



Her Liberty

# ANNUAL REPORT 2024



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SOCIALS: Her Liberty Malawi



# EXECUTIVE SUMMARY



## TIKHALA ITAYE Executive Director

2024 was a year of transition and growth for HeR Liberty. First, I want to extend my deepest appreciation to **Caroline Mkandawire**, who led the organisation with passion and dedication from April 2022 to January 2024. Her commitment to advancing our mission has been invaluable, and we wish her all the best in her future endeavours. As the Founder of HeR Liberty, I resumed leadership in January 2024 with renewed energy and a steadfast commitment to driving our mission forward.

Reflecting on the past year, I am incredibly proud of the strides we have made in gender equality, youth empowerment, and reproductive health rights in Malawi. Our work has been strengthened through invaluable partnerships with **Amplify Change, Sonke Gender Justice, the Partnership on Maternal, Newborn and Child Health (PMNCH), the United Nations Population Fund (UNFPA), ActionAid Malawi, Girls Activist Youth Organisation (GAYO), and AMREF Health Malawi**. Their support has enabled us to expand our reach and deepen our impact, ensuring that more young people have access to the resources and opportunities they deserve.

Additionally, I want to acknowledge the generous contributions from individuals in **Canada, the Netherlands, and Ireland** who supported our cause. Their belief in our mission and willingness to invest in our work have played a vital role in ensuring that we continue empowering young people. Some of our key achievements in 2024 include:

- 1** Successfully concluded the **Tonse Tingathe (We All Can)** Project, reaching over **543 community members** through GBV Community Parliament Committees and supporting the resolution of **38 GBV cases**.
- 2** Training **190 YEAH! facilitators across 11 districts**, directly engaging over **1000 adolescents aged 14-18 years of age** in comprehensive sexuality education using the game.
- 3** Launching the **Mussa Youth Hub**, which has provided vocational training, entrepreneurship support, and SRHR education to over **85 young people**, with **36 active members** participating in skill-building programmes.
- 4** Implementing the **Enhancing Reproductive Health and Rights of Women and Girls in Zomba** project, engaging **68 community and religious leaders, 10 journalists, and 15 youth leaders**, while reaching **600 young people and women** through a Service Delivery Community Fair.




# EXECUTIVE SUMMARY CONT...

While we celebrate these successes, we also acknowledge the challenges we faced, including securing sustainable funding. As we step into 2025, our focus will be on strengthening resource mobilisation, expanding professional development opportunities for our team, and fostering new partnerships that will sustain and scale our impact. I am deeply grateful to our dedicated team, partners, and supporters who continue to believe in HeR Liberty's vision. Together, we will continue building a future where young people are empowered to lead and create lasting change.



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# OUR MISSION & VISION



## Mission

We envision safe and healthy communities where young people are leading sustainable change.



## Vision

We exist to empower young people with knowledge, skills, and a supportive community that promotes gender equality.





# KEY ACTIVITIES AND SUCCESSES

## 1. Tonse Tingathe

The **Tonse Tingathe (We All Can)** Project, funded by Sonke Gender Justice, was successfully concluded in 2024, marking the completion of a transformative three-year initiative. In its final year, the key activities that stood out were in advancing youth empowerment, gender equality, and community engagement in Zomba District:



### Strengthening Community Parliament Committees to Address GBV:

The **GBV Community Parliament Committees** in **Group Village Matache and Chikapa** played a pivotal role in preventing and responding to gender-based violence (GBV). With **12 committed members** in each committee, they engaged directly with **543 community members** through structured outreach and intervention efforts. A total of **45 GBV cases** were reported, with **38 successfully resolved** and **7 referred to Victims Support Units and law enforcement** for further action. These committees also conducted **10 community awareness campaigns** and **24 door-to-door visits**, reinforcing a culture of accountability and support for survivors of GBV.





## Establishment of the Mussa Youth Hub:

The **Mussa Youth Hub**, launched in **Mussa Village, Zomba in June 2024**, became a safe and inclusive space for marginalised girls and young people to access vital Sexual and Reproductive Health and Rights (SRHR) information. More than **85 young people** benefited from its programs, with **36 active members** engaged in practical training initiatives, including **tailoring, computer literacy, climate change management, and business development**.

The hub empowered young people to build sustainable livelihoods, especially adolescent girls and young women to make **reusable sanitary pads and bags**, both meeting menstrual needs and generating income opportunities.



## Finding Purpose and Confidence

**Aubrey Chimwanza**

Location: TA Mwambo, under Group Village Headman Mindano

Aubrey Chimwanza, a 21-year-old from Mwamba, had always been active in soccer, church, and school, but he struggled with stress and uncertainty about his future. He discovered the Youth Hub during a community event and decided to explore its programmes. Through computer training, tailoring, and health sessions, he gained skills that improved his confidence and direction. **"The HuB has always acted like my helper when I am stressed. It has taught me how to improve my life and given me the tools to do so,"** says Aubrey. Since joining, he has started a small tailoring business, improved his decision-making, and now actively encourages peers to join. **"Visit the HuB, learn from it, and take control of your future. It's a place where you can grow and achieve greatness,"** he adds.



## A Journey of Transformation

**Anita Chimwanza**

Location: TA Mwambo, under Group Village Headman Mindano

Before discovering the Youth Hub, 17-year-old Anita Chimwanza lacked direction and knowledge about health, relationships, and technology. She joined after attending a community awareness session and soon became immersed in computer literacy, tailoring, and health education. Her dedication earned her the role of HuB secretary, developing her leadership skills. **"The HuB showed me what I am capable of achieving. It created a link between me and my future,"** she reflects. Her education has improved, and she now advocates for other young girls to join the Hub. **"As a girl, I need to look after myself if I want to achieve greatness. The HuB has given me the power to learn more and crave success,"** Anita shares.

Through these impactful initiatives, **Tonse Tingathe** not only fostered youth leadership and gender equality but also strengthened community structures that will continue to drive positive change beyond the project's conclusion.



# KEY ACTIVITIES AND SUCCESSES



## 2. What Young People Want

In 2024, HeR Liberty continued its impactful work under the **What Young People Want initiative**, a global campaign amplifying the voices and aspirations of **young people aged 10–24**. As part of the broader **1.8 Billion Young People for Change campaign** supported by **PMNCH**, HeR Liberty mobilised over 50,000 young Malawians to share their priorities for a better and more inclusive future. This initiative ensures that young people's needs and demands are heard, fostering a more responsive approach to youth development and well-being.

**September 2024**, HeR Liberty co-facilitated the **Review of District Commitments on Improving Adolescent Health and Well-being** with **Plan International Malawi**. This engagement brought together **14 District Youth and Gender Officers** to assess progress at the district level, highlighting successes and identifying gaps, such as limited financial District resources to advance the adolescent health agenda.

**November 2024**, HeR Liberty supported the **Malawi National Youth Summit** and co-facilitated a **side event** with **AMREF Health Malawi, ActionAid Malawi, and MATCH Foundation**. This session engaged over **40 youth leaders in reviewing and reigniting national advocacy for the Agenda for Action for Adolescents**. The event raised awareness on key asks from young people regarding improved health and well-being for adolescents, reinforcing the urgency for policy action and increased investment in youth-focused initiatives.

As part of this advocacy, HeR Liberty disseminated the **What Young People Want booklet**, outlining government commitments towards youth well-being. The booklet serves as an accountability tool, empowering young people with the information needed to demand the fulfillment of promises made to them.



# KEY ACTIVITIES AND SUCCESSES

## 3. YEAH! Board Game



In 2024, HeR Liberty expanded the **YEAH! Board Game**, an interactive tool promoting Comprehensive Sexuality Education, SRHR, and the prevention of Sexual and Gender-Based Violence (SGBV). Launched by the **Ministry of Health in 2022**, the game is designed for **adolescents aged 14–18**, linking them to youth-friendly health services (YFHS) while fostering engaging learning experiences.

Since 2023, the game has been used by **2,000 adolescents, with 190 facilitators trained** with support from **Momentum Tiyeni and UNFPA** across **11 districts: Lilongwe, Zomba, Mchinji, Chikwawa, Nkhata Bay, Mulanje, Machinga, Dowa, Salima, Dedza, and Chiradzulu.**

To scale impact, **140 game sets** were distributed across **50 youth clubs**, ensuring widespread access to this engaging educational tool. Assessments have shown improved SRHR knowledge and increased referrals to YFHS among participants.

The YEAH! board game remains a cornerstone of HeR Liberty's efforts to promote adolescent health and well-being. It has made learning about sensitive topics such as sexual health, gender-based violence, and reproductive health rights more engaging, while also facilitating improved access to essential health services. The continued expansion of the game in 2024 highlights HeR Liberty's commitment to providing innovative, accessible resources to equip young people with the knowledge and tools they need to navigate complex health issues and contribute to the prevention of SGBV. The success of the YEAH! game demonstrates the power of interactive, youth-centered education in fostering a healthier, more informed, and empowered generation of young people.



# KEY ACTIVITIES AND SUCCESSES



## 4. Enhancing the Reproductive Health and Rights of Women and Girls in Zomba

In 2024, HeR Liberty, in partnership with **Girls Activist Youth Organisation (GAYO)** and with funding from **Amplify Change**, launched a one-year project aimed at addressing unsafe abortions and reproductive health stigma in Zomba. Through this initiative, **68 community and religious leaders and 6 healthcare representatives** participated in dialogues to challenge harmful norms and unsafe abortion. **10 journalists** were trained to improve SRHR reporting, ensuring accurate information reaches the public.

To strengthen peer support, **15 young people** were equipped with skills in SRHR, psychosocial support, community dialogue facilitation, referral systems, and case management, enabling them to assist their peers in accessing reproductive health services. Public awareness was further enhanced through **2 radio programmes** on **YONECO FM**, featuring healthcare providers and legal experts discussing unsafe abortion and the need for safe alternatives. Additionally, HeR Liberty hosted a Service Delivery Fair, where over **600 young people** accessed essential SRHR materials and HIV testing services. As part of this project, HeR Liberty also established an MOU with the District Health Office, solidifying collaboration on reproductive health service delivery and strengthening local health system support.



# KEY ACTIVITIES AND SUCCESSES

## 5. HeR Liberty Early Childhood Development Center

Founded in 2016 by **Tikhala Itaye**, Executive Director of HeR Liberty, the **Namikhate Early Childhood Development Center** in **Mussa Village, Zomba** provides quality education to 150 underprivileged children. For many, the school meal is their only meal of the day, combating malnutrition and improving learning outcomes.

In **2024, 45 children** successfully transitioned to **primary school**, a significant milestone in ensuring continued education for young learners. To support the feeding programme, HeR Liberty has been working with over **60 parents** who volunteered to farm maize and soya, reinforcing sustainability and community ownership.

This initiative continues to transform lives by equipping children with early education and essential nutrition. A heartfelt thank you to our **Irish community donors** for their generous contributions to the center's growth and sustainability.





# KEY CHALLENGES AND SOLUTIONS

One of the major challenges HeR Liberty faces is resource mobilisation. As a youth-led organisation, securing sustainable funding to support and expand our initiatives remains a hurdle. To address this, we are exploring income-generating initiatives through the Mussa Youth Hub and the YEAH! Board Game, which will help create financial sustainability. Additionally, we continue to seek partnerships, apply for grants, and engage local businesses to diversify our funding streams. As part of our strategy, we also plan to host a landmark annual fundraising event to mobilise resources, engage supporters, and strengthen our financial resilience.

Another challenge is staff professional development. With a young team, continuous learning is crucial to strengthen skills and enhance programme delivery. To overcome this, we are actively working to identify mentors and establish professional development opportunities for our staff. This includes setting up structured training sessions, connecting with experienced professionals, and creating a mentorship network to ensure our team remains equipped with the knowledge and skills needed to drive impactful change.

By implementing these solutions, HeR Liberty aims to strengthen its sustainability and build a highly skilled, motivated, and well-supported team to advance its mission.





# FINANCIAL SUMMARY

In 2024, HeR Liberty recorded a total revenue/funding of **MK95,842,710.00 (US\$54,277.57)**

***Below is a table that illustrates the donor funds received and our organisation savings:***

DONOR	AMOUNT RECEIVED (MWK)	AMOUNT RECEIVED (\$) @ RATE 1775
Sonke Gender Justice	20,552,300.00	11,578.76
Amplify Change	56,549,160.00	31,858.68
PMNCH	8,741,250.00	4,924.64
Individual Donations (Netherlands & Ireland)	10,500,000.00	5,915.49
GRAND TOTAL	95,842,710.00	54,277.57

In 2024, HeR Liberty recorded a total revenue of **MK95,842,710.00 (US\$54,277.57)**. While overall funding saw a decline compared to previous years, we were pleased to secure a new donor partner, Amplify Change, and expand our network of individual donors who have committed to annual contributions in support of our cause.



# LOOKING AHEAD TO 2025

As we move into 2025, HeR Liberty is focused on **strengthening sustainability, enhancing staff capacity, and expanding advocacy efforts**. To achieve this, we will prioritise the following areas:

## 1. Expanding Videography Services

To enhance sustainability, HeR Liberty is expanding its videography and documentary services for organisations and institutions. With Sonke Gender Justice's support, additional cameras and equipment have been acquired, boosting capacity. HeR Liberty has attracted interest from organisations seeking to document their projects and impact stories and develop audiovisual tools for social behaviour change communication. This growing service will generate income while supporting nonprofits and institutions in amplifying their advocacy efforts through impactful storytelling.

## 2. Strengthening Staff Professional Development

As a youth-led organisation, investing in our team is crucial. In 2025, we will establish structured mentorship programmes, connecting staff with relevant professionals to enhance skills in programme management, monitoring and evaluation, and resource mobilisation. Through strategic partnerships, we will leverage external expertise to support continuous learning and innovation.

## 3. Turning the YEAH! Board Game into a Digital Application

To expand our reach and impact, we aim to digitise the YEAH! Board Game, making it accessible to more young people across Malawi and beyond. This digital transformation will allow for wider engagement and increased educational impact.

## 4. Enhancing Advocacy on Adolescent Health and Well-Being

We will strengthen our advocacy efforts through the Collaborative Advocacy Action Plan (CAAP) led by Amref Health Malawi to advance Malawi commitments on Women, Children and Adolescent Health, ensuring that youth priorities are integrated into national and global policies. By leveraging partnerships and youth networks, we will amplify our impact and push for policy reforms that promote adolescent health and well-being.

Through these initiatives, HeR Liberty is committed to **driving innovation, sustainability, and long-term impact** in 2025 and beyond. We invite existing and new partners to support and be part of our vision 2025.



# MEET THE TEAM

## STAFF



**TIKHALA ITAYE**  
Founder & Executive Director



**CHARITY BITWA MSACHI**  
Head of Programmes



**WENDIE OKENZIE**  
Head of Finance  
& Administration



**ALICK MUNTHALI**  
Monitoring & Evaluation Officer



**SHEPHERD HAMBAYANI**  
Communications Officer



**PRECIOUS MWANYALI**  
Administration Assistant



**KIMMY MWANDIRA**  
Project Officer

## BOARD



**Daphne Mchere-Banda**



**Levie Nkhoma**



**Isabel Kumwembe Steward**



**Mackion Phiri**

