



# 2024 ANNUAL REPORT

*Tending the Garden*

Cultivating Collective Care and  
Action Through Every Season.





# A Political Letter to the Movement

*Dear Friends and siblings,*

Greetings, and allow me to share my views from this garden bench where reflection meets resistance. From my seat on the garden bench, I have learned that a year is not measured only by its storms, waves, or even its sunshine, but by how we choose to meet each other with courage and bravery. I write to you with a fire honed by the seasons of 2024. 2024 brought flames that we could not ignore, and at the same time held us with so much grace. If you are reading this page, you are part of the ecosystem that held us upright in a year when the soil of our nation shook beneath us. And yet, even as femicide surged, even as economic injustice deepened, even as anti-rights forces mobilized with renewed aggression, I watched this movement refuse to bend.

This bench witnessed the birth of #TotalShutdownKe, in which grief was not swallowed but weaponized. In January alone, women's names were turned into hashtags, their bodies into battlegrounds. But instead of yielding to despair, young feminists across Kenya turned their rage into an uprising. From Nairobi to Kisumu to Mombasa, the streets became our furrows ploughed by chants, signs, and unrelenting truth-telling. When we marched, policymakers flinched. When we spoke, the nation listened. When we organized, systems shifted.



*Executive Director  
Wambui Kimani*

From here, I watched our digital campaigns reach millions. 5.6 million impressions for #TotalShutdownKe, 10 million for #WomxnLead, and over 3.5 million for #ReclaimOurPleasureKe. We proved that digital organizing is not a side strategy; it is the frontline where we contest misinformation, reclaim narratives, and tilt public consciousness. We used our digital ploughs to break apart the hardened ground of misogyny and silence.

So let this letter stand as both reflection and declaration: We are not here to adapt to broken systems. We are here to transform them. Every safe space we create is a political act. Every girl who speaks is a threat to patriarchy. Every policy brief, every mural, every march, every club session is a seed of rebellion taking root. As we enter 2025, I rise from this bench with certainty, our movement is not fragile; it is fertile. And this garden we are tending together is not decorative. It is insurgent. It is intentional. It is unstoppable. To all who labor in this soil: thank you for your courage, your clarity, your resistance. The harvest ahead is ours to shape, and we will meet it with boldness.

*In solidarity and unapologetic feminist fire,*

# BLOSSOMS, BUMPER HARVESTS, AND THE WORK THROUGHOUT THE SEASON



*"The true strength of a people is not measured in the weapons they wield or the walls they build, but in the patient turning of the soil together, hand beside hand, sweat mingling with the earth, loving the land until it loves them back with a harvest so abundant that no one hungers, and every child knows the taste of tomorrow"*

# Rising with Bold Agency and Unapologetic Sisterhood

In 2024, We toiled, with dirt under our nails, we demonstrated that when unapologetic feminists and like-minded allies claim space collectively, we don't just disrupt, we reconstruct. With tools in our hands and passion in our hearts, we tilled our social political garden, tirelessly and relentlessly sowing seeds of resistance and sisterly solidarity to reap rich harvests of collective care and revolutionary action. This year marked a transformational period where our networks of resistance evolved beyond individual voices into a coordinated garden of passionate feminists demanding systemic change. We cultivated our feminist principles through grounding our work in intersectional feminist analysis rewriting the rules of feminist organizing, proving that the most powerful connections happen when we leverage collective care and action and translate it into tangible liberation for all women and girls.

Driven by our mission to strengthen the voice, choice, and agency of adolescent girls and young women in marginalized communities to challenge and transform the status quo. Our conviction is that all adolescent girls and young women in their diversities must have their Sexual and Reproductive Health and Rights recognised, respected and protected to foster agency and true bodily autonomy honouring individual intersectional differences.

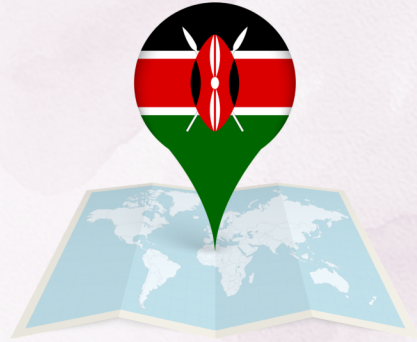
The crisis that kicked the year off was used as a catalyst for transformative change. As Kenya grappled with rising femicides, economic instability forcing taxation on menstrual products, and devastating climate disasters, we refused to accept these as isolated tragedies. Instead, we wove them into a comprehensive narrative of systemic oppression that demanded a coordinated response.



Through strategic digital organizing with like-minded partners, we transformed online engagement into offline revolution. Ten major protests across Kenya emerged from the #TotalShutdownKe digital organizing, creating policy commitments from local governments and a 25% increase in gender-based violence reports as survivors found courage to speak which led to the institution of a technical working group to address Femicide.

In Kenya, we served adolescent girls and young women directly through our programming, but our impact rippled far beyond direct beneficiaries. Through feminist clubs in schools, safe spaces in marginalized communities, and leadership institutes that trained feminist organizers, we created multiplier effects that continue amplifying voices and transforming lives. Our Healing Festival demonstrated that sustainable resistance requires intentional care, while our menstrual justice advocacy showed how policy analysis combined with community activism creates lasting change.

We engaged in a series of regional and global feminist convenings, including Commission on the Status of Women (CSW) 68, #AfricaDisruptCSW68, African Committee of Experts on the Rights and Welfare of the Child (ACERWC) sessions, the UN Civil Society Conference, High Level Political Forum (HLPF) reporting, Beijing+30 Regional Consultations, and the Association for Women's Rights in Development (AWID) Forum.



Through these collaborative spaces, we strengthened networks across Africa and beyond, amplified feminist voices, and advanced intersectional agendas on reproductive rights, health, education, and gender equality. Our collective efforts produced commitments, fostered solidarity across movements, and generated strategies to dismantle systemic oppression, ensuring that feminist perspectives shape both regional policies and global frameworks for inclusive, care-centered futures.

Looking toward 2025, we carry forward the networks, relationships, and momentum built through this year of resistance. Our digital organizing infrastructure is stronger, our community partnerships deeper, and our policy influence is more strategic. We enter the new year positioned to expand our reach, scale our programming, and continue weaving solidarity that transforms individual struggles into a powerful force for collective liberation.

# Zamara's Roots, Shoots and Fruits

Zamara Foundation emerges from the understanding that liberation is always collective work. Founded in 2016 and registered in Kenya in 2019, we have grown into a feminist organization that centers the leadership of adolescent girls and young women while challenging the systems that constrain their possibilities. Our work is anchored in radical perspectives on bodily autonomy, intersectional feminist transformational leadership, and unwavering commitment to sexual and reproductive health and rights for all people in their full diversities.

Our mission drives everything we do: strengthening the voice, choice, and agency of adolescent girls and young women in marginalized communities to challenge and transform the status quo. This mission recognizes that transformation requires both individual empowerment and systemic change. We cannot liberate individuals within oppressive systems, nor can we change systems without empowered individuals driving that change.

*"Our vision imagines a society where the leadership and sexual and reproductive rights of adolescent girls and young women in all their diversities is recognized, respected, and protected."*

This vision guides our strategic compass, which flows from individual empowerment through collective action to systemic transformation. Through safe spaces, leadership development, and rights education, we strengthen individual agency. This empowerment fuels collective organizing and advocacy. Collective action drives policy change, shifts social norms, and transforms systems.

Geographically, our networks span three key counties that represent the diversity of Kenya's challenges and opportunities. In Nairobi, we serve as a hub for activism and national advocacy, leveraging the capital's connectivity and political influence. In Kwale County, we work in coastal communities where traditional practices intersect with rapid social change, requiring culturally sensitive approaches to feminist organizing. In Kilifi County, we engage with both rural and peri-urban communities, addressing the specific challenges faced by young women in areas with limited resources.



## AFRI-FEMINIST FUTURES

Our core values reflect African feminist principles that center community, relationship, and holistic approaches to liberation. We believe that feminism must be intersectional, recognizing how gender oppression intersects with other forms of marginalization. We practice solidarity, understanding that individual liberation depends on collective freedom. We commit to integrity, ensuring our methods align with our values and our promises translate into action.

Our manifestos speak to the kind of organization we aspire to be: a place where people can dare to dream, where they feel seen and loved and cared for, where they leave enriched but also contribute to enriching others. We are a space of mutual respect that acknowledges what people bring while supporting what they're becoming. We gather people together and build solidarity. We remind people of their power and strength, especially when they come together.

These principles translate into four strategic program areas that work synergistically to advance our mission. Through Feminist Transformational Leadership Development, we nurture feminist leadership capacities for sustainable change. Through Sexual and Reproductive Health and Rights (SRHR) advocacy, we aim to create an enabling environment where African Girls and Young Women are empowered to take initiative and make informed sexual choices while also advancing an intersectional feminist agenda.

Through our work on ending child, early, and forced marriages, we confront specific harmful practices while building broader movements for girls' rights. Through activism and advocacy, we amplify voices and coordinate action across networks promoting a feminist agenda in policy and decision-making space.



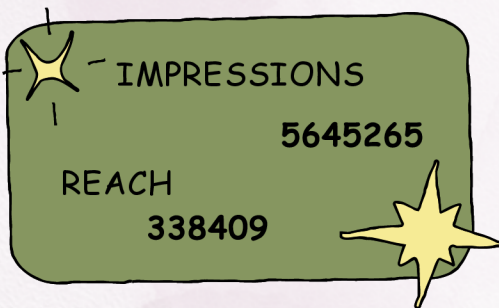
# Fields That Became Frontlines. How we Held our Wounded, while Weaving the Revolution.



## From Seed to Bloom Our Year in the Garden

*At least fourteen women were killed in Kenya in January alone; some reports cite as many as twenty-one killings. They include Scarlet Wahu, a well-known online influencer, and Rita Waeni, a twenty-year-old university student who was brutally murdered and mutilated.*

2024 began with grief that echoed across timelines, names of women turned into hashtags, faces briefly mourned before disappearing into silence. It was a silence that stung, one we had learned too well. But this time, we refused to scroll past our sisters' pain. This time, the silence met resistance. Out of rage and heartbreak, [#TotalShutdownKe](#) was born, a cry, a prayer, a demand. In the glow of our phone screens, young women in all their diversities found each other. They held space for anger and healing, weaving threads of solidarity in WhatsApp groups, Twitter threads, and late-night calls. Digital spaces became sacred grounds for organizing, where grief became strategy, and mourning turned into motion.



Our ploughing, our sweat translated into a 25% increase in reported gender-based violence cases and a technical working group to develop comprehensive femicide prevention approaches. Yet, beyond numbers and policies, [#TotalShutdownKe](#) built something that cannot be counted. It built a sisterhood of courage, a network of resistance that lives both online and in the streets. It reminded us that every tweet can be a drumbeat, every march a heartbeat, and every woman who speaks out, a movement in motion. Collectively, we can uproot the weeds that threaten to suffocate our garden.

And then, we took to the streets. From Nairobi to Kisumu, Mombasa to Eldoret, women marched with placards that bore the names of those we lost. We carried their stories in our throats and rage in our fists. The chants rose higher than sirens; the rhythm of our footsteps became a language of defiance. Policymakers could no longer turn away. What began online rippled through the nation. Hashtags like [#Justice4Mukuru](#) carried the stories of the forgotten, uniting communities that had never met. The protests, ten in total across Kenya, were not just demonstrations, they were declarations of life. They said, "we will not be killed quietly".

**Using a digital plough to break  
the hard ground of oppression  
through propagating feminist  
messaging.**



## AFRI-FEMINIST FUTURES

Our digital activism in 2024 was our battle cry against injustices that are often silenced through othering especially victims of gender-based violence which makes them invisible in society and structurally excludes them from seeking justice. With our audacious campaigns we showed that when marginalized voices gather with intention, we don't simply enter the conversation, we tilt its axis. In a society that so often tries to quiet us, to cast survivors of gendered harm into the shadows of otherness, our presence online became its own form of defiance. Through campaigns shaped by both heartbreak and fierce clarity, we turned social media from a place of passing glances into a landscape of witness, resistance, and renewed connection. Where the stories long pushed to the margins could finally breathe and be heard.



Our #ReclaimOurPleasureKe campaign sent a message that reverberated across the digital sphere, we will no longer be silent about women's pleasure. For too long, women's sexual rights have been policed for reproductive purposes, disregarding their right to choice, bodily autonomy and agency. We cemented pleasure as a feminist issue and our bold conversations demonstrated how digital organizing can challenge the most intimate forms of oppression. By creating space for open conversation about women's sexual pleasure and bodily autonomy, we confronted cultural taboos that keep women disconnected from their own desires and agency. The campaign's reach showed that young women are hungry for conversations that affirm their right to pleasure, autonomy, and self-determination.

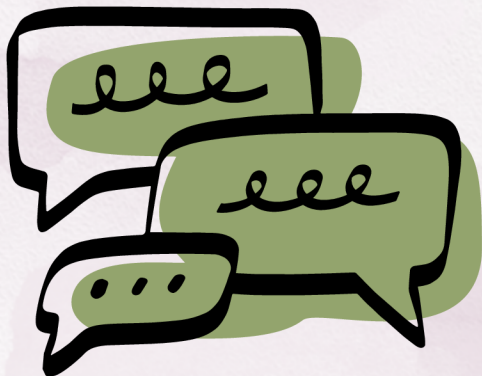
Our #WomxnLead campaign showed that we will no longer stay silent while our leaders pass legislation that further burdens womxn. While mainstream media focused on economic impacts, we centered intersectional gender analysis that exposed how seemingly neutral policies disproportionately affect womxn. We called out female politicians who remained conspicuously silent while taxes on menstrual products were increased, revealing how representation without power serves to legitimize rather than challenge oppression. We didn't just call out problematic policies; we articulated alternative approaches rooted in fairness and justice for womxn. The campaign sparked substantive conversations about the relationship between economic policy and gender justice. This was a catalyst for sustained online engagement on economic policy analyses and experiences sharing, creating distributed networks of feminist education and organizing.

## AFRI-FEMINIST FUTURES

On May 28, International Day of Action for Women's Health, we launched a powerful call to prioritize Sexual and Reproductive Health Rights (SRHR) in global development agendas. With unwavering resolve, we challenged anti-choice and anti-rights narratives. This was followed by an X (formerly known as Twitter) chat on 31st May to break the silence surrounding menstruation and advocating for menstrual health and dignity worldwide in commemoration of Menstrual Hygiene Day. On September 28, International Safe Abortion Day, we amplified this mission by releasing a compelling anthology featuring nine young women courageously sharing their abortion stories. This collection shattered the silence around abortion stigma, reaffirming bodily autonomy as an undeniable right. Building on this momentum, we marked International Youth Day with a vibrant dialogue on digital inclusion, spotlighting and addressing the barriers young women face in accessing safe and empowering online spaces.

These campaigns worked synergistically to shift broader narratives about women's rights in Kenya. Our social media campaigns were urgent, challenged anti-rights narratives, and had young feminists meaningfully engaged in them. They addressed mis- and dis-information, a key tactic by anti-rights movements used to create fear and perpetuate violence. Rather than treating individual issues in isolation, our digital organizing revealed connections between economic, political, and sexual oppression. The greater public began making these connections independently, creating viral effects that extended our reach and deepened our impact.

The sustainability of our digital organizing comes from its grounding in relationship and community rather than just content creation. Followers become participants who contribute their own content, analysis, and organizing efforts. This has fostered a sisterhood where young feminists move from engagement to taking up leadership roles and championing causes in their communities. Young feminists are using digital platforms to push back against negative stories while rediscovering their voices and creating substantial changes. This distributed approach ensures our impact reaches communities we might never access directly while building lasting movement infrastructure.





# The Orchard of Becoming Nurturing Bold Leaders Who Reimagine Power



## AFRI-FEMINIST FUTURES

The Zamara Foundation's Intersectional Feminist Leadership Institute (ZAFI) our offering to the feminist movement is a transformative space that continues to redefine leadership development through African feminist principles. Our approach to leadership development is grounded in collective care and action rather than hierarchical models, the institute deliberately challenges leadership frameworks that replicate oppressive systems. Our curriculum emphasizes consensus, shared responsibility, and honoring the lived experiences of participants, ensuring that leadership is not about fitting into existing systems but about transforming them for justice and liberation for all women and girls in their diversities.

In 2024, ZAFI convened its third and fourth cohorts, held from May 20–24 and September 9–13, bringing together 50 feminist leaders from Nairobi, Kisumu, Kwale, Kilifi, Mombasa, and Kajjado. The diversity of participants across regions, ages, and areas of expertise created rich peer learning environments. The sessions enabled participants to engage deeply with the intersections of sex, sexuality, gender, and policy in an increasingly hostile context, while also sharpening their advocacy strategies and leadership styles. The courage and creativity within these gatherings reflected a growing generation of feminist leaders committed to resistance, justice, and dismantling oppression.

Our curriculum combines intersectional feminist analysis, learning, and skills for sustainable activism where participants practiced boundary-setting and conflict resolution and explored trauma-informed approaches to leadership. The emphasis on self-care and sustainability was highlighted as essential for resisting burnout and maintaining movements over the long term. Since attending the training, participants have since taken leadership roles in their organizations and communities, initiated advocacy campaigns, and sustained collaborative networks across counties. An evaluation of the training showed that participants emerged more confident in navigating difficult conversations and building inclusive, democratic spaces. Most importantly, we nurtured collective feminist leadership rather than individual authority, cultivating a resilient infrastructure for movement-building across Kenya.

*"Participants reflected that viewing SRHR through a feminist lens is essential for achieving inclusivity and dismantling entrenched inequalities. They argued that traditional approaches often overlook the diverse needs and realities of women and marginalized communities. By incorporating feminist principles, the discussion expanded to encompass not only physical health but also social, economic, and cultural factors impacting women's reproductive well-being."*



# Our Garden in pictures





## LIKE HAVENS IN THE UNDERGROWTH, WE CULTIVATED SAFETY WHERE SYSTEMS FAILED

*In a world that too often bruises the margins, safe spaces become sacred sanctuaries where breath returns, voices rise, and futures take their first fragile root. Safe spaces are not escapes from the world, but gardens of refuge where healing, learning, and rebellion can bloom side by side. In these sanctuaries, possibility is tended until it grows strong enough to stand in the sun.*

Our Safe spaces across Kwale and Kilifi are sanctuaries for meaningful participation, healing, and transformation. In 2024 over 150 young women were served through intentional gatherings which fostered transformation especially at Kebene Centre where the value of these sanctuaries was amplified. We centered teen mothers' experiences and expertise, challenging stigma by viewing them as leaders rather than problems and providing platforms to analyze marginalizing systems. Despite facing challenges including limited dignity kit resources, lack of resources for diapers and transportation issues, Kwale County participants demonstrated remarkable resilience, maintaining regular attendance. Our intersectional SRHR health education approach moved beyond information sharing to empowerment, providing medically accurate content about contraception, pregnancy, and sexual health framed within discussions of bodily autonomy, consent, and self-determination.

The healing-centered approach recognized participants' trauma from individual experiences and systemic oppression, combining space for processing these experiences with analysis of their structural causes, proving that this integration of healing and political education is crucial for building sustainable leadership and demonstrating the interconnected nature of personal transformation and collective organizing. Through group sessions and one-on-one conversations, participants built confidence and strengthened their understanding of their legal rights. Pre- and post-test findings confirm that more young women are now accessing sexual and reproductive health services, exercising their rights, and making informed, empowered decisions about their lives. These safe spaces now function as bases for grassroots feminist organizing because they enable young women to start and manage community projects which fight oppressive systems creating lasting change. The strength of these spaces stems from the sisterhood they create among participants.



*#ZamaraVoices*



# SHOOTS TOWARD THE SUN NURTURING BOLD, DECOLONIAL LEADERS FROM FEMINIST SOIL

In a world that silences girls, Gumzo Dasarani became a sanctuary for truth, resistance, and unfiltered conversation. We launched this initiative to foster bold, feminist discussions in schools, and to create a space for girls to speak back, to question, to challenge, and to change the narratives that have imprisoned them. In 13 schools in Kwale and Kilifi counties, we convened 24 feminist club sessions for 650 girls aged 13-18 years. These feminist clubs covered topics typically excluded from formal curricula including Comprehensive Sexuality Education 101, Child Marriage, and Feminism 101, centering girls' own experiences and perspectives as starting points for critical learning rather than treating them as passive recipients. These sessions are more than lessons; they are acts of courage. They allow girls to shed shame, dismantle harmful stereotypes, and stand in solidarity as they demand their rightful place in society.

Gumzo Dasarani reimagines education not only as a site of learning, but as a site of insurgency where girls are not just students, but powerful agents of change. The impact is unmistakable. Girls are speaking up with newfound confidence, questioning traditional beliefs, and advocating for their rights in ways they never did before. Through peer-to-peer dialogue, they are leading change that stretches beyond classrooms into homes and communities. Gumzo Dasarani shows us that when girls are trusted to think, speak, and act for themselves, they ignite transformation. These feminist clubs are nurturing a fearless generation that is not waiting for change to arrive they are making it happen, rewriting the future with every conversation, every challenge, and every act of solidarity.



# Our Garden in pictures



## A JOURNEY OF DANCING THROUGH THE STORM AND EMERGING IN VIBRANT REJUVENATION

*Organizing is powerful and it asks a great deal of us. We give our hearts to the struggle, our voices to the streets, our bodies to the work of dismantling systems that were never built for us. And in that giving, we often carry the emotional, psychological, and physical weight with us taking a toll on our wellbeing. It lives in our bones, in our breath, in the quiet moments we rarely allow ourselves.*

Cognizant of this, we planned a healing festival that provided 50 feminist activists from across the country with three days of rest, reflection, and solidarity building. This event was a chance to step away from burnout culture, to rethink self-care, and to discover joy in a way that nurtures both individuals and the movement. The 2024 [Healing Festival](#) became a communal space of renewal, where art, music, and dialogue became the tools of healing and resistance. Participants delved into topics like reproductive justice and gender-based violence in engaging discussions and also made space to process trauma and recharge their spirits. A critical outlet for self-reflection and collective healing through creative expressions, it transformed personal stories into a unified call for justice.

*Participants liked the person-centered theory approach that the presentation had. They felt that it empowers individuals to solve their challenges as they have the ability to thrive. A participant quoted a Kenyan investigative journalist and activist who spoke about how the work activists do is sometimes about their presence and embodiment, and as such focusing on the self is a necessary part of the work.*

We held space for grief and for joy, for trauma and for laughter, for the stories that shape us and the futures we are daring to imagine. Here, healing was not an afterthought. It was the work. Through creative expression and deep conversation, personal stories braided themselves into a shared call for justice, one that is stronger and clearer. Feedback from our post-festival reflections revealed what we already felt in our bodies: the festival strengthened our sense of purpose, our connection to each other, and our commitment to sustainable, life-affirming activism. And long after the festival ended, its impact remains. Conversations on care and wellbeing continue, solidarity has deepened connections, and this energy continues coursing through the life blood of the movement bringing renewal.





Menstruation is  
Natural

KWALE

Respect our  
bodies

Our Periods  
Our Pride

Period Justice For All

## IN GARDENS OF THE UNSPOKEN, WE GREW MENSTRUAL JUSTICE THROUGH CREATIVE REBELLION

Our collaboration with The Period Equality Network demonstrated how effective advocacy combines rigorous policy analysis with creative community engagement that challenges stigma while building movements. Emphasizing feminist principles such as equity, dignity, and bodily autonomy, the Menstrual Justice Project made noticeable strides in addressing menstrual health rights through policy advocacy and grassroots efforts to confront structural and cultural obstacles. From July 3rd to 4th, we convened a policy analysis workshop focused on the Menstrual Hygiene Management (MHM) Policy 2020-2030 exposing weak funding, weak accountability and stigma-perpetuating approaches. The resulting [policy brief](#) delivered bold, actionable recommendations, demanding robust budgets and frameworks that honor dignity.

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# Our Garden in pictures



## FLOURISHING IN COMMUNITY

In a display of feminist solidarity, we harnessed collaboration as a cornerstone of our organizing strategy, amplifying African feminist voices across global and regional platforms in 2025. Through collective action, we engineered transformative outcomes, demonstrating the multiplier effect of unified efforts in dismantling oppressive systems and advancing gender justice.

### #AFRICADISRUPTCSW68 AND CSW 68

At [#AfricaDisruptCSW68](#) in Cameroon (February 20–24), we collaborated with African feminist leaders to reclaim the dignity of women and girls in all their diversities. Our collective strategizing produced bold frameworks to challenge entrenched inequalities. As part of NGO CSW Africa during CSW 68, the additionally our partnerships with RFSU, ARROW Women, and KELIN Kenya shaped the outcome document's agreed conclusions. A key meeting with H.E. Pau Brandberg, Sweden's Minister for Gender Equality, secured commitments to reproductive rights for LGBTIQ individuals, despite governmental pushbacks.

### ACERWC AND UN CIVIL SOCIETY CONFERENCE

From April 12–19, at the [43rd Ordinary Session of ACERWC](#) in Lesotho, our collaborative advocacy with regional allies amplified SRHR integration into human rights frameworks, yielding commitments to protect pregnant learners' and adolescent mothers' education rights. At the [UN Civil Society Conference](#) (April 9–10), our partnerships with grassroots feminists ensured health was framed as a human right, embedding intersectional perspectives into global development agendas.

### HIGH-LEVEL POLITICAL FORUM (HLPF)

In July, we collaborated with Akina Mama wa Afrika to produce a shadow report on SDGs 1, 2, 13, 16, and 17 for Kenya and Uganda, strengthening accountability for gender equality. This effort fed into Kenya's [Voluntary National Review \(VNR\) Report](#), amplifying feminist priorities globally through collective action.

### BEIJING+30 REGIONAL CONSULTATIONS

On October 24, Zamara Foundation in collaboration with Akina Mama wa Afrika, and FEMNET co-convened the East Africa Regional Consultation on the Beijing Declaration Platform for Action. The Beijing+30 Consultations in Addis Ababa and Nairobi enabled African feminists to reflect on three decades of progress and co-create inclusive feminist futures, showcasing the power of collective reimagination.

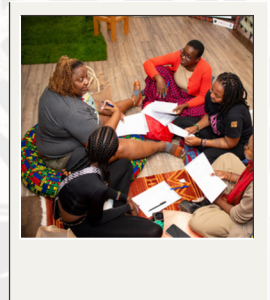
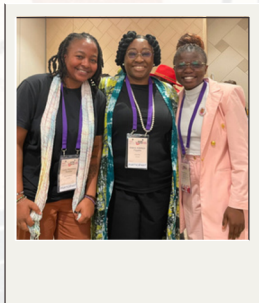
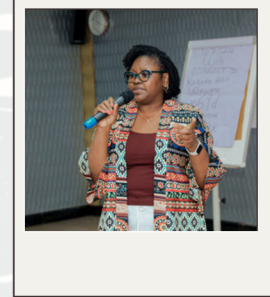
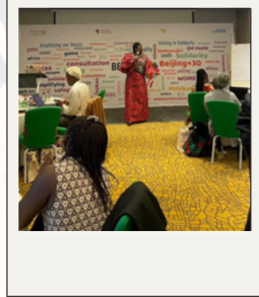
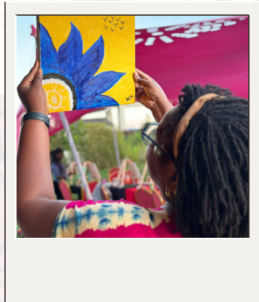
## AWID FORUM

At the [AWID Forum](#) in Bangkok (December 2–5), we joined global feminist movements to co-create transformative strategies. Through dialogue, we exchanged tools and visions, producing frameworks to dismantle patriarchy, capitalism, and neo-colonialism, reinforcing global solidarity for equitable, care-centered futures. Our carefully crafted partnerships in 2024 exemplified the transformative power of collective action, propelling feminist organizing through shared effort and building enduring solidarity for lasting change.

By uniting The Period Equality Network's policy expertise with Zamara's community organizing, we co-created impactful menstrual justice initiatives that reshaped advocacy in Kenya. Collaborative engagement with local government officials yielded technical working groups and revised gender-based violence protocols, balancing accountability with cooperative problem-solving. School partnerships in Kwale and Kilifi counties empowered young women by centering their leadership within educational systems, while community alliances with diverse groups bridged differences to foster support for feminist programming. Donor relationships, grounded in transparency and shared feminist values, amplified advocacy through strategic guidance and resources, demonstrating how intentional collaboration multiplies impact and sustains systemic change.

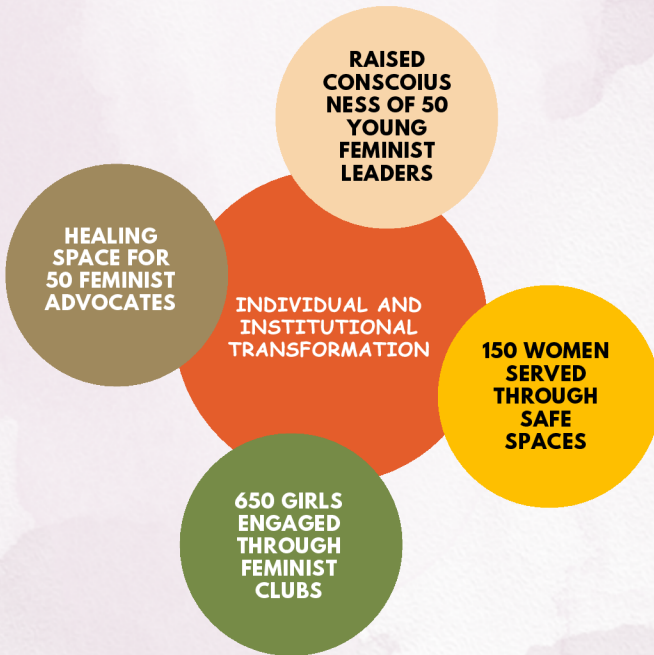


# Our Garden in pictures



# BLOSSOMS OF IMPACT

Our networks of resistance created impact that extended far beyond direct program participants to influence communities, policies, and movements across Kenya and beyond. The quantitative measures we track provide foundation for understanding our reach, but the qualitative transformations we documented reveal the depth and sustainability of change we facilitate.



Our networks of resistance created impact that extended far beyond direct program participants to influence communities, policies, and movements across Kenya and beyond. The quantitative measures we track provide foundation for understanding our reach, but the qualitative transformations we documented reveal the depth and sustainability of change we facilitate. Digital organizing achieved unprecedented reach that demonstrates the power of strategic online engagement for movement building. We reached over 4.5 million people across platforms through campaigns that generated more than 16 million impressions. These digital connections translated into offline action, policy engagement, and community organizing that created tangible change in multiple sectors and geographic areas.



Our advocacy work influenced policy discussions and institutional practices at local, national, and international levels. Our engagement with government officials resulted in concrete commitments including establishment of technical working groups and revised procedures for addressing gender-based violence. Our contribution to regional and international advocacy processes influenced outcome documents and policy frameworks that affect millions of women across Africa.

The systemic changes we achieved align closely with national and global frameworks including Kenya's Vision 2030 and the Sustainable Development Goals. Our work advances SDG 5 on gender equality through comprehensive programming that addresses discrimination, violence, and exclusion. Our advocacy supports SDG 16 on peace, justice, and strong institutions by holding the government accountable for policy implementation and institutional reform.

Our contribution to broader feminist movements extends well beyond our direct programming through knowledge products, capacity building, and strategic collaboration with other organizations. Our documentation of innovative approaches influences programming across Kenya while our advocacy strategies influence campaigns beyond the border. The leaders we train carry our approaches to their own communities and organizations, creating sustainable multiplier effects.



## AFRI-FEMINIST FUTURES

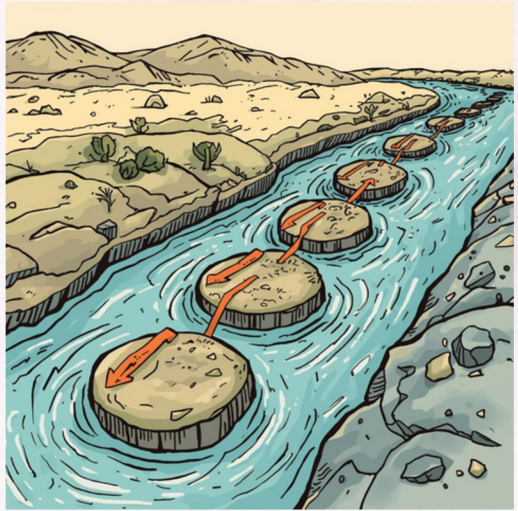
The community-level changes we documented show how individual transformation contributes to broader social change. Participants in our programming challenge harmful practices in their families and communities, support other women and girls facing discrimination and violence, and advocate for policy changes that benefit entire communities. These ripple effects multiply our impact while building sustainable foundations for continued progress.

Our organizational development throughout 2024 strengthened our capacity for continued impact and expanded reach. Enhanced systems, improved partnerships, and stronger team capacity position us to scale our programming while maintaining quality and effectiveness. Our growing reputation and demonstrated impact on the SRHR movement scene creates opportunities for increased funding and strategic collaboration that support ambitious goals for 2025

The geographic scope of our influence expanded significantly throughout 2024 as our digital organizing reached communities beyond our direct implementation areas. While our programming focuses on Nairobi, Kwale, and Kilifi counties, our campaigns influenced discussions and organizing efforts across Kenya. Our international advocacy work positioned us as a voice for Kenyan feminists in global forums where grassroots perspectives are often excluded.



# WEEDS, WINDS & WISDOM LESSONS FOR THE SOIL



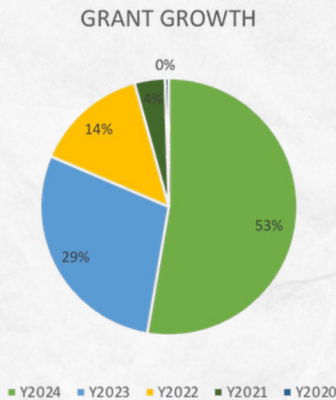
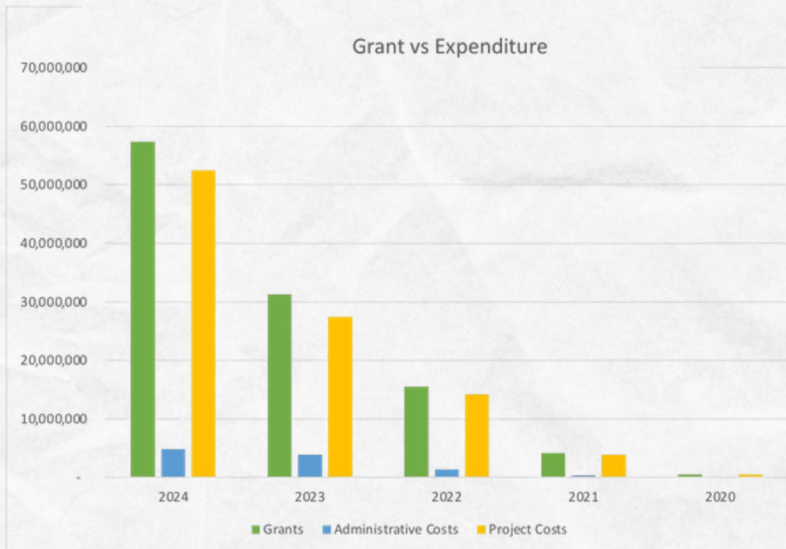
Zamara Foundation faced new-age, complex challenges in Kenya's ever-evolving legal and political landscape but emerged from 2024 as a dynamic learning organization demonstrating resilience, adaptability, and a deepened commitment to feminist praxis. Confronting restrictive political environments, the Foundation adopted diverse tactics, expanded digital organizing and distributed leadership to ensure continuity and amplify impact, proving its capacity to pivot strategically under pressure. Economic uncertainty became a catalyst for diversifying funding streams, strengthening impact documentation, and practicing transparent communication, which in turn fostered trust with partners and development partners while reinforcing movement solidarity.

Movement sustainability was further strengthened by recognizing that care is not optional but essential infrastructure. The Healing Festival and other healing-centered approaches highlighted that activists cannot rely on individual resilience alone; collective wellbeing must be built into organizational practice. These strategies demonstrated that investing in care directly enhances advocacy and organizing power, ensuring that feminist movements thrive without burning out their people. Collectively, these lessons position Zamara for more sustainable, principled, and impactful feminist organizing.



# THE GARDEN'S LEDGER OUR COMMITMENT KEPT

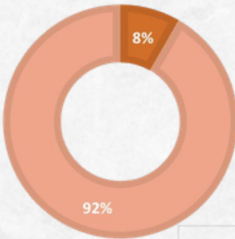
Our financial stewardship in 2024 demonstrated that accountability to both donors and beneficiaries requires transparent resource management combined with strategic investment in programming that creates lasting change. We maintained our commitment to maximizing program impact while building organizational capacity for sustainable growth and continued effectiveness.



# THE GARDEN'S LEDGER OUR COMMITMENT KEPT

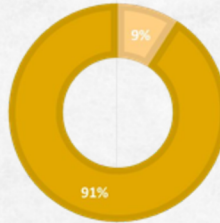
## EXPENSE 2021

■ Administrative Costs ■ Project Costs



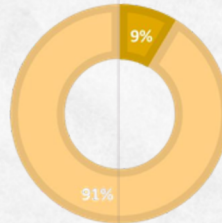
## EXPENSES 2020

■ Administrative Costs ■ Project Costs



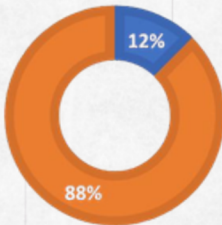
## EXPENSES 2022

■ Administrative Costs ■ Project Costs



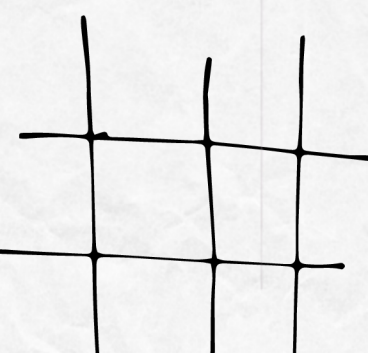
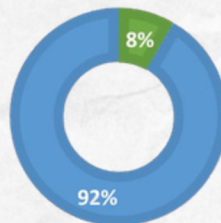
## EXPENSES 2023

■ Administrative Costs ■ Project Costs



## EXPENSES 2024

■ Administrative Costs ■ Project Costs



# TENDING TOWARD TOMORROW SEEDS FOR THE NEXT SEASON IN A GARDEN STILL GROWING

In 2025, we will not merely build on the successes of 2024, we will catapult our mission into a regional force for progress, driven by audacious goals, unwavering hope, and an unshakable commitment to transformative impact. This is a bold declaration of our intent to reshape communities, amplify voices, and redefine social justice. By the end of 2025, our desire is that we expand the reach of feminist organizing, strengthen collective power, and ensure that the voices of women, girls, and gender-diverse people resonate at every level of decision-making.

At the heart of this vision lies a commitment to sharpen our digital capacity and feminist storytelling, ensuring that narratives of resistance and resilience are amplified locally, regionally, and globally. We will forge new strategic partnerships that elevate our work, positioning Zamara Foundation as both a national leader and a global voice in feminist movement-building on the SRHR front. ZAFLI training sessions will continue to seed new generations of transformative leaders who will not only drive change within their communities but also weave together stronger, more cohesive networks for advocacy across Kenya and beyond.

On the international stage, our advocacy will rise to new heights through expanded collaborations with global organizations and movements. These partnerships will magnify our influence on policy and social justice worldwide, ensuring that our feminist vision is not confined by geography but shapes global discourse and action. In 2025, we commit to advancing a legacy of resilience, solidarity, and feminist leadership, building sustainable movements that embody the future we dare to imagine and are determined to create.



# TO THE STEWARDS, PLANTERS, AND PRUNERS, THANK YOU

Our 2024 achievements were made possible by the solidarity, trust, and partnership of countless allies, funders, community members, and organizations, who stood with us in advancing feminist resistance. Community partners including women's groups, traditional leaders, and faith actors that enriched our work through principled dialogue that bridged differences and built shared commitments to justice. The young women at the heart of our programming led with courage, vision, and resilience, reminding us that they are not beneficiaries but changemakers shaping their communities. Their voices and leadership continue to inspire collective action and strengthen feminist movements. We extend deep appreciation to our partner organizations and government allies whose collaborations amplified impact and created meaningful platforms for change. The like-minded organisations that expanded our reach within African feminist networks, while progressive officials and technical working groups demonstrated that principled engagement with state actors can advance justice. Likewise, the progressive schools across Kwale and Kilifi counties that supported feminist clubs and leadership initiatives, paving the way for transformative education.

Development partners who provided the flexibility and confidence that enabled bold experimentation, while reinforcing grassroots commitment fueling lasting movements. Collectively, they demonstrated that feminist organizing thrives when resources are shared with transparency, trust, and shared purpose. We recognize the extraordinary contributions of our staff, board members, volunteers, and media allies whose dedication, skills, and advocacy sustained our work through a challenging year. The strategic guidance from the board and the executive director that helped steward Zamara to new frontiers, the dedication of each staff member to our mission and the storytelling and documentation of our media allies, amplified reach building the infrastructure for lasting feminist change. We also honor the generations of activists across Kenya and Africa whose struggles laid the groundwork for our efforts, and we remember the women and girls whose lives and stories fuel our determination to dismantle systems of violence and oppression. And in honour of lives lost, their memory propels our commitment to justice, dignity, and liberation for all.





*Advisory Board Members*

*Nebila Abdulmelik*

*Everlyne Kaliti*

*Stella Nderitu*

*Our Staff*

*Wambui Kimani - Executive Director*

*Lucy Kombe - Program Coordinator*

*Nancy Barasa - Program Assistant*

*Ann Muigai - Finance Assistant*

*Faith Njeri - Office Admin*

*Authors, editors and contributors*

*Wambui Kimani, Lucy Kombe, Martha Naluwende and  
the Zamara Foundation team.*

*Designed by Lucy Kombe.*



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## OUR MANIFESTOS


- Zamara is a place where you can dare to dream.
- Zamara is where you are seen, loved, and cared for.
- Zamara is a place for all.
- Zamara is a space for innovation.
- Zamara is a place where your power will be regained and retained.
- Zamara is a place where women are the main characters.
- Zamara is a place where information is localized and popularized.
- Zamara is a peace area.
- Zamara is a place where integrity is upheld and respected.
- Zamara is a place where your voice is heard.
- Zamara is a place where you feel welcomed.
- Zamara is a place where you leave enriched.

## OUR PROGRAMS


- Feminist Transformational Leadership Development
- Sexual and Reproductive Health and Rights
- Ending Child Marriages
- Advocacy

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