

ANNUAL REPORT

2023

Women's Empowerment Link

 info@wel.or.ke

 +254711907132

 www.wel.or.ke



Mission Statement: To advance women and girl's social, economic and civic rights.

Our Vision: Having a world in which women and girls realize and embrace their rights.



We invest in empowering women and girls to realize their full potential, worth and strength politically, socially and economically through advocating for their human and social justice rights. WEL recognizes that the survival of women and their communities is increasingly challenged by economic dependency, illiteracy, gender inequalities & marginalization, HIV/AIDS, Sexual & Gender Based Violence (SGBV), conflict, insensitive laws and policies. Founded in 2007, we are a non-profit, nonpartisan, non-governmental women rights organization governed by an independent board of directors.

CORE VALUES

Social Inclusion

We are dedicated to enabling a sense of belonging and respect for women and girls; we promote access to assets and opportunities for them.

Solidarity

We commit to stand with and support women to realize their full potential and social justice.

Integrity

We jointly and individually uphold ourselves to the highest ethical standards of behavior.

Professionalism

We are committed to giving competent services and assuring quality standards are maintained

Teamwork

We exercise shared responsibilities and mutual collaboration towards our common ambition; in so doing, we are guided by shared values and being



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Executive Note

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Our research and analysis demonstrate and deepens our gender expertise and capacity to inform, influence and generate action. We are deeply proud to which makes possible gendersensitive individual-level measurement. This increases representation of women in leadership positions that facilitate active participation in policy and decision-making processes, enhanced participation of women leaders in decision/policy making within their respective leadership structures through strategic positioning and enhanced recognition of the woman's voice in policy/decision making processes. Our investment in advocacy and exchange is advancing Women in the Economy policy dialogues and for a. WEL continues to argue for inclusive economies that make visible and value women's work, whether paid or unpaid, in the formal or informal sector.

Ms. Virginia Nduta

Executive Director

Beyond the pandemic and dealing with its effects and affects, it has been a year of critical engagement with new actors in development. We have ensured that women's rights and gender equality stay on the agenda. From this vantage point we know 2021 will be a vital year. We continue to argue for inclusive economies that make visible and value women's work, throughout our initiative programs. In this dynamic setting, WEL has had a year of learning and adapting while it still remains clear on the transformative approach for women's rights.

We extend enormous thanks to partners, colleagues and collaborators, and to our Patron, the Honorable Members of Parliament. Thank you so much to the women of Kenya, including our Board, Foundation Trustees and Leadership team, staff, volunteers and Gender Associates for your engagement, respect, expertise, advice and support. Finally, thanks to our donors and long-term supporters. Your generosity and loyalty make our work possible.

Ms. Jael Amara

Board Chairperson

Our Thematic Areas

THEMATIC AREA 1

Transformative leadership:

which seeks to increase the number of women in leadership positions/decision making positions, be they appointed, elected, or nominated.

THEMATIC AREA 2

Elimination of Violence against Women & Girls:

Which seek to facilitate development, promotion, and enforcement of appropriate mechanisms for prevention, protection, and response to violence against women and girls.

THEMATIC AREA 3

Sustainable Livelihoods for Women:

which seek to strengthen the livelihoods base of women, especially their capacity to engage in successful business enterprises.

THEMATIC AREA 4

Climate Justice:

Creation of climate-led solutions to advance climate change, coping, adaptation and strategies among women through advocacy and action.

THEMATIC AREA 5

Institutional Development and sustainability

The overall objective of this pillar is to enable WEL become a dynamic, self-sustaining and effective women and girls' rights organization.

PERFORMANCE REPORT

Women Empowerment Link (WEL) conducted a significant project in Homa Bay, Kitui, and Nakuru counties, funded by the United Nations Democracy Fund (UNDEF). The project aimed to enhance the participation of young women in governance and politics. WEL implemented various interventions and capacity-building programs to equip young women with the skills and confidence necessary for active engagement in political processes at local and regional levels. By fostering inclusivity and challenging traditional gender norms, the project aimed to create a more equitable governance landscape. Through advocacy, mentorship, and community outreach, WEL aimed to establish lasting change and promote increased female leadership within these counties.

Women Empowerment Link (WEL) implemented a project funded by Equitas, focusing on women in leadership the main activities were; policy dialogue cycles and empowering select women organizations through advocacy plans. Emphasizing engagement with duty bearers and community members rather than working in isolation, key activities included Chief Barazas, public participation forums, and drafting guidelines through collaborative efforts with various stakeholders such as County Commissioners, CSOs, MCAs, and community members. Post-policy dialogue evaluations were conducted to assess engagement between women and duty bearers, incorporating feedback for the final validation and launch of the guidelines. The community evaluation aimed to gauge women and girls' confidence levels in participating in public forums to advance gender equality. Outcomes were verified through impact stories shared by targeted project participants.

The Women Empowerment Link (WEL) implemented the BSR project, known as the HER project, to combat violence against women and girls. Specifically targeting female workers in Sotik Highlands tea estates, the project aimed to empower them economically and socially. Through tailored financial literacy and management trainings, WEL sought to enhance the women's economic independence and decision-making abilities. Key success factors included a curriculum tailored to the workers' needs, a training-of-trainers approach, and support from estate management. Regular assessments, community learning activities, and impact tracking ensured effectiveness and sustainability. Leveraging WhatsApp groups facilitated ongoing engagement. The HER project showcased a holistic approach to addressing gender-based violence and promoting economic empowerment, underscoring the potential for meaningful change through focused interventions and community involvement.

RISK MANAGEMENT APPROACHES

The highest levels of accountability and ethics are what WEL pursues. Transparency, adherence to relevant laws and guidelines, and proper and responsible use of donor cash are all values we uphold. We manage risks to accomplish our goals in a way that optimizes the impact of development and value for money while maintaining public safety. We work in circumstances that are quite difficult. To meet our goals, the goals of the projects, and the development results for the most vulnerable and impoverished, we are ready to take calculated risks that are adequately managed. We undertake higher risk activities where the situation or the expected results justify them. We also accept risk to innovate and work in new and transformative ways. When undertaking higher risk activities, we ensure we are comfortable that the mitigating actions keep the risk to an acceptable level. In judging what is an acceptable level of residual risk, we demonstrate flexibility to adapt

Our approach to the context and available evidence base. The rapidly changing external context in 2024-2025 has seen our risk profile rise, and we continue to strengthen our risk management framework and approach to respond effectively.

We closed the year by managing through new risks around ongoing uncertainty about the global impact of COVID-19, and its impact on our objectives and our partnerships with our stakeholders. This was through robust prioritization of our portfolio to ensure a rapid response to save lives and livelihoods and in-depth partner engagement. By demonstrating transformative leadership and governance, making investments across our diverse portfolio, and bolstering our technical capabilities, we managed risks to the delivery of our ambitious priorities, such as girls' sexual health and reproduction education, revention of sexual and gender-based violence, women's economic empowerment, and the Global Sustainable Development Goals. By making investments in the global humanitarian system, swift, flexible finance channels, and strong collaboration with our delivery partners, we mitigated threats to our capacity to respond to humanitarian emergencies quickly and efficiently.



We have maintained our focus on making sure we run the controls to avoid abuse and adequately investigate it if it does occur, keeping momentum in our efforts to limit risks of fraud, assistance diversion, sexual exploitation, abuse, and harassment. This complies with our stated public goals and advances our medium-term plan, which aims to enhance prevention and response in our own work and that of everyone else working in the assistance industry. The risk management framework and policy for WEL, which are outlined here, have been in effect from the day when the Annual Report and Accounts were approved and will cover the years 2022/23 and 2023/24. Staff members at all levels may identify and reduce risks thanks to this approach. Our strategy is based on a set of guiding principles, including open and honest risk communication, the use of documentation and proof to ensure that we conduct objective risk assessments that draw on third-party data and take our stakeholders' perspectives into account, the use of professional judgment to determine which risks are appropriate to take in a particular situation, the use of a common language for discussing risk to prevent misunderstandings, and the implementation of WEL's Smart Rules (governing program) (governing how we manage our staff and operations).



We assess the risks WEL faces through 6 categories

Risk Category	Description of risks and mitigations
External Context	WEL manages a rapidly changing global economic context which is impacting prosperity in our participating counties, in the country and globally, including by close monitoring of macroeconomic effects, partnership with financial institutions, and engagement with developing partner governments.
Reputational	We manage risks to our reputation, both with our donor partners and our beneficiaries as well as with the Kenyan public, including through proactive communications, external influencing, and accounting effectively for our results in reports.
Operational	<p>We manage operational risks to:</p> <ul style="list-style-type: none"> - The safety, wellbeing and performance of our workforce, including by ensuring we fulfil our duty of care to staff, setting clear priorities for the organization, and sustained progress of our dedicated People Plan. - The security of our information, including through implementation of robust cyber security measures.
Delivery	<p>We manage risks to delivery of:</p> <ul style="list-style-type: none"> - Fast and effective response to all humanitarian crises, including by investing in the international humanitarian system and flexible implementing mechanisms and close engagement with our donor partners. - Ambitious action on high level priorities like the Global Sustainable Development Goals, girls' education, including by showing global leadership, building up our internal capabilities and ensuring that our program portfolio aligns with our policy commitments.
Fiduciary	We manage the risk of fraud and accounts diversion, through effectively embedding our counter-implementation strategy based on learnings, our control and assurance processes and investment in capabilities.
Safeguarding	We manage the risk to sustaining momentum on tackling sexual abuse and exploitation and sexual harassment by delivering against our 2010-2025 medium term strategy, which is designed to improve both prevention and response in our own work and that of all others involved in the non-governmental organizations sector.



SAFEGUARDING MEASURES & POLICY

WEL conducted a three day training focused on a comprehensive review of existing policies while also emphasizing the development of new policies. Throughout the training, participants engaged in intensive sessions aimed at dissecting current policies, identifying areas for improvement, and understanding the underlying rationale behind each policy. By delving into the intricacies of existing frameworks, attendees gained valuable insights into the strengths and weaknesses of WEL's current policies, laying a solid foundation for the formulation of innovative strategies moving forward.

Moreover, the training provided a platform for collaborative brainstorming and idea generation, fostering a dynamic environment conducive to policy innovation. Participants were encouraged to think critically, challenge conventional norms, and explore alternative approaches to address emerging challenges and meet organizational objectives.

Through interactive workshops and group discussions, staff members actively contributed their expertise and perspectives, enriching the dialogue and stimulating creative thinking. This collective effort not only facilitated the refinement of existing policies but also facilitated the emergence of novel ideas and solutions to address evolving needs and circumstances. Furthermore, the training concluded with a strategic roadmap for the development and implementation of new policies, reflecting a synthesis of insights gathered and consensus reached throughout the intensive sessions. Armed with a deeper understanding of WEL's operational landscape and guided by a shared vision for organizational excellence, participants left the training equipped with the knowledge, skills, and motivation to drive meaningful change. As WEL continues its journey towards continuous improvement and adaptation, the training served as a pivotal moment, igniting a culture of innovation and empowerment that will shape the organization's policies and practices for years to come.

PROJECT HIGHLIGHTS.

Transformative Leadership & Governance

WEL seeks to increase the number of women in leadership, in decision making, and meaningful representations in political and developmental platforms. Strategies include building Partnerships and Collaborations, Create a pool of Locally led women movements, Capacity Development in Advocacy, Research, Analysis, Media Engagement and Civic Education.

The following projects are under the thematic area transformative leadership and governance:



The project was launched in May 2023 the project was designed to encourage women's participation in local decision-making processes in three counties, Nakuru, Kitui and Homabay, in Kenya. The project identified 780 women who formed self-help groups and conducted awareness raising activities on women's participation, social audits, and public forums with duty bearers. The project has also empowered newly elected female members of county assemblies and raised their awareness of implementing the rule which requires not more than the 2/3 of representatives are from the same gender. This project is being implemented in partnership with the United Nations Democratic Fund (UNDEF).

Transformative Leadership & Governance



The Advancing Equality Through Human Rights Education (AEHRE) project under EQUITAS in Kenya focuses on increasing participation of women and girls aimed at contributing their empowerment for the advancement of gender equality in their communities. Guided by a Human-rights based approach with a gender perspective, the project will provide human rights training, coaching and after capacity building activities. The project will further support implementation of community mobilization, action and development of alliances among human rights and women's organizations to influence duty bearers in Kenya.

The AEHRE project is a global project implemented in five countries (Burkina Faso, Haiti, Kenya, Senegal and Tanzania) over a period of five years (2019-2024). The ultimate outcome of the project is to increase the empowerment of women and girls for the advancement of gender equality in their communities. The AEHRE project in Kenya runs in four sub-counties: Bomet Central, Sotik, Nakuru East and Nakuru West and focuses on promoting women's right to participate in local decision-making structures. The project is being implemented in partnership with Equitas and funded by the Government of Canada through Global Affaire Canada.





Brot für die Welt

WEL in Partnership with Bread for the World

Women leaders are now actively participating in and having influence over decision-making processes at both the community and County level. Women leaders are taking action to participate in County government decision-making processes (legislation, policy making, budgeting). Also, women leaders now have increased confidence to participate in decision-making processes that affect their lives in the House Hold and the community level.

The County government authorities are increasingly taking action to develop, adopt or operationalize laws, policies and budgeted strategies that support women to participate in decision making processes in the House Hold level and the public sphere. Community members, in particular men and boys, are becoming change agents and actively support women to participate in decision making processes. They are actively supporting women's participation in decision-making and economic empowerment, and demand action from government officials and duty bearers.



SDGs KENYA FORUM
Coalition for Sustainable Development

Strengthening Community-based structures to prevent and respond to sexual and gender-based violence.

Strengthening the SDGs Kenya Forum as an accountability for Gender and Development Training Programme for Gender Committee/Champions Among Smallholder Tea Farmers Through statements, position papers, community accountability forums and dialogues, impact stories, meetings, evaluations and monitoring reports, county award schemes, the project seeks to hold government accountable in the promotion, planning, financing and implementation of SDG's and gender equality priorities in 6 counties; Nakuru, Bomet, Kitui, Kisumu, Kilifi, and Kajiado. The project is funded through SDGs Forum.

Elimination of violence against women and girls



The project will strengthen structures that speak towards preventing and responding to sexual and gender-based violence in the community. To materialize the goal WEL uses various interventions at various community levels;

At individual level and interpersonal level

(Life skills and Women Economic Empowerment (WEE) to ensure Adolescent Girls and Women (AG&W) have improved skills for a healthy relationship, including communication skills, skills for coping with stress and managing emotions and increased agency to make decisions about their health related issues

Community level (SASA! FAITH)

WEL uses the approach to ensure Communities have reduced social acceptance of gender inequality, Intimate Partner Violence (IPV) and sexual abuse of AG&W and adult women. Communities support AG&W and impose sanctions against violence At societal level (legal frameworks, policies and institutional strengthening) County governments enhanced ability to prevent and respond to VAWG including IPV and Rescue shelters have enhanced ability to provide quality and comprehensive services to survivors of GBV including IPV. This project is being implemented in partnership.



The Women Empowerment Link (WEL) implemented the BSR project, known as the HER project, which focused on the critical issue of eliminating violence against women and girls. Specifically targeting female workers in the tea estates of Sotik Highlands, the project addressed various aspects to empower these women economically and socially. Through financial literacy and management trainings tailored to the specific needs and challenges faced by workers in the tea estates, WEL aimed to enhance the economic independence and decision-making capabilities of these women. Key elements of the project's success included a curriculum that resonated with the workers, utilizing a training-of-trainers (TOT) approach for effective dissemination of knowledge, and gaining support from estate management. Additionally, the project incorporated regular assessments, practical application through community learning activities (CLA), and tracking of impacts to ensure effectiveness and sustainability. Leveraging modern communication tools such as WhatsApp groups facilitated ongoing engagement and support beyond the formal training sessions. Overall, the HER project exemplified a comprehensive approach to addressing gender-based violence and promoting economic empowerment among female workers in the tea estates, demonstrating the potential for meaningful change through targeted interventions and community collaboration.



Elimination of violence against women and girls



The project with a desired outcome to achieve sustainable women's economic empowerment (WEE) by increasing adaptation of women's rights based approaches to WEE companies across their value chains and to increase cross-sector engagement with the private sector, aims to enhance cross-sector knowledge, deepen corporate sector engagement, and drive change through advocacy conversations with governments at local and national levels and with businesses to increase economic opportunities for women in rural areas of Kenya

The programme's mid-term point required an honest reflection of the programme's progress, which led to a new Theory of Change framework and work plan, focusing on the most impactful areas of work. The key activities include the work on Gender Responsive Due Diligence for businesses, supporting Kenya Tea Development Authority and partners with their corporate engagement journey and setting up cross-sectoral collaboration initiatives between businesses and Kenyan partners to benefit women working in the production facilities. Also, critically, WEL through Women Win conducted trainings on elimination of violence against women and girls especially for women working in the production facilities. Through financial literacy and management trainings tailored to the specific needs and challenges faced by workers in the tea estates, WEL aimed to enhance the economic independence and decision-making capabilities of these women.





Climate Change Coping and Adaptation Strategies among young Women in Rusinga and Mfangano Islands

WEL is implementing a project in Homabay county. The program seeks to work with women led/grass root organizations to build widespread societal support for locally shaped climate solutions through an inclusive and rights-based approach. This includes building a broad-based climate movement at county level, bridging divides in gender that amplifies voices in new unusual ways. In addition, the project aims to influence county policies and financial flows (e.g. climate finance, private sector investments) in support of these locally shaped solutions. This project is being implemented in partnership with the Akina Mama Wa Afrika (AMWA)

Climate Justice Approach

WEL intends to see an expanded civic space where civil society voices, in particular those of indigenous and/or marginalized people are heard on climate action. This seeks to address the disproportionate impacts of climate change and advocate for fair and equitable solutions that prioritize the needs and rights of vulnerable and marginalized communities. This includes: Equity and Fairness, Human Rights, Participation and Inclusivity, Climate Finance and Support, Loss and Damage, Environmental Justice and Global Solidarity.

Climate Action

WEL participates in a wide range of strategies and measures aimed at addressing climate change, reducing greenhouse gas emissions, and building resilience to the impacts of a changing climate. This includes: reforestation and afforestation, circular economy, climate friendly agriculture, climate resilient infrastructure, climate education and awareness, climate finance, adaptation strategies, climate friendly urban planning, climate innovation and technology, community-based climate action, renewable energy, energy efficiency, sustainable transportation, carbon pricing and climate diplomacy.



Sustainability Report

Value proposition

For Communities/ Beneficiaries

1. Capacity development (training, mentorship etc.) as well as social mobilization and organization to enable them realize rights and social justice.
2. Economic empowerment through business idea incubation, institutional strengthening as well as leveraging capacities and resources.
3. Linking and connecting them with people and organization that enable greater access to resources, opportunities and social justice.
4. Offering psycho-social support, solidarity, as well as legal aid, where needed.

For Funders/ Financiers and CSOs

1. A committed ally in support for women's empowerment, able to deliver sustainable change as well as to demonstrate such results – we have a track record for this!
2. Guaranteed value for money as well as prudent, credible and frugal management of resources, always using the least resources to achieve most impact and ability to leverage the efforts and resources of other actors (government, CSOs, etc.) as a basis of accelerating and scaling impact.
3. Creativity and innovation, as a basis of generating new products, models and solutions towards women's empowerment – this is done through our learning hub.
4. Specifically, for implementing CSOs: visibility and profiling, capacity development per our areas of expertise and strategic partnerships/ collaborative leadership on women's empowerment.

For Public Sector/Government

1. Partnership towards reaching Kenya's Vision 2030, MTPs, SDGs, and other related goals.
2. Leveraging resources for accelerating women's empowerment and development in general.
3. Extensive geographical reach through WEL's organizational infrastructure and networks.
4. An experienced partner for policy analysis and development for women's empowerment
5. Collaborative leadership in rallying relevant organizations towards women's empowerment.



Sustainability Report

For Private Sector (Corporates)

1. Visibility for their products, services and support to community (people) and environment.
2. Expanded markets and reach via our clientele and linkages (community, beneficiaries, partners etc.) Linking private sector/ entrepreneurs to business development services.
3. Possibility to use our organizational infrastructure for effective implementations of CRS/I projects.
4. Joint development of customized products and services as well, testing and scale up of the same.



Sustainability Report

The Communications Roadmap

Social Network Presence

The social media market is extensive and offers several digital tools. Likewise, social networks have meant a reduction in costs in managing WEL's communication since we can now optimize our relationship with stakeholders through the use of social networks.

WEL now has numerous opportunities to join different virtual grassroots groups and online social movements by joining networks and/or platforms that promote or support our causes, thus reaching a broader audience.

Size of Online Community Following resource dependency theory, WEL seeks to establish collaborative relationships and alliances with our main stakeholders through the online communities on social networks. WEL therefore develops content and dialogues that encourage interaction, without which said online community could be weakened. The size of the online community encourages content development on the social network, and is related to the number of following in our social media pages and the number of people involved in the social networks.

Size of Online Community

Following resource dependency theory, WEL seeks to establish collaborative relationships and alliances with our main stakeholders through the online communities on social networks. WEL therefore develops content and dialogues that encourage interaction, without which said online community could be weakened.



The size of the online community encourages content development on the social network, and is related to the number of following in our social media pages and the number of people involved in the social networks.

In order for our audience to be reached, WEL utilizes a few basic communication strategies to connect with the right audience.

1. Determine the Organization's Goals for Communication

Our communication strategy incorporates benchmark goals to monitor both successes and setbacks, enabling us to refine and enhance future campaigns. Broadly, our goals encompass:

- Crafting and reinforcing the organization's brand and overarching message.
 - Amplifying awareness surrounding the organization and its mission.
 - Cultivating engagement with broader audiences.
- Maintaining or augmenting support from donors, volunteers, and fundraisers.

2. Establish a Target Audience

Establishing a target audience is essential for WEL, and this begins by understanding individuals' interests, aspirations, and inclination towards supporting women's rights. To accomplish this, WEL employs various methods, including researching relevant blogs focused on women's rights, observing engagement with online content related to WEL or similar causes, and studying how audiences interact with ads and content from competing organizations. Once the target audience is identified, WEL can effectively communicate its story and mission, increasing the likelihood of engagement from interested individuals.

While Facebook and Instagram hold considerable popularity in WEL's domain, expanding communication across multiple social media platforms can significantly widen the audience reach. Hence, WEL is venturing into platforms such as Twitter, TikTok, LinkedIn, and YouTube. This diversified approach enhances the organization's ability to connect with a broader spectrum of individuals and communities, thereby amplifying its impact and advocacy efforts.





3. Utilize Multiple Social Media Networks

To ensure comprehensive outreach to its target audience, WEL has strategically leveraged multiple social media platforms including Facebook, Instagram, TikTok, LinkedIn, and Twitter. By utilizing this diverse array of channels, WEL aims to maximize its visibility and engagement across various demographics and user preferences. Facebook and Instagram serve as established platforms with widespread user bases, allowing WEL to connect with a broad audience base and share its mission and initiatives effectively.

Additionally, TikTok offers a dynamic and engaging platform particularly popular among younger demographics, enabling WEL to reach and resonate with a generation that values short-form, visually-driven content. LinkedIn, on the other hand, provides a professional networking space where WEL can connect with professionals, thought leaders, and organizations aligned with its mission, fostering collaborations and amplifying its impact within professional circles.

Twitter, known for its real-time updates and conversational nature, allows WEL to engage in timely discussions, share relevant news and insights, and interact directly with its audience. By maintaining a presence across these platforms, WEL ensures a multifaceted approach to communication, catering to the diverse preferences and habits of its target audience while effectively conveying its message of women's empowerment and rights advocacy.



WORKING WITH MEDIA STATIONS, WEBSITES AND PUBLICATIONS



WEL has forged partnerships with various media outlets, both at the local and national levels, to amplify its stories and initiatives. Notably, the organization has collaborated closely with K24 on projects centered around women in leadership, showcasing the journeys and achievements of women leaders. Additionally, in November last year, during the Equitas meeting closeout, WEL's work was highlighted, demonstrating its commitment to promoting gender equality and empowerment.

Furthermore, WEL's impact extended to the COP28 week, where the organization organized a march in Homabay county to raise awareness about climate change issues. This event garnered media coverage from the Nation Media Group, underscoring WEL's advocacy efforts in environmental sustainability and community mobilization.

Moreover, WEL's endeavors in promoting women's representation in decision-making spaces were recognized in the Voices for Just Climate Action newsletter. The organization's success in training women from Homabay to participate in the Flocca committee exemplifies its dedication to fostering inclusive governance and ensuring women's voices are heard in critical discussions.

The women from Nakuru County in Bondeni achieved a significant milestone when their story was published on the Danchurchaid website following their training on the SILC (Savings and Internal Lending Communities) methodology of saving. This recognition underscores the transformative impact of empowering women with financial literacy and management skills, enabling them to establish and sustain their own savings groups within their community. Through this publication, their journey serves as a beacon of inspiration, highlighting the profound outcomes that can arise from investing in grassroots initiatives focused on economic empowerment and community-led development.

PARTNERSHIPS

CSOs, and CSO forums/networks



Women Empowerment Link (WEL) plays a pivotal role in several key committees and networks. Firstly, WEL holds a seat at the steering committee of the Nakuru County CSO Forum (NACCSOF), demonstrating its active involvement and collaboration within the civil society sector in Nakuru County. Additionally, WEL is a member of the Universal Periodic Review (UPR) Committee, highlighting its commitment to human rights advocacy and monitoring within international frameworks. Furthermore, WEL is part of the Homabay CSO Network, contributing to collective efforts and initiatives aimed at addressing various social and developmental challenges in Homabay County. These engagements reflect WEL's dedication to fostering partnerships, promoting good governance, and advocating for the rights and empowerment of marginalized communities.



Male Champions/ Male Engagements

Women Empowerment Link (WEL) recognizes the importance of engaging male champions in their efforts to combat violence against women and girls. By working closely with male champions, WEL aims to expand the critical mass of individuals actively speaking out against such violence. Through male engagements, WEL promotes dialogue, awareness, and advocacy to address harmful norms and behaviors, ultimately striving to create a safer and more inclusive society for women and girls. These efforts not only foster greater understanding and support from male allies but also contribute to building a stronger movement against gender-based violence and discrimination.



PARTNERSHIPS

Community Health Promoters and County Development Assistants



Women Empowerment Link (WEL) collaborates closely with Community Health Promoters and County Development Assistants to address the challenges faced by community members, particularly in affected homes. These field agents are instrumental in understanding the specific needs and difficulties encountered by individuals and families within the community. WEL leverages their expertise and local knowledge to identify survivors of violence and vulnerable women who require support and guidance. Through mentorship programs facilitated by these field agents, survivors and vulnerable women receive personalized assistance, empowerment, and encouragement to navigate their situations and rebuild their lives. This collaborative approach not only provides practical support but also fosters a sense of community resilience and solidarity in addressing issues related to violence against women and vulnerable populations.



Police Reforms Technical Working Group (TWG)



Women Empowerment Link (WEL) is working with the Police Reforms Technical Working Group (TWG) by engaging in collaborative discussions, providing insights, recommendations, and advocating for improvements in police practices related to women's rights and safety. WEL contributes to the TWG's efforts to enhance responsiveness to gender-based violence cases, promote a more inclusive and rights-based approach within law enforcement, and strengthen mechanisms for ensuring justice, protection, and support for women and vulnerable populations. This partnership facilitates dialogue and action towards positive changes in police reforms that benefit the community as a whole.

PARTNERSHIPS

Gender Sector working group at the national level and gender and GBV TWGs

Women Empowerment Link (WEL) is actively engaged in various gender-focused initiatives at different levels. At the national level, WEL collaborates with the Gender Sector Working Group, contributing insights, recommendations, and advocacy efforts to promote gender equality and address gender-based violence (GBV) issues nationwide. This partnership involves participating in discussions, sharing expertise, and working towards policy improvements and systemic changes to advance women's rights and empowerment.

Additionally, WEL works closely with Gender and GBV Technical Working Groups (TWGs) in Nakuru, Bomet, and Kitui counties. In these regional TWGs, WEL plays a crucial role in advocating for gender equality, raising awareness about GBV issues, and supporting initiatives that aim to prevent and respond to cases of violence against women and girls. WEL's involvement in these TWGs strengthens coordination, collaboration, and action at the local level to address gender disparities and promote a safer and more inclusive environment for all community members.



Women in Peace and Decision-Making Technical Working Group

Women Empowerment Link (WEL) is actively involved in the Women in Peace and Decision-Making Technical Working Group (TWG) in Kitui. This engagement focuses on empowering women to participate in peacebuilding processes and decision-making forums within the community. WEL works collaboratively with stakeholders in Kitui to advocate for the inclusion of women in peace initiatives, conflict resolution efforts, and governance structures. Through capacity-building programs, advocacy campaigns, and networking opportunities, WEL supports women in acquiring the necessary skills, knowledge, and confidence to contribute effectively to peacebuilding and decision-making processes in Kitui. This involvement helps promote gender equality, strengthen community resilience, and foster inclusive and sustainable development in the region.



Women in Leadership and Decision-making Spaces (WILD)

The Women Empowerment Link (WEL) is actively involved in promoting Women in Leadership and Decision-making Spaces (WILD) in Kitui and Bomet Counties. This initiative focuses on empowering women to take on leadership roles and participate effectively in decision-making processes within their communities. WEL works closely with women leaders and aspiring leaders through capacity-building programs, mentorship initiatives, and advocacy efforts aimed at breaking barriers and promoting gender equality in leadership positions. By creating opportunities for women to access leadership training, networking platforms, and support networks, WEL contributes to building a more inclusive and representative governance landscape in Kitui and Bomet Counties. This work not only empowers individual women but also contributes to broader societal change by promoting diversity and inclusivity in decision-making spaces.

SILC groups and Women Lead Chamas.

Women Empowerment Link (WEL) actively engages with women in the community through structured groups such as SILC (Savings and Internal Lending Communities) groups and Women Lead Chamas. By encouraging the formation of SILC groups, WEL aims to reduce adverse selection and create small societies where women can empower each other. These groups provide a platform for women to come together, pool resources, and support each other financially. Additionally, working with such entities enables women to stand together in addressing issues such as the elimination of violence against women. Through collective action and mutual support, women in SILC groups and Women Lead Chamas can enhance their economic independence, build resilience, and advocate for their rights within their communities.



Rescue centres

Rescue centers are crucial in supporting survivors of violence, and Women Empowerment Link (WEL) collaborates with them by referring survivors and enhancing their services. WEL helps these centers develop reintegration frameworks to aid survivors in reintegrating into society, providing counseling, vocational training, education, housing support, and legal assistance. Additionally, WEL assists in developing resource mobilization strategies for the centers to expand their efforts and resource pools through fundraising and partnerships, ultimately improving the holistic support and long-term recovery of survivors.

PARTNERSHIPS



National NGOs

Women Empowerment Link (WEL) collaborates with national NGOs to enhance its impact and reach in various areas of its work. This collaboration allows WEL to leverage the expertise, resources, and networks of national NGOs to achieve common goals related to women's empowerment, gender equality, and addressing violence against women. WEL may partner with national NGOs on projects, advocacy campaigns, capacity-building initiatives, research activities, and policy advocacy efforts. By working together, WEL and national NGOs can pool their strengths and resources to create more significant and sustainable change in the communities they serve. This partnership also facilitates knowledge-sharing, best practices, and collective action towards achieving shared objectives in the realm of gender equality and women's rights.



Religious Leaders

WEL collaborates with religious leaders due to their influence as opinion leaders within communities. RLs are often the first to know about violence in households and can act as initial responders. WEL works with religious leaders to increase awareness about ending violence against women and girls (EVAWG) within their communities. This partnership aims to leverage the RLs' capacity to enlarge the mass of community members advocating for EVAWG, creating a more supportive and protective environment for affected individuals.



National and County governments (state departments and ministries)

Women Empowerment Link (WEL) collaborates with both national and county governments to advocate for and enact policies relevant to gender equality, the elimination of violence against women and girls (VAWG), and climate justice. At the national level, WEL engages with state departments and ministries to influence policy development and implementation related to these issues. This includes advocating for gender-sensitive approaches, protection mechanisms for women and girls, and sustainable practices to address climate change.

Similarly, at the county level, WEL works with local governments to ensure that policies and programs are tailored to meet the specific needs of communities regarding gender equality, VAWG prevention, and climate justice initiatives. By partnering with governments at both levels, WEL aims to create an enabling environment for gender equality, women's empowerment, and environmental sustainability, ultimately contributing to positive societal change and inclusive development.

