Strategic Plan
2021-2025
Abridged version
Who we are

VISION

Youth Alive! Kenya envisions “A society where young people are empowered to realize their full potential”.

MISSION

Youth Alive! Kenya exists to promote the wellbeing and inclusion of young people in development through partnerships, capacity building and advocacy.

OUR CORE VALUES

Our work is underpinned by a set of core values, namely:

a. Equality – we believe in fairness and equality of humanity
b. Integrity – we consistently uphold honesty and truthfulness in our work
c. Accountability – at all times, we uphold transparency and take responsibility for our actions
d. Inclusivity – we respect rich diversity that reside within young people
e. Responsiveness – our programs are innovative and evidence-driven.
Our Journey

- **1999**: YAK was founded as a CBO
- **2003**: YAK was registered as an NGO
- **2025**: End of strategic plan
Youth Alive! Kenya's interventions mainly target youth of up-to 35 years old, with special emphasis on **Women** and **Person Living with Disabilities (PLWDs)**.

To achieve impact at scale, Youth Alive! Kenya has built 12 networks made of **94 Member Organization (MOs)** in these counties (referred to as working groups) to influence strong youth participation in governance processes and hold county governments accountable for quality service delivery.
Youth Alive! Kenya implements its interventions in **12** counties namely: **Kisumu, Machakos, Uasin Gishu, Mombasa, Murang’a, Kakamega, Kirinyaga, Siaya, Nairobi, Kajiado, Kiambu, and West Pokot** Counties.
How We Work

**ADVOCACY**
We advocate for youth, women and People Living With Disabilities (PLWD).

**PARTNERSHIPS**
We partner with working groups from 12 counties across Kenya.
We collaborate with organizations within and without the country to meet our joint objectives.

**CAPACITY BUILDING**
We help develop capacity of the member organizations and the young people that we work with.
Our Impact

- **56** Successful projects
- **324,000** Youths reached
- **35** International partnerships
- **21** Awards won
Our Strategic Priorities

2021-2025

GOOD GOVERNANCE AND HUMAN RIGHTS

We promote good governance and effective participation and inclusion of young people.

YAK governance program ensures that not only is the voice of young people heard but that they are involved in and benefit from all mechanisms, processes and systems that promote good governance at local, national and international levels.

ECONOMIC EMPOWERMENT AND LIVELIHOOD

We enhance the skills and capacities of young people to promote sustainable and decent livelihoods.

YAK seeks to contribute to the meaningful development of young people by developing evidence-driven, innovative, sustainable and relevant programs that address practical and emerging needs of young people.

SOCIAL WELLBEING AND EQUITY

We promote social wellbeing and equity among young people.

YAK seeks to influence access to social protection and security; and promote inclusive representation in decision making of young people.
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