



ANNUAL

REPORT

2021



About our Work

Listening to citizens is at the heart of effective development, good governance and change in norms that underpin social harms in the communities.

Who we are

Africa's Voices helps decisionmakers - humanitarians, development agencies, governments and other service-providers - design programmes that are grounded in people's everyday realities.

If citizens are better heard by decisionmakers, they will access more timely, relevant, and valuable services. Yet, many initiatives often fall short because the wishes and priorities of citizens are not sufficiently understood. Africa's Voices tackles this through unique solutions that enable bottom-up, citizen-driven decision-making.

Our social behaviour change communication approach is a valuable tool in unravelling social norms that underpin harmful practices, determining key drivers of social and behaviour change and tracking the shift in beliefs over time. In the media-enabled discursive spaces we curate, negative views can be contested by the public itself and positive attitudes for social change can be made visible.

How we do this

At Africa's Voices, we're dedicated to socially-conscious methods that aim to empower, respect and transform: to engage with rather than extract from citizens.

Africa's Voices curates vibrant and inclusive public discussions through digital channels and interactive media that let citizens share their voices on their own terms and in their own language.

We use innovative social research design to turn citizen engagement into robust evidence and actionable insights. We also use novel technology to support human interpretation of complex conversational data in order to understand large-scale discussions in local languages. We are a UK registered charity, spun-out of cutting-edge research at the Centre of Governance and Human Rights at the University of Cambridge. We are based in Nairobi, Kenya and Cambridge, United Kingdom.

"Yes, [I feel included] because I'm asked questions about my needs. When you ask about the community's needs, it's to find out about their challenges and make informed decisions that will benefit them."
Female, 47 years, Baidoa.



Africa's Voices



@africas_voices



www.africasvoices.org



Our Work

Africa's Voices achieves social impact through three core outcomes:

| Engagement | Evidence | Action |
|---|--|---|
| Sustained inclusive and plural dialogue between citizens and authorities; | Robust, timely and actionable insights from citizen voice; | Influence and support to decisionmakers to act on citizen voices and close the accountability loop. |

We drive this impact through two programmes, that cover a range of social sectors.





Governance & Accountability

Our Governance & Accountability (G&A) programme changes how citizens in African countries participate in decision-making that affects them. We achieve this by deploying our interactive radio method shaped by audience input (via SMS, instant messaging and social media) to connect citizens, authorities, civil society and others in vibrant public discussion. In these crucial citizen-authority encounters, issues are addressed, action is identified, and those in power are held to account. Africa's Voices then turns this citizen voice into timely and compelling evidence at scale.

Listening to citizen voices to understand education service delivery in Somalia

Africa's Voices supported the implementation of the Education in Emergencies in Protracted Crisis 2019-2023 programme. The programme listened to citizens on provision of education in emergency context.

Preventing violent extremism in Somalia: Strength Through Tolerance project

Africa's Voices is implementing a four year project dubbed Strength to Tolerance in Somalia (Puntland, Jubaland and Galmudug) supported by European Union. The project aims at contributing towards an enhanced partnership and a joint approach between the Somali government and

Deploying the Common Social Accountability Platform to building youth capacity in political participation

Africa's Voices deployed interactive radio and social media citizen consultation with youth in Banadir to gather their feedback on the barriers to youth participation in politics and their suggestions on how it can be improved. [TIS+](#)

SMS poll's findings: Listening to Kenyans views on the COVID-19 vaccination

Africa's Voices Foundation (Africa's Voices) undertook a survey via SMS to understand Kenyan citizens' views and attitudes towards COVID19 vaccination, at the time when the government started its vaccine roll out across the country. [Africa's Voices](#)

Strategic Communication Support on Election Conflict Hotspots Peace Messaging, District Council Formation, State Level Democratisation and Reconciliation in Somalia

Africa's Voices implemented media programming on reconciliation and nationwide pro-peace messaging around Somalia's 2021 elections. [SSF](#)

Tackling social norms that hinder girls' education progress in Kakuma and Dadaab refugee camps

Since 2019, through the Kenya Equity in Education (KEEP) II, Africa's Voices Foundation has continued to work with World University Service of Canada (WUSC) in Kakuma and Daddab refugee camps, to empower girls and support their education. [World University Service of Canada](#).

Citizen Evidence for Social Change

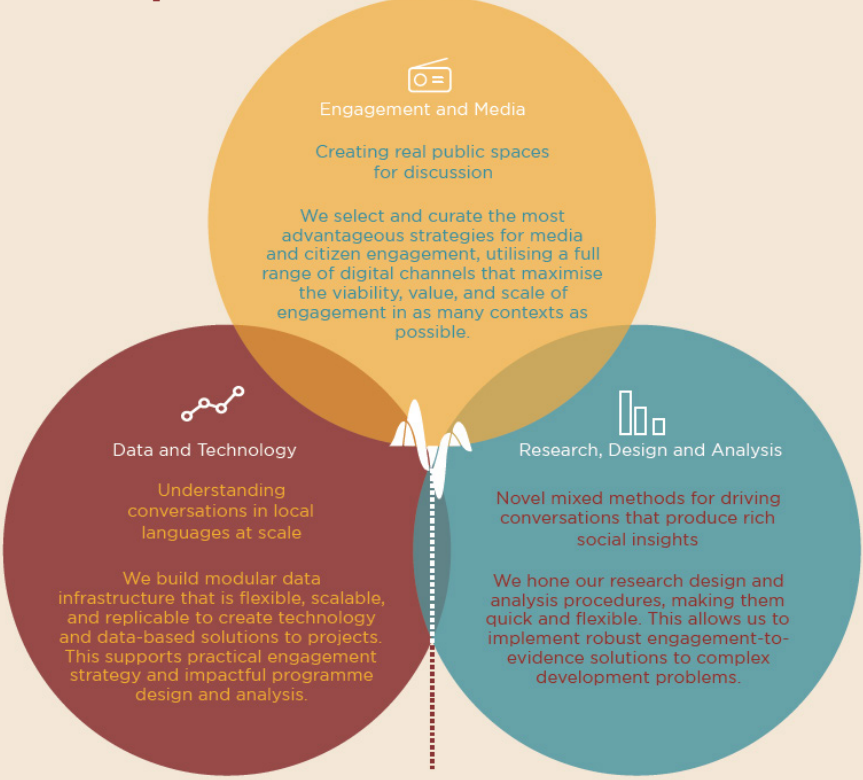
Our social behaviour change communication approach is a valuable tool in unravelling social norms that underpin harmful practices, determining key drivers of social and behaviour change and tracking the shift in beliefs over time.

Gathering Citizens' Generated Data to Tackle Antimicrobial Resistance in Kenya

Africa's Voices generated insights on AMR in Kenya using CGD. The CGD methods used were a combination of interactive radio shows in local languages and SMS/mobile text messaging service, listening group discussions, and key informant



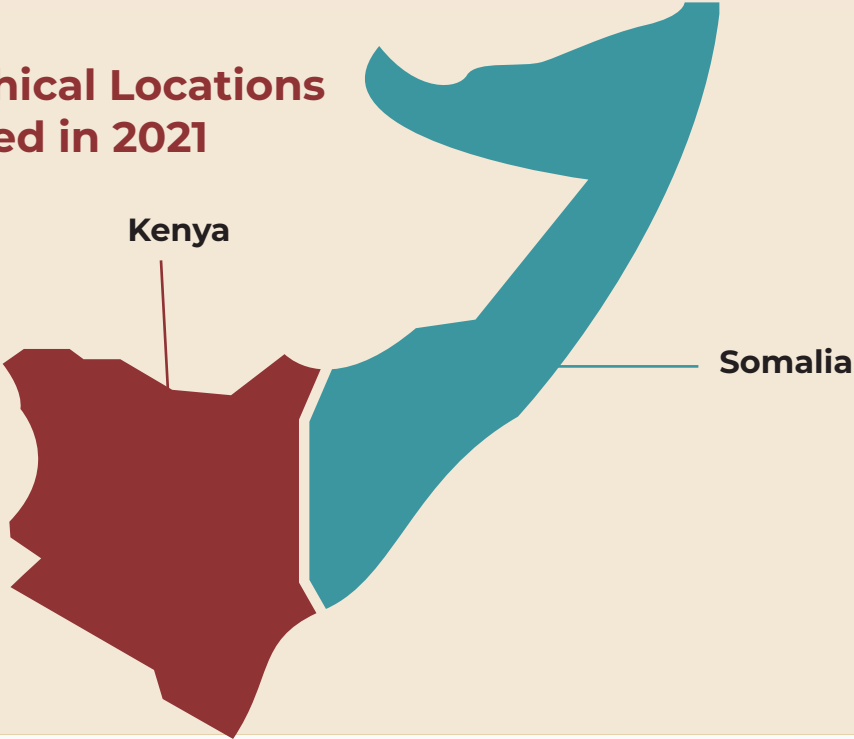
Our Core Capabilities



AVF:

Turning inclusive citizen engagement into actionable social evidence

Geographical Locations we worked in 2021





List of Acronyms

| | | |
|------|---|---|
| AVF | - | Africa's Voices Foundation |
| AMR | - | Antimicrobial Resistance |
| BRA | - | Banadir Regional Administration |
| CSAP | - | Common Social Accountability Platform |
| CESC | - | Citizen Evidence for Social Change |
| CGD | - | Citizen Generated Data |
| G&A | - | Governance & Accountability |
| SBCC | - | Social Behavioural Change Communication |
| SMS | - | Short Message Services |



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Reflections from Chairperson

Africa's Voices had an active and successful year in 2021 and the range of development agencies, with whom we worked, continued to expand resulting in high levels of demanding work throughout the year. We work within the growing understanding by social service providers that it is vital to listen to the views and priorities of those needing support at an early stage of planning social programmes. The more fragile the community the greater the need for the technology Africa's Voices has created to best understand what groups within their society really need.



I believe we shall need to build on our proven skills as the flows of social communication become more diverse beyond radio and SMS, although these two channels will remain our highest priority for the coming years, particularly as we seek to get a clear social insight of the hardest to reach within sections of communities.

Samuel Kimeu has performed a high level of leadership in motivating our team to operate from individual homes and maintaining the high standards of timely and perceptive analysis of attitudes. The outbreaks of Covid created greater emphasis on immediate social issues. Africa's Voices was able to play a useful role in disseminating information and advice. However, uncertainties resulting from Covid, the forthcoming elections in Kenya and Somalia and civil unrest in Ethiopia and Sudan has deferred several programmes where we had hoped that our contribution was well placed to make a cutting edge difference.

These events have resulted in some slow down in the demand for our services in the first half of 2022, but a major long term work in Somalia for the Swiss development Agency has just started and a range of further projects are under discussion.

During last year we thanked two trustees who had played vital roles in our early years. The guidance that Dr. Laila Macharia and Ms. Fiona Napier/ Dr. David Good gave us in our pioneer years was vital. However we are delighted that three new highly distinguished Kenyans joined us. We are already benefiting from their experience and wisdom, deliberately tilting the balance of our decision making to those with on the ground experience in the area where most of our current operations are based.

We have also taken steps to incorporate in Kenya rather than operate as a branch of the U.K. charity. While the current year faces more uncertainties, we remain confident our unique set of skills are becoming more widely appreciated. Thus Africa's Voices will continue to add a special dimension to struggle to improve the lot of the most needy in Eastern Africa and in time the issues facing so many across Africa.

Simon Cairns
Co-founder and Chairperson of Trustees



Executive Director's Note

The Africa's Voices approach utilises mass media, usually radio, infused with an SMS shortcode to create platforms of engagement between decision-makers and citizens. We have used this approach to create two programmatic areas: Governance & Accountability and Citizen Evidence for Social Change.



Under the Governance and Accountability programme, we put citizens' voices at the center of decision making and enhance social accountability. Through our interactive radio and SMS methodology, we curate inclusive dialogue spaces for decision makers and citizens. Citizens send SMS feedback and questions on the services they receive from their leaders. The SMS received are then analysed to make sense of the conversations at scale. The leaders respond to citizens' questions and incorporate the insights from the SMS analysis into decision making.

On the other hand, our Citizen Evidence for Social Change programme identifies and challenges norms that underpin harmful practices in the community. Through the Social Behavioural Change Communication (SBCC) strategies that we deploy, citizens engage in conversations that drive the community's social change. Positive practices are identified and given prominence through our radio programming, while negative ones are diminished.

This report provides highlights and results achieved by Africa's Voices during 2021. Our astounding work and citizen engagement activities, in Kenya and Somalia, have been shared in a cogent and reader friendly manner. In a nutshell, we generated engagements that informed decisions in various sectors: Health; governance; humanitarian; youth and education. In total we reached **30,948** participants and received **107,177** SMS that we used for analysis.

In addition, the report provides a summary of our financial statements and the 2022 - 2026 Strategic Plan that will be our blueprint to anchor our work on for the next five years.

We are greatly indebted to our partners/ donors and staff members for their unwavering support and commitment throughout 2021.

To our esteemed reader, we welcome you to walk with us as we reflect on our successes and achievements of 2021 and chart a course for the coming years.

Best wishes

Samuel Kimeu,
Executive Director.

Governance & Accountability Programme (G&A) Programme



Photo: World Bank

Our Governance and Accountability Programme through the unique, Common Social Accountability Platform (CSAP), encompasses the processes by which decision makers and agencies are directed, and held to account by the members of the public through interactive radio and SMS methodology. In a nutshell, the programme ensures that citizen views are at the heart of decision making.

Using the interactive radio and SMS feedback methodology, we provide inclusive space dialogues where decision makers and citizens discuss and share ideas on issues that impact communities. Leaders respond to citizens' SMS questions and are able to understand the needs as they go about with formulating policies and implementing decisions. Citizens' SMS are analysed by Africa's Voices and insights generated that inform decisions by their leaders, both state and nonstate actors.

Following the outbreak of COVID-19 in both Kenya and Somalia in 2020, the CSAP methodology has remained the reliable and resilient form of interacting with members of the public. With COVID-19 restriction measures put in place to curb the spread of COVID-19, including but not limited to prohibition of gatherings, Africa's Voices CSAP was and remains to be a one stop shop of interaction by both the public and decision makers in Kenya and Somalia.

This section provides a summary of how the CSAP methodology was deployed to generate citizens' insights in Kenya and Somalia during 2021. A summary of the key insights and engagement has also been shared below.

“Using AVF’s innovative techniques such as SMS and interactive radio shows to broadcast information and gather audience data, we managed to go beyond our regular programming,”

**UNICEF Somalia
Country
Representative**



G&A

Engagement summary in 2021



12,873

Total number participants engaged with us on different topical issues under the Governance & Accountability programme in 2021.



53,010

Total SMS received from participants expressing their views, questions and opinions on service delivery under the Governance & Accountability programme in 2021.

“

“I would say that these radio shows are very important and encouraging. The shows have left me with something good and tips for my reference. Thank you,”

Man, 32, Kaxda.

”



1. Listening to citizen voices to understand education service delivery in Somalia

Access to education is essential but it remains a big challenge in a protracted crisis environment like Somalia, due to prolonged conflict, climatic shocks and weak governance systems. A situation that was worsened by the outbreak of COVID-19 in Somalia in 2020. According to the Somalia Education Sector COVID-19 Response Plan, out of the 4.9 million school-aged children in Somalia, an estimated 3 million dropped out as the aftermath of the measures put in place to curb the spread of COVID-19.

Africa's Voices partnered with the Foreign and Commonwealth Development Office (FCDO) to support the implementation of the Education in Emergencies in Protracted Crisis 2019-2023 programme. Africa's Voices implemented its Kati-kati and Common Social Accountability Platform (CSAP) that combines radio dialogues and SMS feedback as an effective mechanism for an Education in Emergency (EiE) response that is accountable, inclusive and responsive to citizens' voice. The aim was to ensure that citizens are meaningfully consulted, and their voice, agency and influence are used to inform education service delivery.

From the findings, affordability and lack of accountability and monitoring are key. In addition, the many barriers and obstacles appeared even more insurmountable for displaced communities and girls. The findings demonstrated the long-term impacts of conflict and instability on access to education in Mogadishu, but also show pathways for change. Future actions and policies can harness these pathways suggested by participants to improve access and quality of education in Banadir.

6,585



Total participants we engaged through the radio shows.

28,121

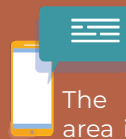


Total messages received from participants for analysis.

Citizens' Voices



My opinion on the topic is that. Most of the children don't get enough education that covers their needs and some of the childrens are staying home and not going to school due to financial challenges, IDPs are worst affected because nobody supports them," Man, 22, Dharkenley.



The challenge of education in our area is that we don't have schools, we don't have administrations, teachers and curriculum. The community was affected by COVID19. Even though most of the people in the community have only had limited training and they can not afford the costs of school fees and they don't have cars that can transport their childrens to school" Man.



2. Deploying the Common Social Accountability Platform to building youth capacity in political participation

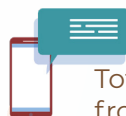
Taking part in political processes is key for inclusive governance that can benefit all sectors of society and hold those in power to account. Despite over 80% of the population of Somalia being under the age of 35, youth are generally excluded from public debate and formal decision-making processes. These exclusionary attitudes towards young people are sustained by both cultural and structural practices, with traditional clan-based political structures broadly being concentrated in the hands of community elders.

With support from Transition Initiatives for Stabilization + (TIS+, in partnership with Message to the Audience Media Communications (M2A), Africa's Voices deployed interactive radio and social media citizen consultation with youth in Banadir to gather their feedback on the current barriers to youth participation in politics and their suggestions on how it can be improved. The insights gathered were to support the Banadir Regional Administration (BRA) in building youth capacity in political participation within the Banadir region.

Throughout the programming, there was a call for the BRA to support young people in engaging in political processes as well as in creating spaces for political participation and leadership roles.

6,288

Total participants that engaged with us by way of sending SMS.



Total SMS received from the participants.

801

Facebook users shared 603 messages.

7,554



Photo Tobin Jones



3. Preventing violent extremism in Somalia: Strength Through Tolerance project

Threats of violent extremism are common in Somalia and are now intertwined on a local, regional and international scale. Somalia's multifaceted, persistent and the never ending political instability, primarily orchestrated by the insurgency of the militia groups, has led to degradation of peace and security in the Horn of Africa State and its neighbours.

Africa's Voices Foundation, in partnership with European Institute for Peace (EIP) and Elman Peace Centre (EPC), is implementing a four year project dubbed Strength to Tolerance in Somalia (Puntland, Jubaland and Galmudug) supported by European Union. The project aims at contributing towards an enhanced partnership and a joint approach between the Somali government and communities.

Using interactive radio methodology, Africa's Voices is carrying out radio shows across Somalia and listeners will be encouraged to participate (by asking questions or responding to the radio question) by sending their SMS responses to a toll-free number. Citizens' feedback via SMS communication will be analysed and used to inform dialogue with decision -makers to drive accountability and responsiveness. For the 48 months of implementation, Africa's Voices methodology will ensure that citizens are meaningfully consulted, and their voice, agency and influence are used to inform decision making insofar as preventing violent extremism in Somalia is concerned.



"My opinion on extremism is that I think it's a bad thing and the people who participate in these acts are illiterate in both the religion of Islam and secular education because it's a wrong ideology"

Woman, 35, Puntland.



"Communities believe extremist acts are bad and people should not mistake the ideologies as Islamic because of how it has been misinterpreted by extremist groups, so it is important to educate the public"

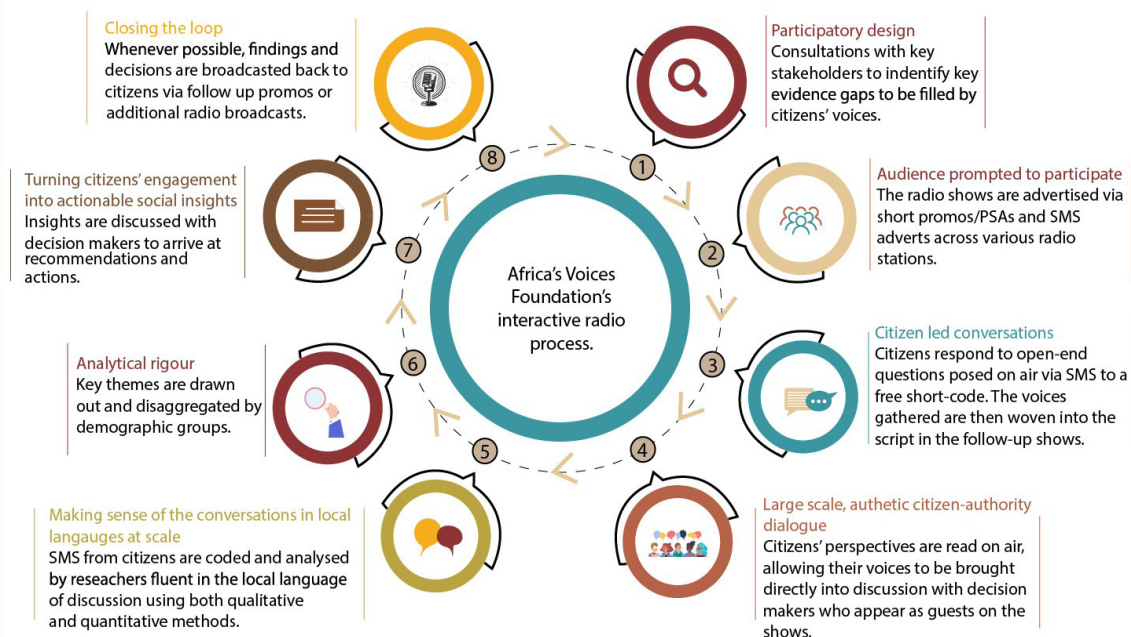
Man, Jubaland.

Photo: Internews Europe



COMMON SOCIAL ACCOUNTABILITY PLATFORM

Fig 1: Africa's Voices Interactive Radio processes



The figure above is visual flow-chart of the CSAP process, starting with the participatory design of the key evidence gaps and research questions that stakeholders are interested in gathering citizen feedback on. Africa's Voices then advertises the radio show via short promos and SMS adverts to previous CSAP participants. Citizen feedback is gathered via SMS and woven into the script of the radio show in advance of recording, in order to bring citizen voice directly into discussion with guests from key decision-making institutions (such as government and aid actors) during the radio show. Following the show, SMS messages from citizens are coded and analysed using both qualitative and quantitative methods resulting in a robust set of findings and recommendations to present back to targeted decision-makers.



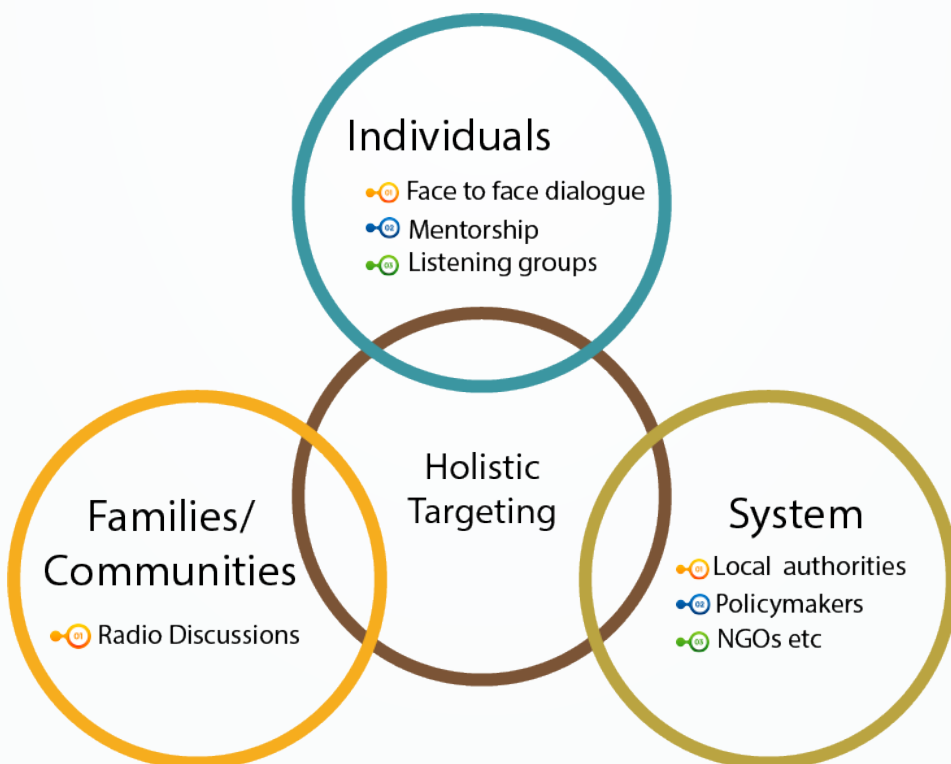
Citizen Evidence for Social Change (CESC) Programme

Africa's Voices Citizen Evidence for Social Change (CESC) programme leverages our pioneering interactive radio and SMS methodology to put citizens at the heart of programme design and policy response. This citizen voice-centred approach is a valuable tool in unravelling social norms that underpin harmful practises, determining key drivers of social behaviour change and tracking shifts in beliefs over time.

Communities need to be informed, motivated and equipped to practice the necessary behaviours, and this can be achieved through effective Social Behaviour Change Communication (SBCC) programming. Our Social and Behaviour Change Communication approach plays a critical role in addressing all the behavioural and social aspects ranging from education and livelihoods, to public health and gender equality.

So how does Africa's Voices identify and address the norms that underpin harmful practises in the communities? In the media-enabled discursive spaces (interactive radio and SMS) we curate negative views by asking citizens to send us their views and responses on topical issues at a community level. The negative views received through SMS from citizens are then contested by the public itself and positive attitudes for social change are communicated back to the community through mainstream media and other means like listening group discussions.

SBCC levels of influence





CESC

Engagement summary in 2021



24,694

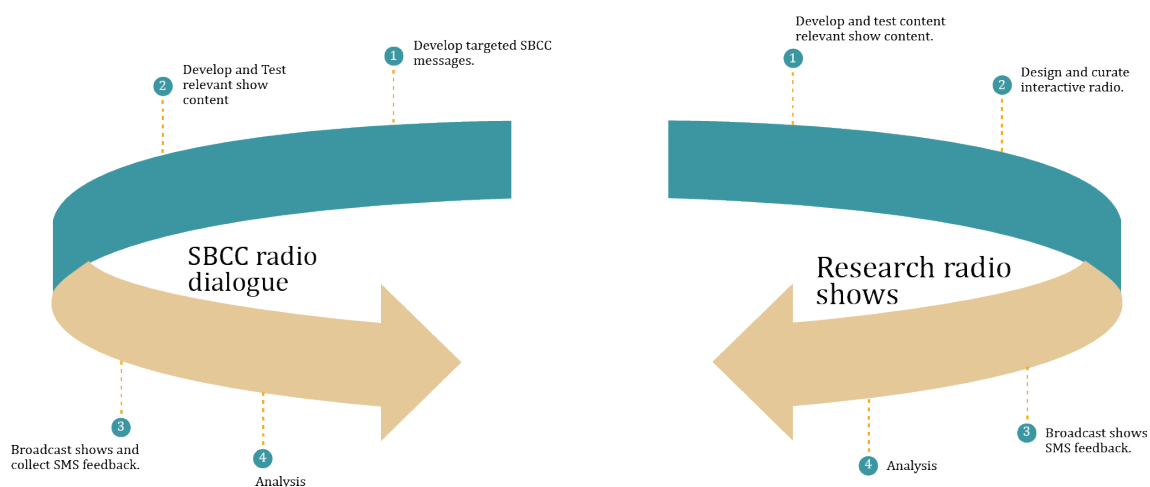
Total number of participants we engaged on several topical issues regarding social behaviour change communication/ campaign in 2021



85,484

Total SMS received from participants on topical issues regarding social behaviour change communication/campaign in 2021.

Using interactive radio to catalyse normative change





1. Gathering Citizens' Generated Data to Tackle Antimicrobial Resistance in Kenya

Antimicrobials, including antibiotics, underpin modern medicine. But they are becoming less and less effective because of antimicrobial resistance (AMR) — a condition that occurs when infections become resistant to the drugs designed to treat them. AMR is a growing global threat. It is estimated that infections that are resistant to antibiotics could cause 10 million deaths each year by 2050. By 2030, antimicrobial resistance could force up to 24 million people into extreme poverty.

Yet data on AMR is lacking, which limits our understanding of its burden, hobbles efforts to communicate the urgency of the crisis, and slows national and global efforts to address AMR effectively.

Africa's Voices in collaboration with the Global Partnership for Sustainable Development Data (GPSDD) with funding from Wellcome Trust, generated insights on AMR in Kenya using CGD. The CGD methods used were a combination of interactive radio shows

in local languages and SMS/mobile text messaging service, listening group discussions, and key informant interviews across three counties: Kiambu, Kilifi, and Bungoma. The shows were conducted over a period of 10 weeks.

The insights were disseminated at a webinar that brought together partners in the AMR sector including State and non-state actors.

“AVF’s approach was particularly useful during COVID-19 times when it was difficult to have in person interactions. The approach also really impressed the Government of Kenya and our funder the Wellcome Trust. Importantly we were able to have conversations with citizens about Antimicrobial Resistance (AMR) in a language they could understand and on their own terms,”

Karen Bett, Policy Manager, GPSDD.

Engagement Summary



31

radio shows hosted on 4 local radio stations.



20,272

messages received from 5,131 participants who opted to have their views analysed.



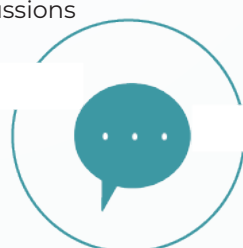
48

listening group discussions



16

key informant interviews conducted.



Deployed a short baseline, endline survey to track any change in knowledge and priorities.



2. SMS poll's findings: Listening to Kenyans views on the COVID-19 vaccination

Africa's Voices undertook a survey via SMS to understand Kenyan citizens' views and attitudes towards COVID19 vaccination, at the time when the government started its vaccine roll out across the country. Africa's Voices contacted via SMS a pool of **4,645** participants and asked: "As Kenya deploys its first doses of COVID-19 vaccination, we want to ask: What are your thoughts on the COVID-19 vaccination?". The messages were also sent in Kiswahili: "Wakati Serikali inaendelea kupeana chanjo ya COVID-19 katika maeneo tofauti nchini, tungependa kukuuliza: Je! Una maoni yapi kuhusu hii chanjo ya COVID-19?".

A total of **1,525** participants sent relevant messages in response to the question. All participants who texted in response to the poll automatically received a series of SMS from Africa's Voices which: Provided basic information on the vaccine roll-out plans;

reassured participants of the safety and efficiency of the Oxford Astrazeneca vaccine; and encouraged participants to follow the prevention guidelines as only certain groups in the population are prioritised first.

"The vaccine will help us with protection against corona so I would recommend that everyone get vaccinated."

Woman, 33 years, Kisumu.

Key Findings



A call by participants to ensure that the most vulnerable and those in remote areas are reached and/or given priority.



A need for information, clarifying doubts and reassurance.



A call from participants for fellow Kenyans to follow the COVID-19 prevention guidelines.



Photo by UN Habitat



3. Strategic Communication Support on Election Conflict Hotspots Peace Messaging, District Council Formation, State Level Democratisation and Reconciliation in Somalia

Since the adoption of the federal model, Somalia has faced its fair share of challenges in promoting decentralisation of power to enhance democratic governance. Some of the challenges faced include weak government capacity, existing clan faultlines and mistrust between central and local government. These, plus scarce resources, lack of social services and the existing inequalities among the most vulnerable continue to affect recovery efforts.

Africa's Voices Foundation (Africa's Voices), with funding from Somalia Stability Fund (SSF), provided strategic media communications support in emphasising a bottom-up community approach by building efforts towards clear district level governance structures and therefore promoting state democratisation in Galmudug and South West regions. Africa's Voices also implemented media programming on reconciliation and nationwide pro-peace messaging around Somalia's 2021 elections. These inclusive conversations can serve as a platform for catalysing participatory governance, reducing community vulnerability to conflict and increasing stability more broadly.

Citizen Voices



"Asc waa *** siwayn ayaan u rakaa sabab too ah golaha deegaanka waafadhi ga dagmada"

I highly commend the process because the District Councils Formation is the foundation of the district.

Man, 31, Dhuusamareeb.



31 magazine programmes were hosted on Democratization and Reconciliation broadcasts on 25 radio stations across Puntland, Galmudug, South West, Hirshabelle and Banadir Regional Administration.



24, 925 messages received from 9,131 participants who opted to have their views analysed.



7 magazine shows with mini-dramas on 25FM stations across Somalia as well as 6 short videos and 5 posters were shared on FB on pro-peace messaging.



10 on-the-ground forums were produced. 11 TV shows were produced, posted 16 videos & 7 social media posters.



4. Tackling social norms that hinder girls' education progress in Kakuma and Dadaab refugee camps

Inability to read or write is a significant barrier for girls. The situation can lead to their failure to make use of even the rather limited rights they may legally have. Gaps in schooling can, therefore, directly lead to insecurity by distancing the deprived from the ways and means of fighting against that deprivation. The COVID-19 outbreak exacerbated the inequalities and caused more harm than good to school going girls following the measures put in place to curb the spread of the novel virus.

Since 2019, through the Kenya Equity in Education (KEEP) II, Africa's Voices Foundation has continued to work with World University Service of Canada (WUSC) in Kakuma and Dadaab refugee camps, to empower girls and support their education.

In 2021, Africa's Voices worked with the local radio shows (Ata Nayeche and Bibilia Husema (Kakuma) and Star & Gargaar (Dadaab), to broadcast 4 seasons of interactive radio shows and we dedicated

one season as a response to Covid 19). Listening Group discussions were also held to complement the radio discussions and to fill the gap of language barrier among the communities living in the camps.

Through these discussions, Africa's Voices was able to shape collective discussion among citizens on girls' education where existing attitudes and norms that sustain exclusion of girls from accessing education were made visible, challenged and began to be positively transformed. Public dialogue was driven using interaction with citizens through SMS platforms.

During the programming, the following were identified as the main barriers to girls education in the camps: lack of financial resources; parents/caregivers forcing their girls into early marriages; gender stereotypes and sex as a taboo topic.



116

Total number of radio shows aired.

37,015

Total SMS received from participants.



8,702

Total participants engaged by way of SMS.



145,000

Estimated listenership reached via Africa's Voices's radio sessions.

4

Communities reached via radio broadcasts (Turkana, Somali, Ethiopia and South Sudan).





“The Africa’s Voices programme is one of the most articulate pieces of research I’ve seen on social norms in Somalia. It is the first time I’ve been given the tools to start applying this kind of scientific rigour to social norms programming and am finding it quite exciting and thought provoking,”

Child Protection Specialist, UNICEF Somalia.

Our 5-year Strategic Plan

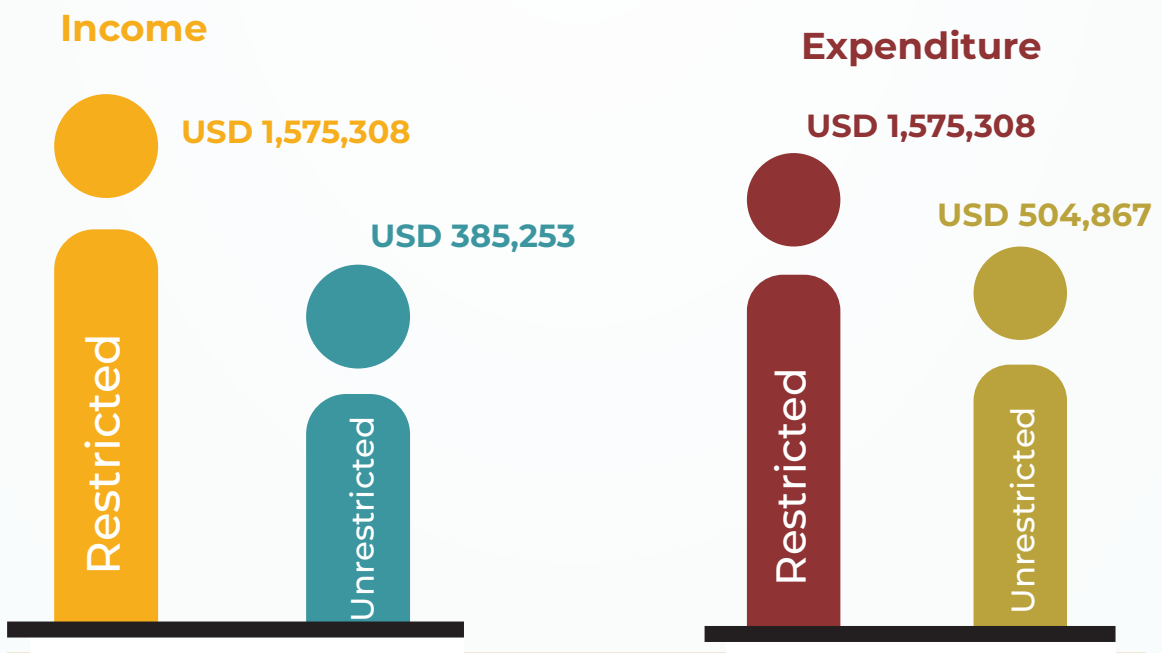
Throughout the last 6 years, Africa’s Voices has always pushed the boundaries in ensuring that citizen’s voices are heard and placed at the table of decision making. Using our interactive radio and SMS methodology, Africa’s Voices has reached out to hundreds of thousands of people since its inception.

We are at a pivotal time in our history – about to embark on building the most advanced platform for listening to citizens through technology. We are currently ringing in 7 years of innovation driven by compassion, while rebuilding and renewing who we are and where we serve.

In the face of this change and complexity, do we have a plan to fulfil our potential and deliver our mission to the fullest? We don’t just have a plan. We have our plan. The Africa’s Voices’ 5 years strategic plan is a product of intentional engagement with all our partners. We have talked about and shaped strategy to fit Africa’s Voices needs and stakeholders aspirations.

The strategic plan provides the overarching, organization-wide goals and strategies that will guide our operations for the next five years, 2022 - 2026.

Summarised 2021 Financial Statements





Board of Trustees

- Lord Simon Cairns - Chairman
- Dr. David Good - Trustee
- Mr. Gregory Green - Trustee
- Dr. Laila Macharia - Trustee
- Mr. Adrian Poffley - Trustee
- Dr. Frasia Wangari Karua - Trustee
- Prof. Bitange Ndemo - Trustee
- Dr. Jemimah Njuki - Trustee
- Ms. Karen Bett - Trustee
- Ms. Lisa Curtis - Trustee

Our Team



- **Samuel Kimeu:** Executive Director
- **Damaris Ndegwa:** Director Business Operations
- **Anna Colom:** Director, Innovation and Learning
- **Agnes Gakuru:** Senior Programme Manager, Citizen Evidence for Social Change
- **Fredrick Odinga:** Programme Manager, Governance & Accountability
- **Patrick Wamukulu:** Business Development & External Relations Manager
- **Hassan Ali:** Research Assistant, Governance & Accountability
- **Zakaria Adan:** Research Assistant, Governance and Accountability
- **Daniel Mwenda:** Junior Operations Engineer
- **Salahweli Harun:** Research Officer, Citizen Evidence for Social Change
- **Nasri Abdi:** Project Officer, Governance & Accountability
- **Mercy Njung'e:** Research Officer, Citizen Evidence for Social Change
- **Lucas Malla:** Quantitative Analyst
- **Maria Marasoju:** Senior Software Engineer
- **George Gathigi:** Senior Media Advisor
- **Mary Nzilani:** Grants Officer
- **Alexander Simpson:** Software Engineer
- **Isaack Mwenda:** Software Engineer (Operations and Reliability)
- **Moses Maina:** Programme Officer, Citizen Evidence for Social Change
- **Anne Mwaniki:** Finance and Grants Officer
- **Mary Ondiek:** Office Manager
- **Samatar Mohamed:** Programme Officer, Citizen Evidence for Social Change
- **Joram Tayo:** Senior Accountant
- **Amina Ali Abdullahi:** Research Assistant
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