



ANNUAL REPORT

2025



Foreword from Women Up Coordinator

As the incoming Women Up Coordinator, I am proud to share this annual review and reflect on a year filled with purpose, progress, and possibility. Women Up exists because every woman deserves the opportunity to rise to lead, to learn, and to shape her own future with confidence and dignity. Our mission is rooted in the belief that when women and Girls are supported, entire communities are transformed.

This year, our biggest success has been the tangible growth of the Girls in Schools and the women we serve in the community. Through our sessions, more Girls gained access to skills, and knowledge that empowered them to take meaningful steps forward in their personal lives, though the number is still low compared to the target we have set. Seeing Girls step into leadership roles and achieve milestones they once thought impossible has been our greatest reward.



None of this progress would have been possible without the dedication of our partner Pamoja Girls, volunteers, and supporters who stand behind Women Up every day. Your belief in our mission fuels our work and strengthens our impact, allowing us to reach more women and deepen the quality of our programs.

To the schools, I extend my deepest gratitude. Your support is not just a contribution; it is an investment in courage, resilience, and lasting change. Thank you for walking this journey with us and for helping Women Up continue to lift women and Girls higher, together.

**Women Up
Co-ordinator**



Women up program is a brand within Green-Kenya, we work with women and girls to eradicate all forms of gender inequalities through Sports, in line with UN SDG target 5.1 to achieve gender equality and empower all women and girls.

G-K impact

2130 - Number of Girls

21 - Female Coaches

48 - Number of Sessions

HIGHLIGHT OF THE YEAR

Program Activities & Innovations

03

- Football training for empowerment for girls in mukuru
- Life-skills sessions (health, leadership, menstrual hygiene, rights awareness)
- Partnerships with schools or women's groups



Partnerships

04

Schools

- Vision primary and kindergarten
- Hekima Educational Center
- St Diana Talent School
- Downstream Secondary School



How we collect data?

- Partner community schools complete an application
- Parents filling consent and registration form
- Recording participant attendance daily
- Analysis and presentation of data

What are we measuring?

- Attendance and enrollment rates,
- Evaluation of intervention effectiveness
- Retention and drop-out statistics
- Impact of the program through community feedback

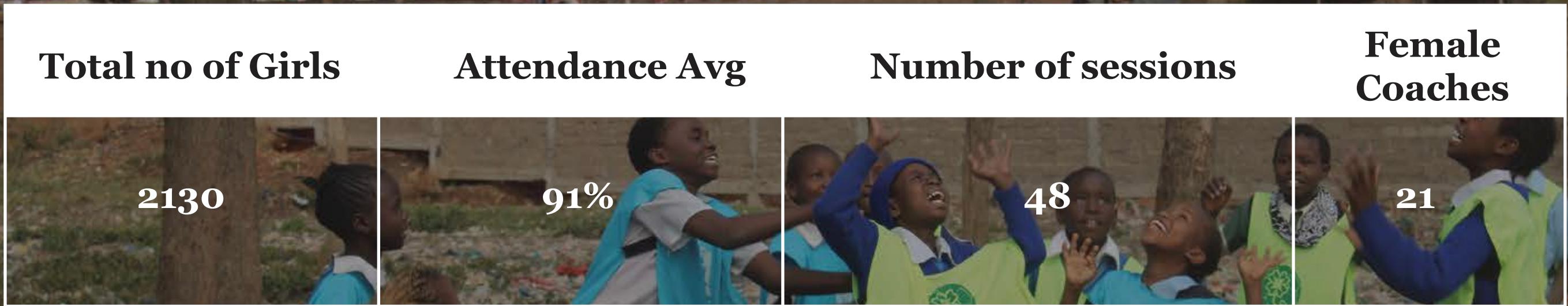
Lessons learned this year

To fulfil our vision of promoting health, safety, education, and leadership for girls, and to advocate passionately for their rights within the community, we need to implement more outreach programs during holiday breaks and enrol more Schools in the program.



OUR IMPACT IN NUMBERS

07



Mission

To empower women and girls by eradicating all forms of gender inequalities through sports

Vision

To promote health, safety, education, and leadership for the girls and passionately advocate for their rights around the community.

SPORTS AND EDUCATION

Sports

Soccer plays a huge role in the communities we deliver our programs on daily basis, We provide a safe space and Coaches for Children to play football daily. All the Children in our programs have never played organized football beyond G-K program

Education

We ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. We do this with the help of physical education teachers

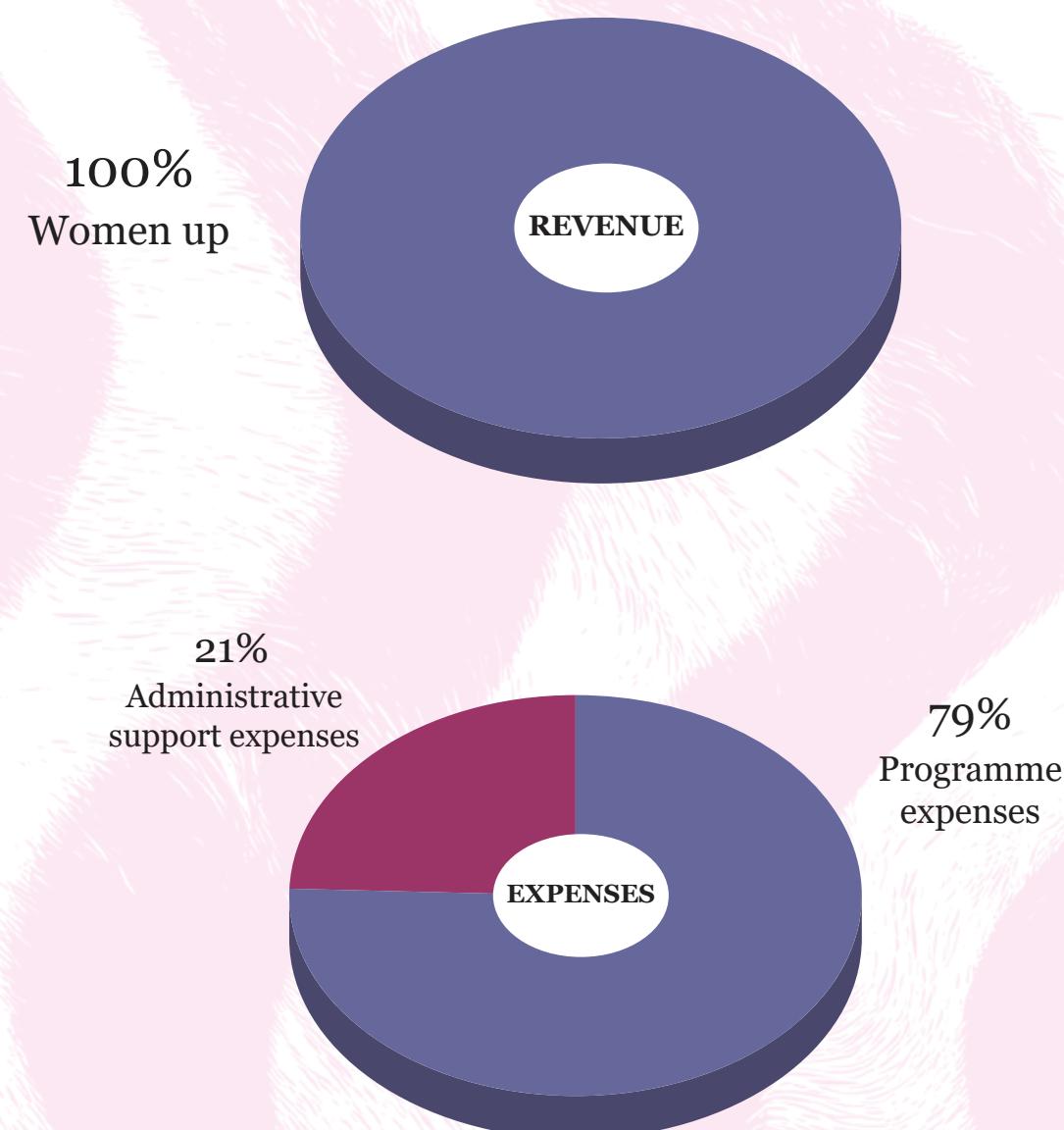
G-K helped me to be more friendly and united. Before the game, we were isolating ourselves from other schools and were not interacting with them. After the schools' exchange and the games, we were able to interact with other schools and extend that connection beyond the field. When we later met with other schools, we were no longer strangers but comfortable talking and learning from one another.



Joy

(a former student at Brain's Wealth Education Centre)





- Funding sources (grants, donors, individual sponsors)
- **75% of the donation is used to support the program**
- Investment areas (training, equipment, staffing, outreach)

CHALLENGES FACED

- Limited access to grants to scale up the program
- Digital and financial literacy gaps
- Structural and social barriers



We brought 7 out of 17 United Nations Sustainable Development Goals (UN SDGs) through play.

Goal 3: Good Health and Well-being

Goal 4: Quality Education

Goal 5: Gender Equality

Goal 8: Decent Work and Economic Growth

Goal 10: Reduced Inequality

Goal 13: Climate Action

Goal 17: Partnerships for the Goals

Organizations

- Pamoja Girls
- Global Giving
- Alive and Kicking

Individuals

- Dave Oriedi



Goals For 2026

Clear priorities:

- ✓ Expanding to new communities
- ✓ Reaching more girls Increasing life-skills sessions
- ✓ Adding more female coaches
- ✓ Strengthening monitoring systems
- ✓ Improving facilities

Contact Us



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APPRECIATION & CALL TO ACTION

As we reflect on this past year at Women Up, we are filled with gratitude and pride for what we have achieved together. We extend our heartfelt appreciation to the Pamoja Girls, whose resilience, commitment, and courage continue to inspire us every day. You have gone above and beyond demonstrating leadership, determination, and a strong belief in your own potential that truly defines the spirit of Women Up.

We also thank our partners, community coaches, and parents for standing with us. Your guidance, encouragement, and unwavering support have created a strong foundation that allows girls to grow, lead, and thrive. As we look ahead, we invite you to continue this journey with us. There is still so much more we can do together.