



2024 AFRICA'S VOICES

ANNUAL REPORT



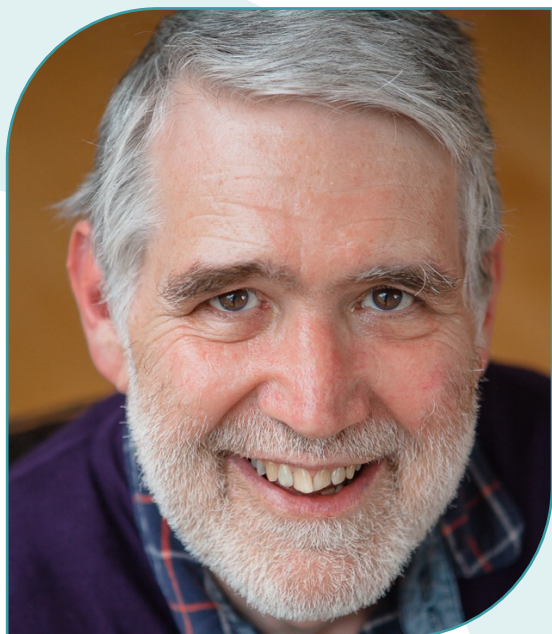
This year marked the 10th anniversary of Africa's Voices Foundation (AVF) and we held a celebratory event in King's College in Cambridge University to mark the occasion.

10TH ANNIVERSARY



AFRICA'S
VOICES

Reflections from our Chairman



David Green

Chairman, Board of Trustees

This year marked the 10th anniversary of Africa's Voices Foundation (AVF) and we held a celebratory event in King's College in Cambridge University to mark the occasion. AVF was co-founded by Simon Cairns and Sharath Srinivasan who had jointly identified the clear need for agencies and governments to listen more carefully and consistently to the voices of citizens when developing policies and programmes that are intended to help them.

Initially making radio broadcasts and inviting responses from citizens using SMS texting AVF was able to analyse all the data and provide insights which aided agencies, Governmental and NGO, to shape policies and programmes and make them significantly more appropriate and effective. Now we include other forms of media, including social media, to gather

information. A wide range of organisations ranging from governments, multilateral agencies, international and local NGOs have benefited from and endorsed our methodologies.

We have also registered a sister organisation in Kenya called Africa's Voices Amplified (AV). All new projects will be undertaken under the auspices of AV and, eventually, when all AVF's projects have come to a natural end, AV will replace AVF.

The recent past has been a difficult period in which to operate with shrinking budgets available for international development, increased levels of conflicts around the world, the COVID Pandemic which still casts a shadow, and political instability generally.

We are very grateful to our partners and, in particular, the Swiss Agency for Development and Cooperation, Danida (through URAIA), World University Service of Canada (WUSC), Luminate, the Cairns Trust, the European Union Delegation to the Federal Republic of Somalia and the Global Fund for Community Foundations, for the support they have provided to both AVF and AVA over the past year.

I am very grateful to the staff, led so ably by Samuel Kimeu, and the Trustees for the dedication, commitment they have demonstrated over this last year. We continue to seek better and more effective means of reaching the marginalised and to bring their voices to the centre of decision-making.

David Green

Chairman, Board of Trustees

Letter from our Executive Director



Samuel Kimeu

Executive Director

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2024 was a year of both strengthening our foundations and embracing new approaches. From empowering communities in the Southeastern Kenya Economic Bloc to lead their own climate change adaptation efforts, to amplifying the energy of youth voices at Somalia's *Jilka Maanta* Festival, our work has consistently highlighted a powerful truth: engaging deeply with citizens transforms not only projects but also informs policies and shifts perspectives.

As we conclude another significant year at Africa's Voices, we reflect on our ongoing commitment: placing the voices of the people at the heart of the conversations that truly matter to them. Now well into our second decade, I am honored to share the progress we've made in amplifying the perspectives of people across the African continent and ensuring these insights contribute meaningfully to decision-making and the continent's journey forward.

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Across the continent, citizens, many from traditionally marginalized communities, have actively engaged with our platforms, sharing their experiences with clarity and purpose. Through interactive radio, SMS, and community dialogue, their voices have illuminated critical issues, identified local solutions, and inspired positive change in areas such as climate change resilience, peacebuilding, girls' education, and social cohesion. These engagements are more than data; they represent lived realities that should fundamentally shape how development is understood and implemented.

This year, we connected with over 15,000 participants across various projects and geographies, receiving more than 72,000 messages filled with hopes, frustrations, ideas, clear needs and demands. These numbers underscore a growing sense of citizen agency, and they challenge us to continuously refine

how we listen, respond, and adapt.

A key innovation this year was the wider deployment of Interactive Voice Recording (IVR), providing an important alternative to SMS for those who prefer to communicate through speech.

We also recognize that challenges persist. Effectively bridging the gap between citizen voice and tangible influence, particularly in more volatile contexts, requires sustained dedication, stronger collaborations, and a steadfast commitment to centering equity and inclusion in all our work. During the year, the strong desire of the continent's youth, especially in Kenya and East Africa, to be heard and understood was evident through significant demonstrations. At Africa's Voices, we are investing in more effective methodologies, building robust partnerships, and supporting our dedicated team to ensure that every voice has the opportunity to be heard, and every valuable insight is considered.

Looking to the future, our vision remains clear: an African continent where the voices of its people are not just heard but are central to decisions that affect them. We are eager to broaden our impact, deepen our evidence base, and co-create solutions in partnership with those who understand their realities best; the people themselves. To all our partners, our valued supporters, and the communities who participate in our work: thank you. Your trust and collaboration are essential to making this impact possible. Together, we are building not just programmes, but pathways toward dignity, justice, and lasting positive change.

Samuel Kimeu
Executive Director

About Africa's Voices



Africa's Voices (AV) is a not for profit organisation known through its UK-registered charity, Africa's Voices Foundation, and its Kenyan-registered entity, Africa's Voices Amplified. Established in 2014 from research at the University of Cambridge's Centre of Governance and Human Rights, Africa's Voices has grown into a pioneering organisation that leverages media, technology, and social science to amplify the voices of African citizens and ensure those voices shape key decisions in development and governance.

At the core of AV's work is a strong belief in the power of citizen engagement to drive social change. The organization employs an innovative model that combines interactive radio, SMS and social media platforms to facilitate inclusive dialogue between communities and decision-makers. The voices from these dialogues are then analyzed using mixed-methods approaches to generate insights that reflect public opinion, beliefs, and lived experiences. These citizen-generated insights are shared with governments, development partners, and civil society to support more responsive policies and programming.

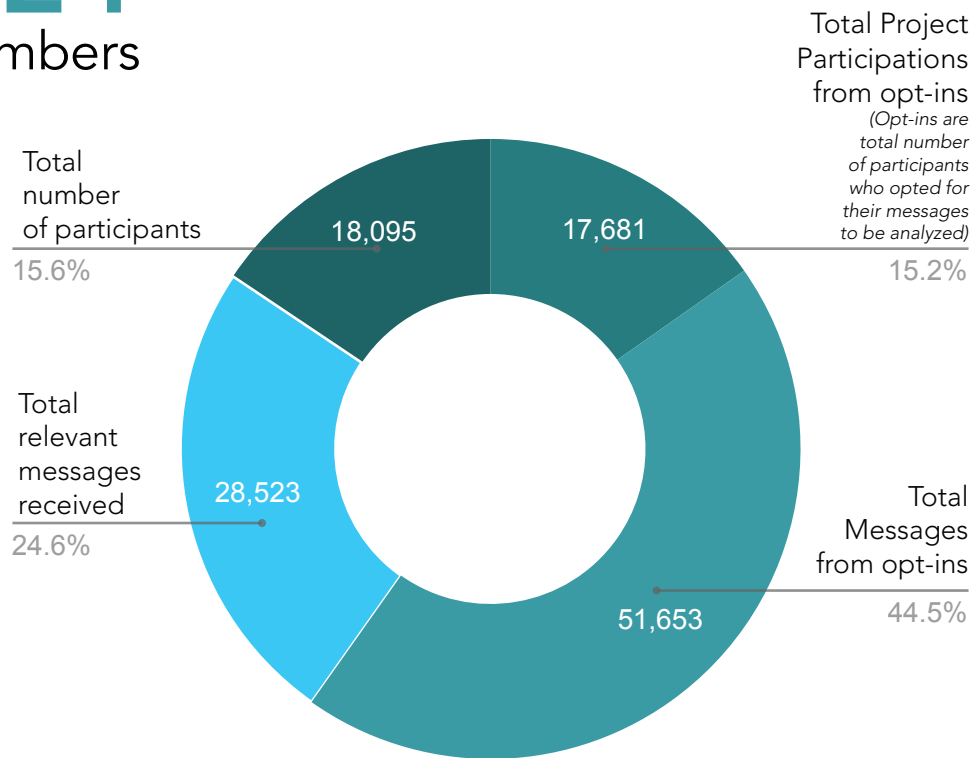
AV's vision is an Africa where citizen voice drives the continent's progress. Its mission is to place citizens at the heart of decision-making by generating evidence through participatory methods that promote responsive governance and effective development outcomes. The organization's work is anchored in two major programmatic areas. The Governance and Accountability (G&A) programme focuses on strengthening trust and transparency by creating platforms for sustained engagement between citizens and authorities. Through this work, AV supports public institutions, civil society organisations, and development partners to integrate community voices into governance and service delivery. The second programme, Citizen Evidence for Social Change (CESC), applies AV's participatory approach to a range of development challenges, including education, public health, gender equality, youth livelihoods, and humanitarian response. By working with media partners and development actors, AV ensures that evidence generated by citizens informs context-specific solutions. Under this program AV has also combined traditional SBCC approaches with its methodology to facilitate social behaviour change in the community.

As of 2024, Africa's Voices has engaged more than 600,000 persons across Africa. Through this engagement, the organization has gathered numerous citizen responses to critical questions on development, governance, and social wellbeing. These insights have informed policy and programmatic decisions in areas such as pandemic response, girls' education, climate resilience, and local governance.

Africa's Voices is led by Executive Director Samuel Kimeu, a governance and human rights expert with extensive experience in policy and civil society leadership. Under his stewardship, the organization continues to expand its reach and deepen its impact, ensuring that the voices of the people of Africa remain central to the continent's development journey.



2024 in Numbers



Numbers of Partners



Number of Staff



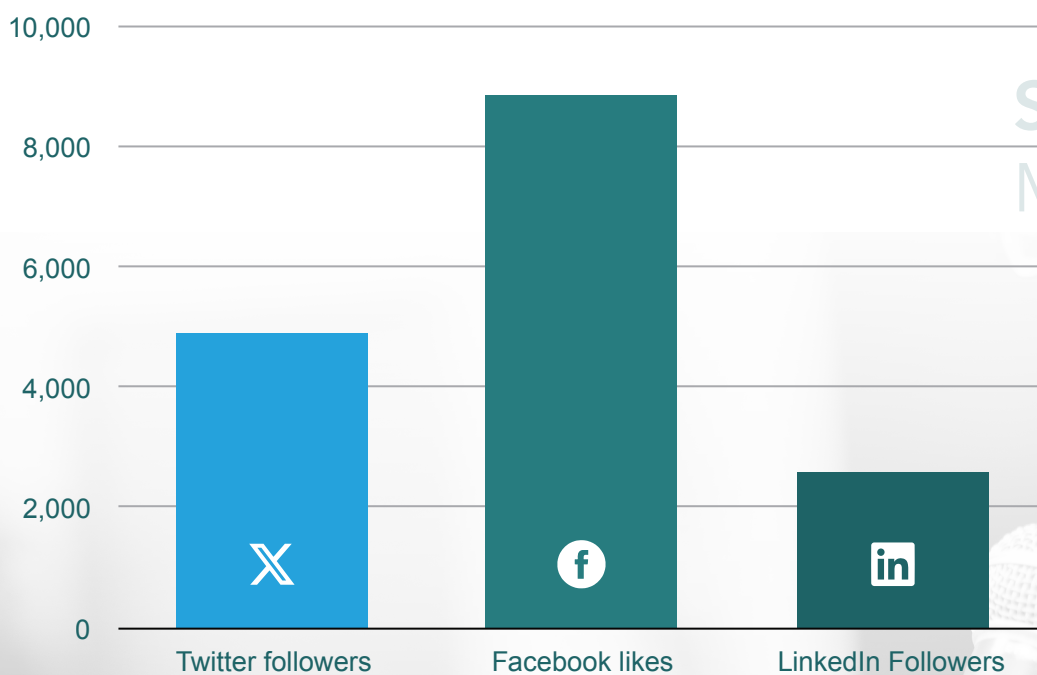
Media Mentions



YouTube Subscribers



Total Number Of Projects



Our Work And Impact

Enhancing Climate Resilience through Citizen Engagement in Southeastern Kenya Economic Bloc

Between April and August 2024, Africa's Voices (AV), with support from the Danish International Development Agency (Danida) through Uraia Trust and additional funding from Luminate Foundation, implemented a groundbreaking initiative that empowered communities in the Southeastern Kenya Economic Bloc (SEKEB) to take ownership of climate action. This project, spanning Kitui, Machakos, and Makueni counties, not only increased climate change awareness but also drove tangible behavior change, and fostering sustainable environmental practices.

At the heart of this initiative was citizen engagement. Through four weekly interactive live radio shows on Musyi FM, aired in the local Kikamba language, AV reached thousands; including marginalized groups such as women, youth, and persons with disabilities. These broadcasts, complemented by community dialogues and symposiums, gave voice to 3,349 participants who contributed over 8,200 messages, underscoring a growing public interest and commitment to combat climate change.

The project's impact was profound. Over 63% of participants reported being more actively engaged in climate discussions, with many adopting practices such as tree planting and climate-smart agriculture. Beyond individual action, the initiative sparked broader community-driven efforts to enhance afforestation and implement water conservation strategies. Policymakers also took note, with county governments showing increased responsiveness to citizen priorities, integrating community feedback into local climate resilience planning.

While the project catalyzed significant progress, challenges remain. The need for wider outreach, improved knowledge of climate-resilient plant and crop species, and stronger enforcement of environmental regulations are key areas requiring continued attention. Yet, the momentum generated by AV's work provides a strong foundation for long-term change.

By amplifying citizen voices and fostering community-driven climate action, AV has demonstrated that meaningful engagement can drive real impact. Moving forward, sustained awareness, stronger multi-stakeholder collaborations, and continued citizen participation will be crucial in overcoming barriers such as limited water access and policy enforcement. This initiative not only contributes to Sustainable Development Goal 13 (Climate Action) but also serves as a model for inclusive, citizen-led environmental solutions across the region.

2024 Rapid Surveys: Assessing impact, minority inclusion and evaluating services delivery in Somalia

Youth Voices Shaping Peace and Unity at *Jilka Maanta* Festival in Somalia

In the heart of Somalia, where cultural identity and social cohesion remain crucial for lasting peace, young people are stepping forward to lead the conversation. The *Jilka Maanta* Festival, meaning "the youth of today", has become a symbol of hope, offering a space where young Somalis can express themselves, share their talents, and inspire

change through music, poetry, drama, and dialogue. Recognizing the festival's potential as a unifying force, the Strength Through Tolerance (STT) project, supported by the European Union and implemented by the Elman Peace Centre (EPC), the European Institute for Peace (EIP), and Africa's Voices (AV), initiated a groundbreaking citizen engagement effort.

Between May and June 2024, AV, in collaboration with Somalia's Medialnk (MI), launched an interactive radio series across 15 radio stations in Jubaland, Galmudug, and Puntland. The series sparked critical discussions on youth-led peacebuilding, climate resilience, and the role of social media in fostering national unity. The response was overwhelming. More than 700 citizens actively contributed, with 40% of participants being women, 64.4% youth aged 18-35, and significant representation from internally displaced persons (IDPs), people living with disabilities (PLWDs), and linguistic minorities. The interactive format ensured that those traditionally excluded from decision-making processes, especially young women and marginalized groups, had a platform to voice their perspectives.

Key themes emerged from the discussions, reflecting the aspirations and challenges facing Somali youth. A significant portion (30%) of participants emphasized the need for structured youth engagement in peacebuilding and climate change initiatives. Many called for the creation of cultural committees and regular youth-led forums to sustain momentum beyond the festival. Additionally, 16% of contributors advocated for talent-based competitions and the establishment of social centers as avenues for skill development and economic empowerment. Another 25.9% underscored the importance of education in fostering unity and resilience against climate challenges.

Social media emerged as a powerful tool for mobilization, with over 36% of participants highlighting its effectiveness in countering violent extremism and spreading peace messages. Calls for engaging vetted and trained youth influencers to maintain quality and credibility in digital advocacy were also prominent.

The impact of these conversations was profound. The interactive sessions not only informed the structure of the *Jilka Maanta* Festival but also inspired local authorities and organizations to prioritize youth empowerment initiatives. As Somalia continues to navigate its path toward peace and stability, the voices of young people, amplified through platforms like *Jilka Maanta*, will remain at the forefront, challenging stereotypes, driving solutions, and fostering a united, resilient future.

A Citizen-Centred Approach to Fostering Social Cohesion in Newly Liberated Areas of Galmudug in Somalia.

In the newly liberated areas of Galmudug state, Somalia, communities are navigating a delicate transition; one marked by hope, resilience, and the pursuit of lasting peace. Between January and April 2024, a collaborative effort led by the European Institute of Peace (EIP), Elman Peace Centre (EPC), Tubsan National Center for Preventing and Countering Violent Extremism (PCVE) (Tubsan), and Africa's Voices (AV) launched the fifth interactive radio series under the European Union (EU)-supported Strength Through Tolerance (STT) project. This initiative provided a vital platform for citizens to engage in open, inclusive discussions on peace, governance, and community development.

Through six local radio stations, 1,977 individuals participated, sending 8,404 messages; each a reflection of their concerns, hopes, and aspirations. Women, youth, internally displaced persons, and marginalized groups played an active role in shaping these conversations, highlighting the far-reaching impact of conflict and the collective need for sustainable solutions. Their voices painted a clear picture: while liberation brought relief, economic opportunities and stronger governance structures remain critical for lasting peace.

The dialogue revealed key insights. Many expressed satisfaction with improved security and economic revival, but concerns over radicalization and the effectiveness of district councils persisted. Job creation, particularly for youth, emerged as a pressing priority, as did the vital role of religious leaders in fostering unity. Above all, radio proved to be the most trusted medium for information; underscoring its power in shaping narratives and bridging communities.

The message from the people of Galmudug is clear: peace is not just the absence of conflict, but the presence of opportunity, inclusion, and strong governance. By investing in security, economic empowerment, and trusted communication channels, this initiative is not just amplifying voices; it is laying the foundation for a more united and resilient Somalia.

Breaking Barriers: How LEAP project is Transforming Girls' Lives in Kakuma and Kalobeyei

Since 2020, the Learning through Education and Access to Skills for Employment Project (LEAP) has been a driving force for change in Kakuma and Kalobeyei, empowering girls and young women to overcome barriers to education and economic opportunity. Funded by Global Affairs Canada through the World University Service of Canada (WUSC), the project has challenged deeply rooted cultural norms that hinder girls' progress. Between June and October 2024, Africa's Voices played a crucial role in advancing LEAP's mission through interactive community engagement, fostering inclusive conversations that inspired collective action.

Seasons VII and VIII of LEAP saw remarkable community participation through radio discussions, drama listening clubs in schools, and call-to-action events. Eight schools, four primary and four secondary, hosted drama listening clubs, where groups of up to 35 learners engaged in critical discussions about gender equality, education, and personal development. These safe spaces allowed young people, particularly girls, to build confidence, break societal expectations, and advocate for their rights. Meanwhile, eleven community call-to-action events brought together 592 participants, including parents, teachers, and local leaders, to openly discuss issues such as child marriage, early pregnancies, and gender-based violence (GBV). These dialogues highlighted the power of collective responsibility in addressing societal challenges.

The interactive radio series became a vital platform for engagement, sparking conversations that reached thousands of people. In Season VII, 2,766 participants contributed 4,618 messages, while Season VIII recorded even greater engagement, with 2,986 participants sending 5,451 messages. These discussions amplified the voices of marginalized communities, enabling them to share their concerns and solutions on

issues such as violence against children, access to education, and financial independence for women. Through the *Binti Imara* radio program and drama series, awareness was raised, and behavior change was encouraged, though cultural resistance to discussions on sexual and reproductive health (SRH) and gender equality remains a challenge.

Despite progress, barriers persist. Many girls still face disproportionate household responsibilities compared to their male counterparts, limiting their educational opportunities. Violence against children and GBV continue to threaten young women's futures, exacerbated by financial dependence that prevents them from seeking help or achieving self-sufficiency. Addressing these challenges requires ongoing parental engagement, particularly among fathers, to support their daughters' education and well-being. Strengthening child protection policies, empowering women financially, and integrating community-driven solutions to tackle youth drug abuse and mental health concerns will be crucial in ensuring lasting impact.

Africa's Voices' role in LEAP Seasons VII and VIII has demonstrated the power of dialogue in shifting mindsets and fostering long-term change. By giving communities the space to speak, listen, and act, the project has laid a strong foundation for a more inclusive, equitable future for girls and women in Kakuma and Kalobeyei. While challenges remain, the conversations sparked through LEAP continue to inspire a movement towards breaking barriers and creating opportunities for those who need them most.

Shaping discourse and key events

On October 22, 2024, Africa's Voices (AV) joined fellow civil society organisations (CSOs) and government representatives, including Kenya's Principal Secretaries Dr. Korir Sing'oei and Dr. Raymond Omollo, for a roundtable discussion on the review of Kenya's Foreign Policy. CSOs play a crucial role in shaping foreign policy by promoting transparency, accountability, and public engagement, helping to ensure that diplomatic decisions reflect the needs and values of citizens. Engaging with government partners, AV and other CSOs contribute to a more inclusive and responsive foreign policy framework.



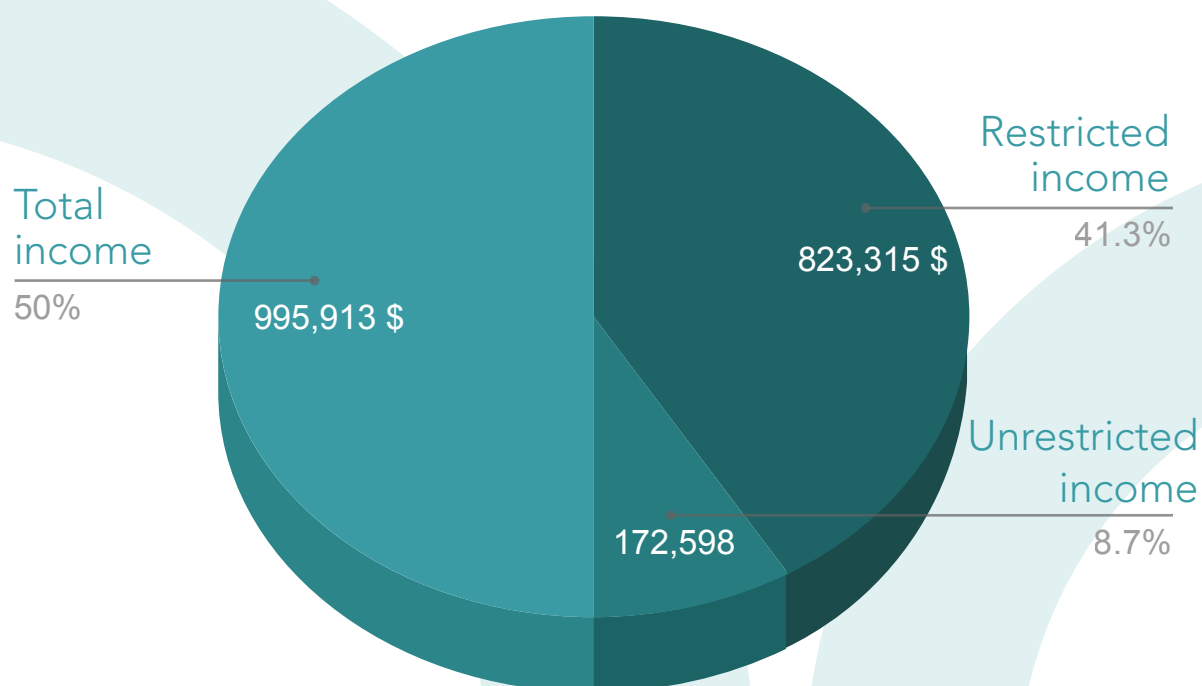
List of Staff Members



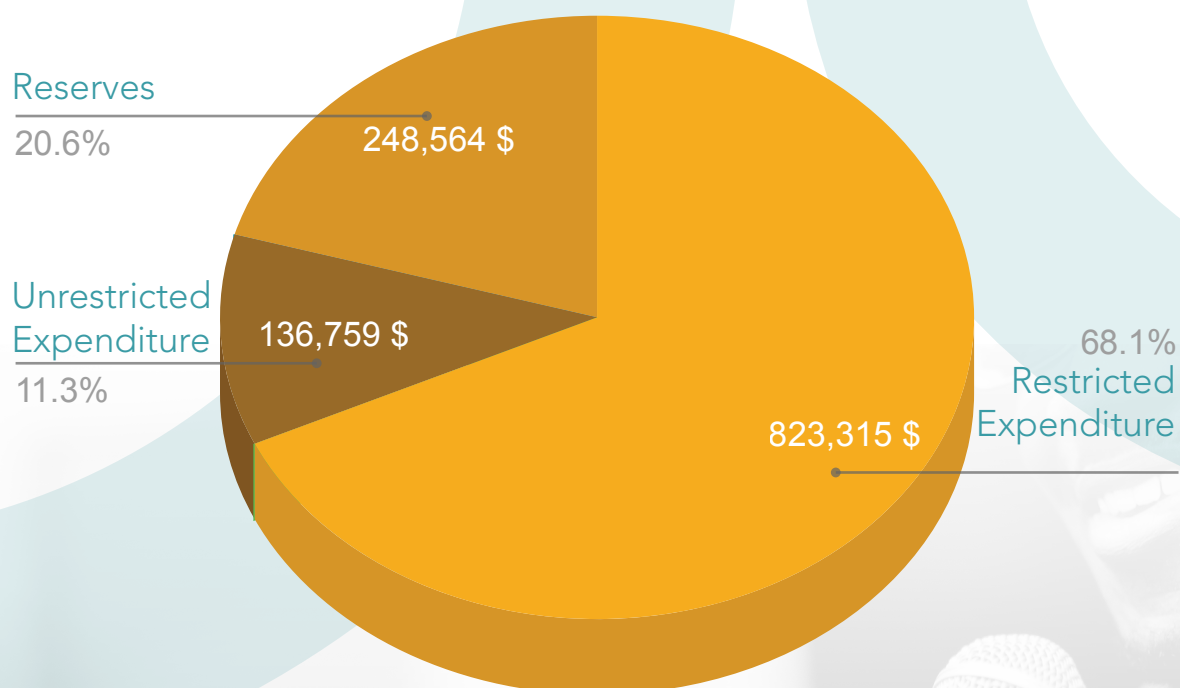
Executive Director	Samuel Kimeu
Deputy Executive Director	Damaris Ndegwa
Programmes Manager	Moses Maina
Programs Manager	Mary Nzilani
Research Manager	Mercy Njung'e
Research Officer	Hassan Ali
Research Officer	Mary Kasiva
Research Assistant	Suada Abdullahi
Quantitative Analyst	Lucas Malla
Data Analyst	James Madegwa
Software Engineer	Daniel Mwendwa
Senior Finance and Administration Officer	Peter Muchara
Finance and Grants Officer	Anne Mwaniki
Media and Engagement Officer	Oscar Mudega
Office Assistant	Rosemary Khasiala
Research Assistant	Denis King'ori
Research Assistant	Zalikha Haji

Financial records/ reports

Income



Expenditure



Board of Trustees

David Green - **Chairperson of the Board of Trustees**

Adrian Poffley

Lisa Curtis

Prof. Bitange Ndemo

Prof. Sharath Srinivasan

Dr. Paul Mungai

Patrick O. Onyango, HSc.

Mariam Ibrahim

List of Current Partners

- Swiss Agency for Development and Corporation (SDC)
- European Union
- World University Service of Canada (WUSC)
- Luminate Foundation
- Danida/Uraia Trust
- New York University (NYU)
- Cairns Charitable trust
- Global Fund for Community Foundations



The Cairns
Charitable Trust



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