Gender Based Violence (GBV) and maternal and reproductive health. The UK Integrated Review Refresh of Security, Defense, Development and Foreign Policy (IR23), emphasises that sustainable development is central to

UK foreign policy and sets out how the UK will go further and faster on development to reduce poverty and reinvigorate progress towards the 17 UN Sustainable Development Goals, designed to end poverty, hunger, AIDS and discrimination against women and girls. WENDO's 2024-2030 strategy has taken influence from IR23 alongside the UN Sustainable Development Goals (SDGs) and, in particular, will support with the UK Government ambitions to; The Global Gender Gap Index tracks gender parity annually across four key dimensions - Economic Participation and Opportunity, Educational Attainment, Health and Survival, and Political Empowerment

...end preventable deaths and reduce inequality in education and health service provision, particularly in the North and ASAL counties. This aligns closely with: SDG's 1-5 and 10: poverty, hunger, health, education, gender equality, inequality International Development Strategic Goals: Women and girls, Humanitarian Africa Strategic Goal 5. Empowering Women and Girls, Effective Humanitarian Response”



First established in 2006, in its 17 report in 2023, it reviewed data across 146 countries to establish the current progress of countries towards closing the gaps. Overall, Kenya ranked 77 out of 146, a drop of 20 places from 2022 with an average gender parity score of 70.8%, a reduction of 2.1% from the previous year. The scores across the individual dimensions vary considerably, showing a very small gap in the Health & Survival dimension, ranking 53 with a 97.5% score. For Economic Participation & Opportunity Kenya scored 79.1%, showing a significant gap

remaining but ranking 16 out of the 146 countries reviewed meaning a near average gap across the sample. However, the gender parity gaps for Educational Attainment and Political Empowerment remain large by global comparison with rankings of 134 and 72 out of 146 respectively, and scores of 85.8% for Educational Attainment and 20.1% for Political Empowerment. This data supports our focus on empowering women and girls and, in the setting of our Strategic Objectives, we considered the actions we can take to speed up the journey towards gender parity.

Our Expertise.

Gender Equality Advocacy:

WENDO will seek expertise in advocating for policies and practices that promote gender equality and women's rights.

Networking and Collaboration:

WENDO excels and will continue to build networks and partnerships with diverse stakeholders.

Research and Data Analysis:

WENDO conducts research and collects data to inform evidence-based interventions, monitor progress, and advocate for policy changes.

Financial Inclusion and Economic Empowerment:

WENDO offers initiatives to promote financial literacy, entrepreneurship, and access to economic opportunities.

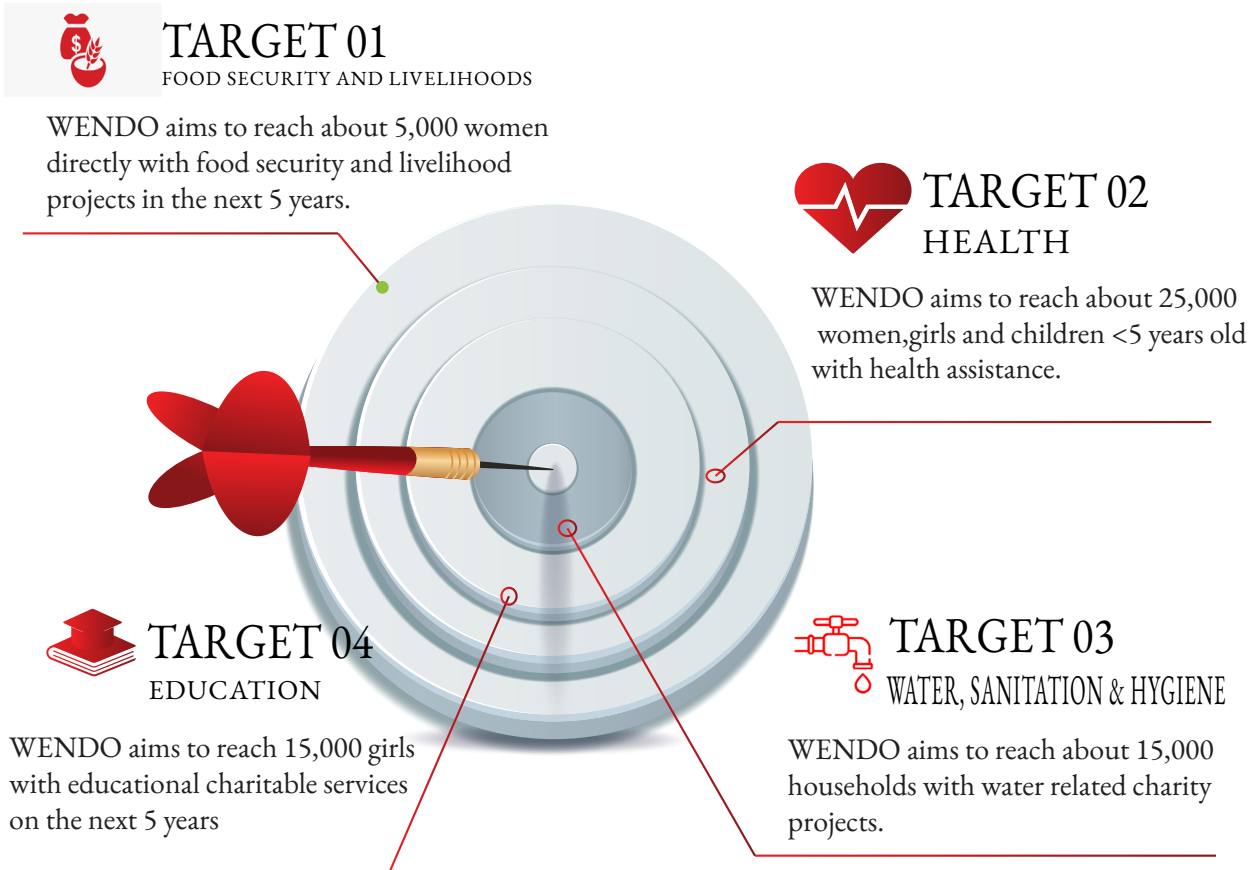
Communication and Social Mobilization:

WENDO effectively communicates its messages, mobilizes communities, and engages diverse audiences through strategic communication, media outreach, and social mobilization campaigns.



Our Strategic Approach.

Theory of Change Overview.



This Theory of Change (TOC) articulates a strategic pathway towards achieving women’s empowerment and gender equality. The document guides our strategic approach to women’s empowerment by outlining the inputs, activities, outputs, outcomes, and impacts we aim to achieve. Through networking, capacity-building, advocacy, and community development initiatives, we strive to create a more equitable and just society.

WENDO is committed to fostering women’s empowerment through networking and development initiatives through which we will achieve our mission of advancing gender equality, promoting women’s rights, and enhancing opportunities for women’s socio-economic development.

Our Strategic Objectives.

Strategic Objective One: Women are empowered to generate income and support their families



Global disruptions experienced in the past few years, including covid-19, the invasion of Russia in Ukraine, and the climate crisis, have affected food supplies globally. These threaten the achievement of SDG Goal 2, which seeks to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture by 2030 . The 2023 Global Hunger Index indicated that Kenya ranks 90th out of the 125 countries with a score of 22.0, confirming that food insecurity in country as serious . Kenya’s food security crisis is at odds with the historical significance of agriculture to the nation. Climate variability and persistent droughts, high domestic food production costs, high global prices, low purchasing power, and displacement of farmers have all contributed to rising food insecurity . In September 2023, FEWNET reported that about 2.8 million Kenyans in Arid and Semi-Arid Lands (ASALs) were categorised in IPC Phase 3 or above (Crisis or worse) food insecurity classification . The food insecurity however disproportionately affected women as compared to men as per the 2023 United Nations’ State of food security and Nutrition in the World (Sofi) report . Closely related to food insecurity, acute malnutrition rates continue to be high and above the emergency threshold in most arid counties, primarily attributed to the compounded adverse impacts of the prolonged drought that negatively affected food se-

curity, water, hygiene and sanitation, and disease.

Livelihoods.

“A livelihood comprises the capabilities, assets (stores, resources, claims and access) and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stress and shocks, maintain, and enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation” livelihoods as farmers, wage earners and entrepreneurs. They also take responsibility for the well-being of the members of their families, including food provision and care for children and the elderly. Poverty is a pervasive issue in Kenya, and like in many other countries, it disproportionately affects women and girls. While poverty affects both men and women in Kenya, women’s poverty tends to be more severe due to gender norms and responsibilities within households . The World Poverty Clock indicates that 6.3 million women in Kenya are living below the standard poverty line of \$1.90 per day with only 5.9 million men belonging to the same category, pointing to gender pay gap. The agency also points out rural Kenya and urban slums to be the breeding grounds for penury . The 2023 Gender Equality and Social Inclusion (Gesi) Analysis, further indicates that women are multi-dimensionally poor at 65 per cent compared to men at 56 per cent .

Key Measurements.

Outcomes

- Reduced prevalence of malnutrition cases in women led households
- Reduced food coping strategies in women led households.
- Reduced livelihoods coping strategies among women led households.
- Reduced number of women households living on less than \$1/person/day.

Outputs

- Increased availability of food (diverse types) to women led households
- Improved knowledge and practise of climate change resilient agriculture
- Improved skills of women to run and manage livelihoods activities
- Improved access of women to livelihoods start up capital (loans, grants, personal savings)
- Diversified income sources for women/increase in income of women or women led households to meet household needs
- Improved ability of women groups (self help groups) to support members

Actions

- To address the food security and livelihood gaps and challenges faced by women, Women Empowerment Networking and Development Organisation (WENDO) will carry out the following activities;
1. Training of women on good agricultural practices
 2. Provision of grants to purchase farm inputs (seeds, farm tools, fertilizers, water pump)
 3. Support kitchen gardening's
 4. Training of women on climate smart agriculture
 5. Training on livelihoods skills (bee keeping, fish rearing, beads making, horticulture)
 6. Training of business planning and entrepreneurship skills
 7. Provision of livelihoods assets (fish cages, bee hives, ovens, egg incubators, pea nut butter vending machines, fruit blenders, sewing machines)
 8. Grants to individuals and SHG to start up livelihood's activities

Metrics

- Percentage of women led households having enough food/cash/incomes to meet their survival threshold.
- Percentage of women led households reducing their adverse food and livelihoods coping strategies.
- Number/percentage of women/women groups diversifying their income generation activities (specify source/s if necessary) or increasing their net income by (specify the improvement)



Strategic Objective Two: Girls are empowered to seek and excel in education.



Education is a critical part of equipping children with the knowledge, not only of the environment around them, but also of their individual rights and potential in the world. United Nations Sustainable Development Goal 4 commits to ensuring everyone receives a free, inclusive and equitable quality education by 2030. The Sustainable Development Goals Report 2023 states that, whilst some progress is being made globally, Sub-Saharan Africa still faces the biggest challenges in providing schools with basic resources such as drinking water, electricity, computers and the internet. It also reports that women and girls have more difficulty in accessing education. Since 2003, the Kenyan government has provided free education to all primary school aged children and has implemented various policies to promote gender equality in education. As a country, in recent years Kenya has achieved gender parity for entry into primary education and almost an equal number of girls and boys sit for the Kenya Certificate of Primary Education, marking the end of primary education. This is where the gender parity in Kenyan education ends, with a much smaller number of girls finishing secondary education and an even smaller number going onto tertiary education due to various socio-economic issues, such as teenage pregnancies, early marriages, poverty and lack of mentorship. In rural and arid areas the gender gap expands further

Research conducted by The University of Newcastle ([**girls-complete-basic-education-in-kenya**\), pulling on data from several sources has found that in 2010 only 18% of Kenyan women over 25 had completed secondary education, with almost half of 15-24 year old females being considered illiterate. Over 85% of girls aged 9-13 lived in rural Kenya, but only 80% of them attended primary school and an even lower 14% continued to secondary education. Comparatively, 28% of girls in urban areas were enrolled into secondary schools. In 2015, only 80% of Kenyan girls who had sat their Certificate of Primary Education enrolled into a secondary school the following year. Ensuring that girls are supported through their educational years empowers them to make informed decisions in later stages of their life. A report by The World Bank examining key trends in girls' education highlights interventions that can support not only getting girls into education, but keep them in school once they are there. Key interventions include removing barriers for girls entering education, eliminating gender-based violence in schools by promoting a safe and inclusive environment for learning, providing menstrual health and hygiene education and improving the transition experience from primary to higher education settings. We know that education is a key catalyst for female empowerment. We are committed to supporting women and girls in our target geographies and populations to improve access to, and the experience during, their education journey and beyond.](https://from.ncl.ac.uk/helping-more-</p>
</div>
<div data-bbox=)

Key Measurements.



Outcomes

Increase transition of girls from different education levels (primary to secondary to tertiary)
Enhanced access to career/livelihoods opportunity by girls
Improved academic performance of girls (numeracy & literacy)

Outputs

Increase retention of girls in learning institutions
Increased (re)enrolment of girls to learning institutions
Improved sexual and reproductive health awareness practices (including) MHM among school going girls.

Actions

Payment of school fees
Supply of school items (shoes, uniforms, mobility as bikes)
Provision of co-curriculum items.
Awareness of importance of education both to parents and learners
Support training of school management committees
School based sexual & reproductive health sessions including provision of menstrual hygiene management items
Advocacy sessions for school attending males to observe SRH rights of women and girls

Metrics

Change in the number of women and girls in education settings in target population
Number of educational programmes delivered in schools' target population
Number of educational programmes delivered in target populations
Number of girls remaining in education (at Primary, Secondary & Tertiary level) in target populations

Strategic Objective Three: Women and Children access quality health care



Gender inequality is also a significant challenge facing the Kenyan healthcare system. Women in Kenya face unique challenges when it comes to accessing healthcare services, particularly reproductive healthcare. Cultural norms and gender stereotypes often lead to women being excluded from decision-making processes related to their healthcare needs. Maternal and new-born deaths are a major public health concern in Kenya. In 2020 the maternal mortality ratio was 530 deaths per 100,000 live births. This is much higher than the global average of 223 maternal deaths per 100,000 live births . The ratio of babies who die in the first month of life (neonatal deaths) is also higher than the global average. Kenya’s neonatal death rate is 21 deaths per 1,000 live births . The global rate is 18 deaths per 1,000 . While Most of these deaths can be prevented if women receive maternal health services, they face several challenges in accessing the services. Poverty and lack of income directly impacting affordability of health services, minimal numeracy and literacy skills among women, lack of information about the health care systems, insecurity, poor road networks during medical emergencies, inadequate health facilities with trained medical personnel are some of the challenges to access to accessing maternal and child health . Community health workers (CHWs) are the first point of contact for interventions and provide essential link to health services and indeed the CHWs have been involved in promoting behaviour change through health education, early case identification and timely

referral to the health facilities. Due to their role in the community, care of mothers and new-born has improved the knowledge on risk and management . Nevertheless, with the low birth rate at the health facilities, there is a dire need to improve their roles especially in motivation for women to change behaviour surrounding birth, delivery and new-born care. The 1994 International Conference for Population and Development (ICPD) set the stage for putting adolescent sexual and reproductive health (SRH) on the international agenda. It was recognised that reproductive health needs of young people had largely been ignored by existing health, education and other social programmes . Youth friendly SRH services have been described by WHO (2002) as “services that are accessible, acceptable, equitable and appropriate to meet the SRH needs of young people aged between 10–24 years.” Such services are provided within an environment that is friendly and welcoming so that young people are able to come back again and also refer their friends for the same services . Kenya has put in place legislation to advance Sexual Reproduction and Health Rights (SRHR) as part of achieving universal health coverage. However, practice on the ground shows gaps in Kenya’s SRHR. Lack of knowledge exists among women and girls about menstruation, contraception, safe abortion, sexual gender-based violence, reproductive rights, and Kenya’s constitutional provisions on SRHR .

Key Measurements.



Outcomes

Reduce ANC/PNC and SRH morbidity and mortality among women and children
Reduced expenditure of households on health (time & money)

Outputs

Increase knowledge and practice of sexual and reproductive health behaviours including MHM among women and girls of reproductive age.
Improved knowledge, awareness and access to ANC/ ONC services by women of child bearing age.
Improved skills of community health workers to provide first line treatment (including referral for ANC and PNC) for women and children.

Actions

Training of community health workers
Supporting mobile clinics, medical outreaches and camps.
Supporting awareness on health especially maternal (ANC AND PNC) and child health.
Health grants to vulnerable individuals to seek health care.
Sexual and reproductive health awareness and advocacy (targeting men) for the youth especially girls under 35 years

Metrics

Under-5 mortality rate
Neonatal mortality rate
Proportion of women of reproductive age (aged 15–49 years) who have their need for family planning satisfied with modern methods
Adolescent birth rate (aged 10–14 years; aged 15–19 years) per 1,000 women in that age group

Strategic Objective Four; Women have safe access to portable water for household and agricultural use.



A country is defined as water-stressed if the per capita water availability is below 1700 m³ per year. Kenya is classified among the most water-scarce countries in the world with per capita availability below 1000 m³ annually. In Kenya, the water crisis has severely affected millions of lives in many ways as contaminated water resources are extremely unhealthy and typically result in multiple illnesses. With a population of 53 million, about 15 million Kenyans lack access to safe water and a growing water demand and water scarcity have turned into a notable challenge in the country. Climate change, population growth, urbanization, water pollution, and poor management of water resources have aggravated the issue of the water crisis, which affects economic activities, food security, education, and health. These challenges are especially evident in rural areas and urban slums where people are often unable to connect to piped water infrastructure. In a country where most of the smallholder farmers who are predominantly women, depend on rain-fed agriculture, not having access to water does not just impact health but also access to food. Water shortage has led to decreased crop yields and affected livestock ultimately leading to food insecurity as witnessed in the recent drought experienced in the horn of Africa. It is therefore not a surprise that Kenya was ranked 94th among 121 countries according to the latest Global Hunger Index Report. Kenya is one such country that faces significant WASH challenges as confirmed by the 2019 Kenya Population and Housing Census. According to the World Health Organization (WHO), approximately 63% of the population does not have access to improved sanitation facilities. The country also struggles with high rates of waterborne

diseases such as cholera and typhoid fever, which are largely preventable through improvements in WASH infrastructure and practices. About 80% of Kenyans who go to hospital suffer from preventable diseases such as typhoid, amoeba and diarrhoeal diseases. Diarrhoea and gastroenteritis diseases are among the highest causes of infant hospitalisation in Kenya today. The situation is worse in rural areas where 55% of the population has no access to sanitation facilities and resort to open defecation. Thousands of children miss classes in school because of diarrhoea and worm infections among other poor sanitation and hygiene related illnesses. Poor disposal of human excreta is responsible for the contamination of open water sources and the spread of frequent cholera outbreaks. Poor sanitation and hygiene not only affect economic and social well-being but also result in many infections that lead to the hospitalisation or death of thousands of Kenyans. Kenya's Water, Sanitation and Hygiene (WASH) sector faces several complex challenges. The foremost among these is the lack of access to safe water sources, with only 63% of Kenyans having access to basic water services and 29% lacking access to basic sanitation services, according to the Joint Monitoring Programme for Water Supply and Sanitation. This is compounded by inadequate infrastructure and insufficient funding for the development of water sources and sanitation facilities. The high cost of water and sanitation services presents a significant challenge, especially for households in rural areas. Many cannot afford to install or maintain sanitation facilities, including toilets and hand washing stations.

Key Measurements.



Outputs

Practice of climate change sensitive water harvesting and treatment practices (**boiling of water using wood).

Involvement of women in and proper management of water resources.

Increased availability of water for non-rain fed small scale agriculture.

Improved safe access to clean water for drinking and cooking both at schools and for households especially for women and girls

Outcomes

Practice of proper menstrual hygiene management among women

Increased food availability and diversified food sources for women led households

Reduced water borne disease among targeted households

Actions

Rehabilitation, upgrading, renovation of water points (water pans, boreholes)

Water harvesting in schools and storage in schools.

Training and awareness on water catchments conservation and water harvesting.

Water harvesting and storage at household level

Training of community leaders on water resources management.

Awareness on climate change in relation to water resources.

Metrics

Proportion of population using safely managed drinking water services

Proportion of population using (a) safely managed sanitation services and (b) a hand-washing facility with soap and water.

Proportion of local administrative units with established and operational policies and procedures for participation of local communities in water and sanitation management

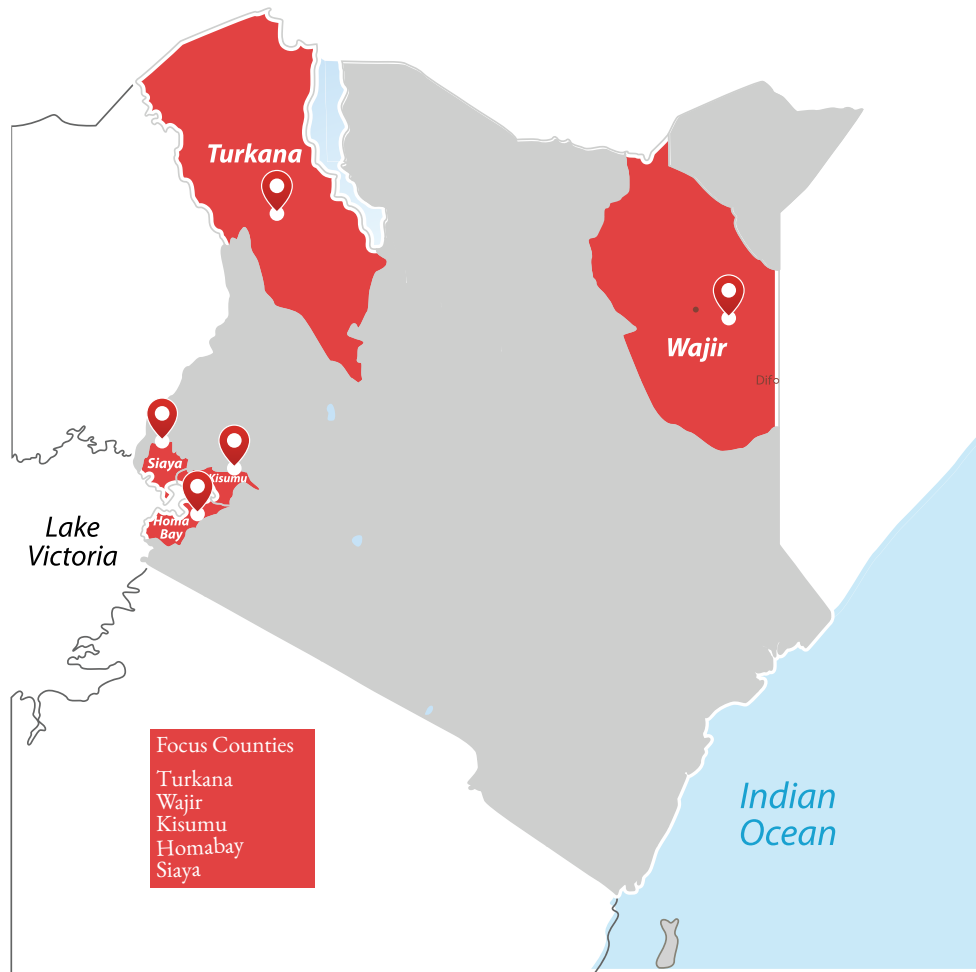
Our Target Locations and Population.

Population Focus.

In rural Kenya, women have few resources to call their own. Despite this, they are primarily responsible for feeding their families and taking on the lion's share of household and agricultural work. In 2003, Kenya introduced free primary education. But when children attend school, they are not contributing to the family's income. Employment and income generating opportunities for women are meagre, particularly given the time constraints of heavy household demands. Gender norms hold women back from reaching their maximum potential. Women have less access than men to credit, markets and training. Males typically control household income and assets, deciding how to allocate and spend the funds earned through their wives' labour. WENDO will reach these vulnerable and marginalised women and girls facing significant socio-economic challenges. Our programmes will focus on women and girls including, but not limited to, those living below the poverty line, single mothers, and women who are unemployed or engaged in informal sectors. Through targeted interventions, we aim to address the barriers these women and girls often face in accessing education, healthcare, and economic opportunities.



Geographical Focus.



The Republic of Kenya is located in the Eastern Africa region. The population is approximately 54 million people according to UN estimates. Its capital city is Nairobi located in the South-central part of the country. For the scope of this strategic plan, WENDO will focus its operations in rural counties in the Western and Northern parts of the country. This includes the rural and arid counties of Siaya, Kisumu, Homabay, Turkana and Wajir where resources and facilities are scarce and support is required. We will target locations where women and girls have limited access to resources and opportunities as determined by a detailed needs assessment, in line with our mission and strategic objectives.

Organisational Effectiveness.

We cannot deliver our Strategic Objectives 1-4 without stable, secure and effective systems and structures in place. We will build a sustainable and effective organisation which has the ability to grow and expand to fulfill our programmes of work over the next 5 years and beyond. We will continually review and invest in our funding models, the way we communicate, our systems and processes, our people, and strengthen the way we measure and demonstrate the impact of our activities. We have identified 5 actionable areas that will support us in our journey to establishing and maintaining an effective organisation.



Finance and fundraising

Our key actions will include:

Develop a robust financial model using recognized and reliable financial systems and processes

Develop and grow sustainable fundraising streams with diverse contribution sources to mitigate risk

Expand fundraising activities through private sector engagement, local community events and long-term donors

Foster long-term strategic partnerships with private sector businesses aligned with our vision and values-

Research and access available Government funding opportunities

Be innovative and creative with fundraising activities, exploring new ideas and ways of reaching the funding community

Systems and Processes

Good governance is fundamental to WENDO's success. Embedding and updating core systems, processes and policies are fundamental building blocks of an effective organisation. Our key actions will include:

1. Use fit for purpose systems to develop, store and maintain processes and policies that are fully compliant with UK law

2. Implement and embed all policies and procedures across the organisation including training for all Trustees, Advisors, Staff and Volunteers

3. Develop effective risk management strategies to ensure the ongoing identification and mitigation of risk(s)

4. Continuously strive to improve and drive efficiencies in the way that we use and manage our systems and processes

Communication

We will continuously update our communities in our progress and successes. Our key actions will include:

1. Develop a communications strategy that supports our mission, is underpinned by our values and fully reflects our culture

2. Use social media and our website to expand our global reach

3. Be open, honest and transparent in all our communication activities

4. Embrace new and innovative ways to be heard, be seen and to gain feedback

5. Keep all partners and donors updated with how we are channeling resources and the impact.

Our People

By investing in our people, we will build a strong and sustainable organisation. Our key actions will include:

1. On boarding team members who share our values, behaviours and are aligned to our vision

2. Give our people clear roles and responsibilities with autonomy for decision making in their areas

3. Develop and empower our people through training courses and continued development opportunities

4. Foster a safe environment where individuals are encouraged to speak up, question and challenge

5. Be inclusive and diverse in our recruitment strategies, people engagement and communication

6. Build strong team bonds and foster a collaborative and engaged community spirit

Measuring and Demonstrating impact

Creating and refining user-friendly data that will maximise impact, scale, transparency and accountability will allow us to effectively demonstrate the impact of our activities. Our key actions will include:

1. Develop consistent methods of data collection

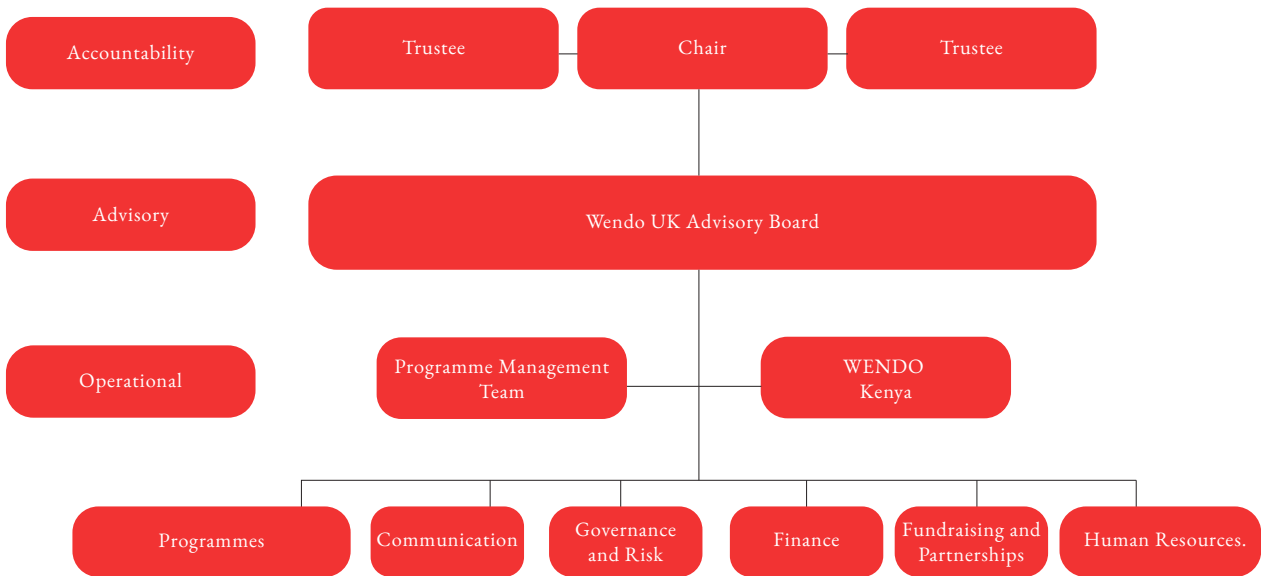
2. Continuously review the data we collect and our reported metrics to ensure they are driving the right behaviours and activities

3. Listen to feedback from our funding partners on how we are demonstrating the impact their funding is making

4. Develop a consistent way of communicating our key metrics

5. Demonstrate impact not only through metrics and personal accounts from our in-country part

Governance



TRUSTEES

WENDO's Trustees are critical in guiding and overseeing the activities of the charity, ensuring WENDO operates effectively, ethically and in accordance with our charitable objectives

ADVISORY BOARD

WENDO's advisory board plays a key role in providing guidance, expertise and strategic advice to the charity's trustees and management team(s)

UK TEAM

The UK team holds significant responsibilities within the governance structure of WENDO, contributing to the organization's strategic direction, operational effectiveness, and mission fulfilment

KENYA TEAM

The Kenya team is a vital component of WENDO's broader mission to promote women's empowerment. Led by dedicated professionals, the team focuses on delivering strategic initiatives tailored to the specific needs and challenges faced by women and girls in Kenya



11 Charlock Close,

Crawley, RH11 9ED

+44 (0) 1293973992
admin@wendo.org.uk
www.wendo.org.uk

Charity No: 1205737

