



2021

ANNUAL

IMPACT

REPORT

YOUTH EMPOWERMENT IN AFRICA



GET IN TOUCH



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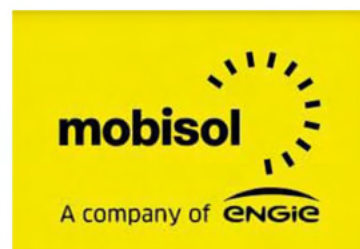


TheYouthCafe

Some of Our Major Partners



Send money directly to the extreme poor.



THERE ARE MORE THAN 845 MILLION YOUTHS IN AFRICA TODAY. WE HAVE 845 MILLION REASONS TO WORK WITH THEM



Congratulations TYC staff, interns, volunteers, and partners on creating a sustainable and successful organization that will serve Youth well in the future. From my viewpoint in the U.S., I am glad my country participates in funding some of these projects. I encourage you to continue on this path of youth-led and youth-centered programming. What you do is important, it matters, and it is getting a lot of attention around the world.



Steve Burger

WNIN and TYC Advisory Board



Volkan Bozkır



During this pandemic, the most vulnerable have been the hardest hit ... We must increase our resilience. We must work together and take an integrated approach to health, hunger, climate, and equity crisis — no one is safe from COVID-19 until everyone is safe.



Volkan Bozkır

President of the United Nations General Assembly



Steve Burger

Summary

The Youth Cafe is proud to share the eighth Impact Report produced based on the Social Return on Investment methodology.

The average Social Return on Investment ratio for The Youth Cafe is 1:12, meaning that an investment of \$1 delivers \$12 value in terms of positive social impact.

The present report outlines the main activities and projects carried out by The Youth Cafe from January to December 2021. The activities were developed and implemented in compliance with The Youth Cafe Strategic Plan approved for 2020-2023, its Theory of Change, and The 2017 Youth Manifesto.

+140 activities were chosen for evaluation during the reporting period to represent the diversity of The Youth Cafe programming. They were selected to represent all 17 Sustainable Development Goals (SDGs) and 22 countries in Africa.

Annual report of The Youth Cafe for 2021



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2021 Numbers and Circumstances



1 We work with over 2000 volunteers and 8500 interns.



2 Social media reach- Over 1,600,000 digital reach.



3 Global reach- over 72 countries globally.



4 Youths directly impacted so far- over 2 million.



5 Total combined database- over 723k



6 Newsletters reach- over 157k subscribers monthly.



7 We work with over 400,000 individual members and + 2,900 organization members internationally and locally who work in diverse thematic areas.

2021 Financials



Foundations

32%



Corporates

25%



Institutions

28%



Donations and Membership Fees

3%

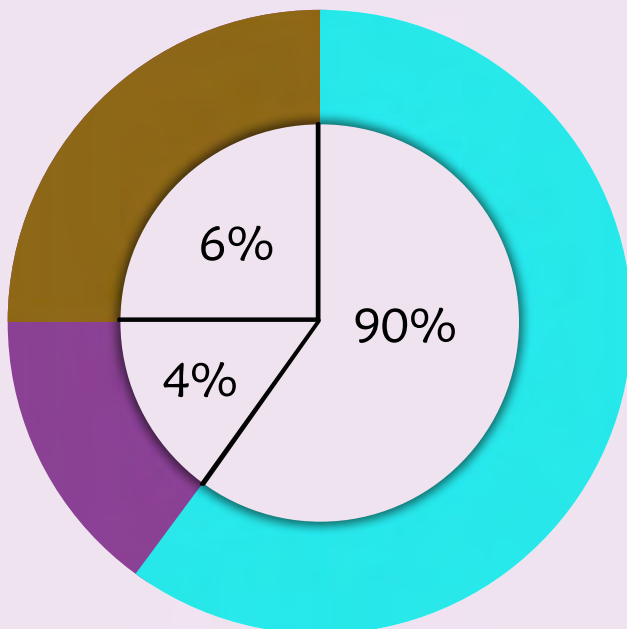


Investments

12%

Income

Expenditures



The Youth Cafe Mission



Leadership Development and Advocacy



Partnerships and Operations

Introduction

1 The Youth Cafe's (TYC) journey started on the 2 September 2012 when the youth representatives in the United Nations High-Level Panel on the Post-2015 outreach consultations established a Multidisciplinary group to guide the work of The Youth Café—comprising 12 talented young emerging leaders from the fields of politics, academia, civil society, finance, and the media and all international and regional youth groups. This partnership was a unique, pioneering collaboration in the field of international development.

2 Together they devised the model that The Youth Cafe utilizes today. The group was tasked with exploring the roots of youth deprivation and vulnerability and recommending concrete action plans to address them. It virtually met five times between November 2012 and November 2013 and face-to-face meetings in London, Monrovia, Bali, and the United Nations Headquarters in New York. Bolstered by grassroots knowledge, the Executive Director has dedicated his life to bringing hope to young people.

3 In February 2014, Willice Onyango became the Executive Director. After assuming the post, Mr. Onyango led the process of the preparation of the current revised strategic plan for 2018-2023 on the new vision for The Youth Cafe, which was approved by the Advisory Board and endorsed by the members of The Youth Cafe in February 2018. Since its inception and per the strategic plan for 2018-2023, The topic of Youth is growing in importance in African policies and is a key focus of The Youth Cafe and its partners. We believe that investing in Youth is a precondition for accelerated inclusive growth and sustainable development. Following our aspiration to involve young people actively in political processes affecting their livelihoods and prospects, we ensure a strengthened and meaningful inclusion of Youth.

4 The Youth Cafe's work has been anchored in five main fields of action: as a unique youth initiative, as a mobilizing force, as a catalytic action-driven initiative, as a global bridge-builder, and as a convener. It has emphasized the importance of keeping pace with this youthful continent by increasingly putting Youth at the heart of its development policies and investing in education and youth employment. We aim to improve prospects for young people through a distinctive approach that bridges the gap between the skills

young people learn and what the labor market demands.

5 At The Youth Cafe, we have developed a Theory of Change, a roadmap that depicts and reflects young people's views of how change occurs. Additionally, our work is underpinned by a set of principles that have been developed by approximately 14,200 members drawn from Africa and other Regions during The Youth Café virtual consultations. The principles are a call to action for governments, civil society, private and public sector, bi- and multilateral, and knowledge institutions to invest in young people's prospects and work in partnership with young people. They include: Building a more relevant, sustainable, and effective enabling environment for education and work systems for young people that recognize their rights and will; Involving young people at all levels in decision-making processes that will affect their lives; and partnering with young people to build a better, more resilient world for all generations.

6 The Youth Café held an official launch of the strategic plan for 2021 to 2023! The theme of this plan is "Investing in the youth for accelerated inclusive growth and sustainable development." The event took place virtually on Friday, 28 May 2021. We were so humbled by the fantastic turnout, with our partners and stakeholders attending from all over the world. The event began with screening an animated 2D video depicting our Theory of Change. This Theory of Change was devised as a roadmap to guide us to impact society meaningfully.



Context and basis for the establishment of The Youth Cafe

7 On 2 September 2012, the youth representatives to the United Nations High-Level Panel on Post 2015 outreach consultations established a Multidisciplinary Group to guide the work of The Youth Cafe, comprising 12 talented young emerging leaders from the fields of politics, academia, civil society, finance, and the media and all international and regional youth groups, the group was tasked with exploring the roots of youth deprivation and vulnerability, and recommending concrete action plans to address them. It virtually met five times between November 2012 and November 2013 and face-to-face meetings in London, Monrovia, Bali, and the United Nations Headquarters in New York.

8 The Multidisciplinary Youth Group's report, published on 13 November 2013, put forth recommendations that became the guiding principles for implementing The Youth Cafe. In particular, it identified eleven priority areas of action for The Youth Cafe, which all play a critical role in strengthening and meaningful inclusion is Youth, and to which The Youth Cafe should bring a multidisciplinary and multi-perspective approach: Youth Population Trends and Sustainable Development; Youth and Comprehensive Sexuality Education; Youth and ICT; Fostering Intergenerational Dialogue and Mutual Understanding; Youth and Smart Investment, Youth Participation in Decision Making; Youth and Unemployment; Culture and Youth Development; Youth and Violent Extremism, and Youth with Disabilities.

9 This laid the background for The Youth Café as a not-for-profit youth organization to formally be incorporated in Kenya as a company, with all its finances going directly to its youth empowerment programs. It was initially registered with a narrow remit on 7 October 2014, then transitioned to a full-fledged company on 4 January 2018 to accommodate its expanding operations and activities. In 2020, The Youth Café made a milestone to become duly Equivalency Determination Certified by the San Francisco-based NGO Source. An E.D. certificate for The Youth Café is available in the NGO Source repository and immediately available to member grantmakers upon request.

The Youth Cafe Today

10 While active on several cross-cutting issues, The Youth Café carries out eight catalytic, action-driven, and progressive activities to which it brings a multidisciplinary and multi-perspective approach for the sake of helping young citizens. These are:

- 1) Peace and Security (including Preventing Violent Extremism);
- 2) Governance and Political Inclusion: Accountability;
- 3) Governance and Political Inclusion: Remittances;
- 4) Culture, Arts and Sports;
- 5) Education and Vocational Skills;
- 6) Business, Job Creation and Entrepreneurship;
- 7) Universal Health Coverage; and
- 8) Environmental Preservation and Climate Change.

These themes provide an organizing structure that underpins our initiatives' development and implementation, prioritizing reducing youth deprivation and socio-economic and political empowerment. At the heart of our work lies the notion of partnership with wide-ranging actors, including Governments, international organizations, the United Nations, foundations, youth organizations, and grassroots civil society. This helps multiply and amplify our impact and relevance.

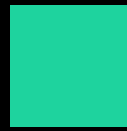
11 The Youth Cafe has increasingly mainstreamed its activities and strengthened its partnerships with other organizations. The Youth Cafe believes that partnership with and trusting young people to participate and lead response and rebuilding efforts by providing adequate resourcing and support to strengthen their capacities and the impact of their work is particularly key to responding to Covid-19. It also pursues its mission by serving as a platform for dialogue and cooperation by empowering and connecting youth organizations with local authorities, the private sector, research, higher education institutions, and other international organizations.



Thematic Areas



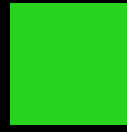
Peace and Security



Education and Vocational Skills



Governance and Political Inclusion: Accountability



Business, Job Creation and Entrepreneurship



Governance and Political Inclusion: Remittances



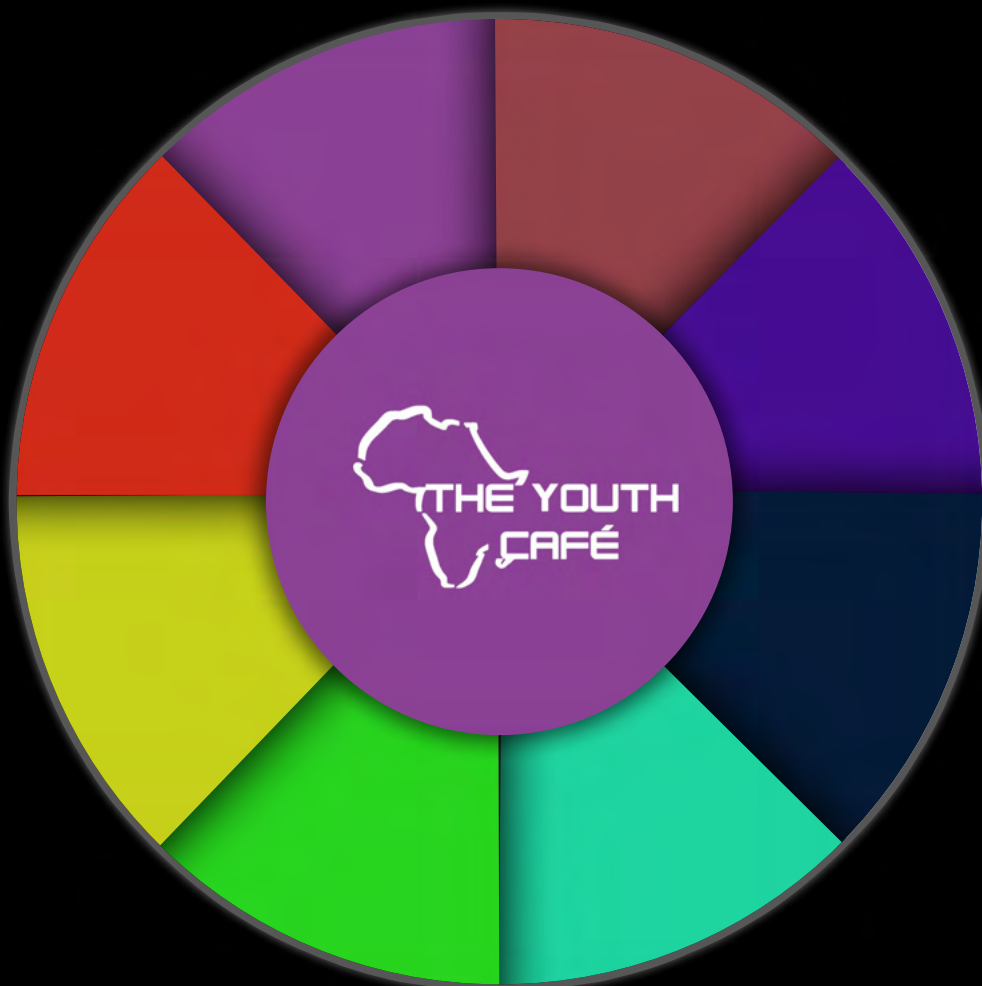
Universal Health Coverage



Culture, Arts and Sports



Environmental Preservation and Climate Change



12 As in previous years, The Youth Cafe continues to occupy a unique place within the youth development ecosystem. It is a key platform in the larger structure of international development architecture that actively works with governments and global and regional organizations, media, Youth, faith-based organizations, and other civil society representatives. TYC makes a difference in five main ways; We are a unique youth initiative with a vast reach in Africa working for the Youth and with the Youth to ensure that the voices of young people are heard; As a mobilizing force, We work to ensure we achieve results in partnerships; As a catalytic action-driven initiative and a global bridge-builder, We implement in supporting innovative projects on the ground; As a convener, we facilitate inclusive, accessible and empowering digital and physical spaces for Youth including marginalized Youth; Finally, as a creative amplifying laboratory because we seek to advocate for and foster innovative, impactful and progressive policies for the Youth.

13 The present report is The Youth Cafe's ninth annual report to its members, partners, and advisory board. It highlights the main activities during the past year (January to December 2021).

Institutional development

14 The Youth Cafe is a multi-award-winning platform for youth empowerment in Africa. Young people make up the bulk of Africa's total population, with an estimated 75% of the continent's population below the age of 35. From a demographic point of view, this calls for a paradigm shift towards the recognition and support of the Youth to harness their potential to foster community resilience, propose innovative solutions, drive social progress, youth empowerment and inspire transformative change. Young people are a tremendous and essential asset worth investing in. We hope to open the door to an unparalleled multiplier effect as our message spreads.

15 The Youth Cafe envisions a convening platform that brings young professionals together to tackle global issues and showcase their impact in their communities. Through its convening power, it continues to assemble young people, international organizations, media, youth networks and organizations, faith-based organizations, governments, lawmakers, local authorities, civil society organizations, and individuals committed to establishing pathways to tackle the many specific issues facing our Youth.

16 Since its inception, The Youth Cafe has recognized that it could not fulfill its mandate alone. Partnerships have continued to be the cornerstone of its strategy. Under the leadership of the Executive Director, Willice Onyango, The Youth Cafe has expanded its network of relationships with government departments, regional and subregional organizations, and other actors. Since 2012, The Youth Cafe has signed 26 memorandums of understanding with academic institutions, think tanks, foundations, and international organizations to amplify the impact of its work.

17 During the reporting period, The Youth Cafe was invited to high-level events and conferences such as; The 7th Annual Devolution Conference, which took place between 23rd - 26th November 2021 in Makueni County and focused on Multi-Level Governance for Climate Action, in particular, Sub-national mobilization in unlocking the full potential of climate action during and after pandemics; Stakeholder Engagement Forum Between The Independent Electoral and Boundaries Commission (IEBC) and representatives of Youth-led and Youth-serving Organizations across the country in Nairobi. The meeting focused on areas of collaboration and institutional commitments to support voter registration and planned activities for the 2022 General Election.

Technical Validation Workshop - FAO/AUC "Investment Guidelines For Youth In Agri-Food Systems In Africa" virtual workshop that happened on 13 July 2021. Our leadership team learned from the incredible panel and provided The Youth Cafe's input to inform the final Investment Guidelines for Youth in Agrifood Systems in Africa report.

18 The Youth Café was privileged to have been invited to participate in this year's Babacar Ndiaye Lecture, which took place virtually on Wednesday, 20 October 2021, at 4:00 p.m. Nairobi Time. The Babacar Ndiaye Lecture was part of a series of lectures that have taken place since 2017 that honor the founding role that the late Dr. Babacar Ndiaye played in the establishment of Afreximbank. This year's keynote lecture was under the theme "The importance of science, technology, and innovation in the transformation of African economies under the AfCFTA, African Continental Free Trade Area." It was delivered by Prof. Ameenah Gurib-Fakim, first female President of Mauritius and 2007 laureate of the L'Oréal-UNESCO For Women in Science Awards.



19 Finally, during the reporting period, International Republican Institute, The Youth Café, and partners have been working on a project aimed to enhance the skills of Kenyan Youth to gain influence within the political establishment and serve in civic and political leadership roles. To accomplish this, the project will hold a series of capacity-building training to increase the technical skills of Kenyan Youth to successfully participate in the party primaries and contest in the elections. The project will bring youth voices into the 2022 general elections by developing and contextualizing Youth County Manifestos to specific Counties in Kenya with consideration for the next five years.

20 The Youth Café, in partnership with Studentshubgh, supported The African Future Leaders Summit 2021, which took place virtually on the 26th and 27th of November 2021. Last year's theme was "MAGNIFYING OPPORTUNITIES FOR AFRICAN YOUTH" During the plenary session, the participants had the opportunity to get inspired and connect with experts from 6 fields:
Education (Accessing Scholarships for Academic Excellence);

Culture, Arts and Sports (Exploring Indigenous Young Talents for African Growth);
Business, Trade and Entrepreneurship (Funding and Scaling for Youth-led Startups);
ICT, Digital Economics, and Branding (Internet for Wealth Creation);
Civic Development and Leadership (Sustaining Youth-led movements for African Prosperity); and
Social Entrepreneurship (Profitability of Social Good).

21 During the reporting period, The Youth Cafe met the Royal Danish Embassy officials to discuss possible partnership areas reflected in the Embassy's new strategic framework for 2021 to 2025. The discussion sessions focussed on collaboration on areas such as climate change actions, countering violent extremism, promoting the creation of much-needed income opportunities and decent jobs, in particular for the poor and the Youth, through green and responsible private sector-driven development, as well as market opportunities for Danish companies and investors with relevant solutions.

22 During the reporting period, The Youth Café was recognized by the U.S. Mission in Kenya and nominated among the 70 youth leaders chosen globally to participate in the Summit for Democracy; it was a virtual event held on December 9-10, 2021, and hosted by the President of the United States Joe Biden, and joined by other Chiefs of State, Heads of Government, international and civil society organization leaders, and other governmental and non-governmental participants. During the Summit, The Youth Café highlighted its work that strengthens democracy and supports democratic ambitions. The Youth Café also committed to having a bold suite of new programming to strengthen our democracy work and expose, track, and disrupt transnational corruption and mitigate its impact on democratic governance and development progress by working at the local, national, regional, and global levels.

23 The Youth Café partnered with RESPEKT to implement the anti-stigma campaign designed to strengthen sexual and reproductive health rights for adolescent girls, teenage mothers, and young women during the reporting period. The campaign will mainly address unmet needs for family planning, reproductive, maternal, and adolescent health services. The project will largely work with the vulnerable and marginalized adolescent girls, teenage girls who dropped out of school and are experiencing shame, trauma, and stigmatization in the rural and urban informal settings. The collaboration will aim to design a school-based program to mentor adolescent girls in sexual and reproductive health and rights, focusing on preventing and responding to gender-based violence. The program goals include identifying, educating, and providing sexual reproductive health information to teenage girls/mothers and young women in rural schools and informal urban settlements. Furthermore, this will be supported by training and supporting local females to act as mentors for these adolescent girls and young women.

24 During the reporting period, The Youth Café collaborated with Pumbaa Eco to implement The Africa True Story, a digital brand project, thereby empowering the future leaders of Africa and giving these young men and women in Africa an opportunity to create a piece of work about their lives or the societal issues they are concerned with. Undertaken under the Shenzhen Green Impact Consulting Company, the program recruited leaders in different industries, young people, and Chinese people living in Africa to share stories about their lives in Africa, and is



committed to making the Chinese Internet see a thriving Africa and linking China to sustainable investment in Africa. In doing so, the information gap and bias are reduced and enable Chinese and African content creators to obtain income growth and digital opportunities.

25 During the reporting period, The Youth Café formed a partnership with One Young World to promote the Enterprise for Peace Scholarship for 2022. The One Young World Summit 2022 will see 2,000 young leaders from 190+ countries descend to Tokyo for the global forum for young leaders. During the Summit, delegates will present and debate solutions to our time's most pressing issues alongside senior leaders. The initiative sought to fulfill the objectives like Empowering young leaders to create sustainable job opportunities in selected regions, leveraging the potential of young people as widely as possible for job creation and highlighting their potential as a solution to fostering prosperous and peaceful societies, and raising awareness for youth underemployment and sharing best practices regarding this subject.

26 During the reporting period, The Youth Café published reports related to Covid-19, which include; Trade And Development Finance In Africa In The Shadow Of COVID-19 that provides a broad overview of great opportunities that exist for the expansion of trade through trade and development finance even under the immense challenges posed by the



The water follows and trusts the current. It doesn't try to direct itself but allows itself to be pulled easily and naturally to the ocean. The current knows where its going. That's why its the current. The twigs bob merrily along the surface and trhe fish trust everything the current brings. The water is called by what is greater, the ocean, where the current both begins and ends. And this is how we are led when we trust our source and allow that source to lead us along to the fullest, happiest expression of life



- James F. Twyman

COVID-19 pandemic on the African continent; The Youth Café in partnership with the Overseas Development Institute (ODI) cross-published *Advancing Youth-Centered Digital Ecosystems In Africa In A Post-Covid-19 World* report. This publication is the first of two to explore the findings and insights from an online global consultation, held in July 2020, exploring young Africans' use of digital technologies in different areas in the context of the Covid-19 pandemic and beyond; The Global Youth Vaccine Confidence Report 2021 reports on the Global Youth Vaccine Trust project that sought to identify how Youth around the world were making decisions about vaccinating against COVID-19.

27 The Youth Cafe further published articles related to politics and governance, such as; African Youth Lead Policy Paper which draws on several months of national, regional, and continental youth consultations hosted by the African Union Office of the Youth Envoy (OYE) in collaboration with Africa CDC. These consultations aimed to collect opinions and recommendations from youth leaders, to inform policy briefs that were shared with Africa CDC; which highlights the key efforts that resulted in the development of the manifesto; The Youth Café At The Summit For Democracy, Strengthening Democracy In Times Of Peril that highlights the importance of democratic renewal, schedule, outcomes of the Summit.

28 Finally, The Youth Cafe published additional cutting edge articles, which include; Identification And Evaluation Of Business Opportunities: The Experiences Of South African And Ugandan Youth Entrepreneurs, which gives insight into the interface between the youth entrepreneurs and the environment and shed light on how Youth identify and make decisions regarding entrepreneurial opportunities; Strengthening Youth Livelihoods And Enterprise Innovation In Africa's Digital Era, the paper discusses the topics of the online global consultation, held in July 2020, when participants delved into employment in the gig economy, business and tech innovation, and financial inclusion; Global Diversity, Equity & Inclusion Benchmarks: Standards For Organizations Around The World which explores the GDEBI best practices for organizations around the world.

29 The Youth Excel logo competition global program was finally launched on 4th May 2021. The Youth Cafe is part of the Youth Excel – a U.S. Agency for International Development (USAID) funded project implemented by IREX and consortium partners. The



project aims to empower young people and youth organizations to drive local development using implementation research. Launch theme: How might we as a global youth development community leverage youth-led research and learning to help international development work better for young people, their communities, and the world? The launch was facilitated by Sylvia Kananu, the Youth Excel Project Lead based in Kenya. The launch was held on the Zoom platform. The agenda of the launch included a brief breakdown of the project, remarks from the IREX team, Keynote addresses, a youth panel discussion, a Q&A session, and a celebratory moment for all the participants in the launch. The project's implementing partners were excited to have the project launched to the general public finally! This global program will empower young people and youth organizations to drive local development by using implementation research to strengthen local, national, and global development solutions. The Youth Cafe hopes, moving forward, we will be able to attract more buy-ins from both the donor community, private and public institutions.

30 During the working period, The Youth Cafe was honored to be part of a global online festival for the International Day of Education. The event took place online from January 24th -25th, 2021, gathering over 250 speakers from more than 500 exemplary educational organizations from around the world, for more than 80 enriching sessions hosted by LearningPlanet, CRI, UNESCO, and +150 Partners. In a time when schools, universities, and Youth are so

profoundly affected by the pandemic, the #The LearningPlanet Festival provided a timely opportunity to celebrate education as a powerful way to move forward collectively. It was an annual Rendez-Vous to inspire and empower learners of all ages to take action towards a better future. In 2021 specifically, the festival aimed to reverse today's dreary narrative under the theme Learning to take care of Oneself, Others, and the Planet.

31 The Youth Cafe partnered with Films Pour Enfants Takorama Children's Festival during the working period. The international Non-Profit Organization, Films pour Enfants, is renewing the TAKORAMA children's film festival in 2021, following their great success in 2020, with 35 countries, 1,200 classes, and 280,000 student participation. This year, The Youth Café was humbled to participate in this great initiative. The festival is principally aimed at primary and secondary school teachers and their students. However, it was free of charge and open to all educational, cultural, and social institutions and parents.

32 During the reporting period, The Youth Café, in partnership with Siasa Place, Purpose, and Article 19 and other key stakeholders, commissioned a baseline survey to identify young people's demographic and socio-economic position in Kenya relative to their engagement in human rights accountability, politics, and governance. Findings from the research indicate that inadequate awareness by the Youth on matters central to their participation in government has greatly inhibited their public participation. Inadequate skills necessary to participate in public decision-making has also greatly contributed to the non-participation of the Youth in decision making.

33 During the working period, The Youth Cafe attended a workshop held by the University of Johannesburg on "African Societies and Regional Institutions." It was clear that the actors in this sector play the watchdog role. Civil society organizations in Africa have shown strong initiatives to support and challenge different thematic development initiatives. The Youth Café's project on Engaging Youths in the Fight against Corruption is an example of the aspirations of many actors in civil society towards change. Such projects and patterns can be traced in many countries across Africa where non-political associations decided to change the narrative on certain issues in their country. In doing so, many entities often have to work together to build coalitions

34 During the working hours, The Youth Cafe took part in the Kaa Macho campaign, which kicked off in May 2021. It involved a survey conducted on young people aged between 18 and 30 years in different sub-counties to determine their perceptions of corruption. The survey reported that the word "politician" is perceived as corruption at 31%, with bribery and theft at 27% and 26%, respectively. Based on the findings in the report, the Youth depend overwhelmingly on social media for information about corruption. Access to information is considered vital in any developing democracy. Information is critical in enabling citizens to exercise their voice, effectively monitor and hold governments accountable, and enter into an informed dialogue about decisions affecting their lives. Regrettably, young people in Kenya have inadequate ability and opportunities to make their voices heard and accounted for in relevant policies. The Youth Café has been working on complementary interventions to build the power of young Kenyans to impact government policies, uphold their rights, and fight against corruption.

35 The Youth Café was honored to have the director, Willice Onyango, recognized and awarded the Diversity and Inclusion Youth in Leadership Award during the working period. The Youth Café is proud to be a youth-led and youth-serving organization that has embraced the strength and resourcefulness of young people. The dimensions of exclusion that The Youth Café addresses are economic, social, political, and cultural. The Youth Café has an active and popular admission of interns and volunteers to its programs which builds the capacity of young people in different skill sets. We have worked with over 2000 interns from various countries and cultural and religious backgrounds. Our plan to work with interns and volunteers is a strategic decision designed to involve as many qualified youths as possible in development decisions.

36 During the working period, The Youth Cafe's Executive Director, in his capacity as a youth business leader in Africa, was privileged to be a part of the Futuremakers Forum 2021 panel organized by Standard Chartered in collaboration with Business Fights Poverty. The forum's agenda was about Unleashing The Potential Of Young People to Succeed In the Future World of Work. At the forum, business leaders and future employees discussed emerging trends in the future world of work and what it means for young people to enter the job market over the next decade. Gratefully, The Youth Cafe had the

opportunity to contribute meaningfully to the development of this insight paper.

37 During the working period, The Youth Café announced a partnership with LEAP Africa to implement Youth Day of Service 2021. YDOS is a week-long youth-led social impact campaign to create awareness and mobilize young people across Africa to take civic action in commemoration of the annual United Nations' International Youth Day, held from 12 August to 18 August 2021. The campaign theme of 2021 is 'Youthful and Useful' as the goal is to foster the active engagement of youths for community development and actualizations of the SDGs in Africa.

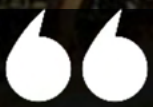
38 The Youth Cafe attended a Virtual Workshop on Developing Visions of a Climate Resilient and Carbon Emission Free Future during the working period. It was a part of the second phase of the global project, 'The Conference of the Parties, (COP26)' which was created through an international collaboration between academics and citizens, aimed to strengthen evidence-based climate resilience, create sustainable solutions, and widen benefits and impact to support more climate action. Through the project, there are also plans to support capacity building and the development of global multidisciplinary academic networks, support solutions focused on the COP26, and improve understanding of the solutions available to achieve a resilient net-zero future.

39 During the working period, The Youth Cafe took part in the 2063 Academy Youth Dialogue organized by AUDA-NEPAD, and Atlas4dev, in partnership with the African Union Commission, Maghreb Economic Forum, and Facebook Africa to serve as a platform in which the needs and voices of the Youth can needs can be addressed, amplified. Their engagement in the realization of Agenda 2063 can be advanced. The Agenda 2063 is a continental framework document adopted by the African Union in the 24th Summit in January 2015 in Addis Ababa, whose aim is to bring about inclusive growth and sustainable development for Africa to be realized in the next fifty years.

40 During the working period, The Youth Cafe partnered with The International Trade Center to promote the Youth Ecopreneur Awards, which was the first of its kind. It aimed to promote youth entrepreneurship in the green economy. The award was calling upon young ecopreneurs with innovative solutions in three categories; Renewable energy and energy efficiency, sustainable waste management, and Efficient use of water.

41 During the working period, The Youth Cafe piloted a Financial Literacy Intervention Program whose mandate was to address the unique problems young men and women face and help them navigate the real financial world. Before implementation, The Youth Café conducted a Financial Needs Assessment better





With unity comes the power to make a difference that would otherwise seem hard. Working together towards development not only gives us a transformed state but enables us realize the power of working in unison.



- Sifuna J.

to understand youth financial attitudes, behaviors, and influences. It enabled The Youth Café to develop the ongoing Financial Literacy Program.

42 During the working period, in support of the annual International Youth Day, whose theme was "Transforming Food Systems: Youth Innovation for Human and Planetary Health," The Youth Cafe published a statement on Creating Spaces and Opportunities for Global Food Systems Through Youth-Led Innovations recognizing the valuable contributions from Youth in Africa towards achieving sustainable food systems through such initiative as The Byte by Byte Policy Innovation that has worked to transform food systems in Africa with digital technologies. Under the policy, seven African nations, including Morocco, Kenya, Côte d'Ivoire, Rwanda, Ghana, Nigeria, and Senegal, are at the frontline of progress on digitalizing the agriculture sector.

43 During the working period, The Youth Café attended a Closed Focus Group Discussion whose aim was to discuss and evaluate the TVET model in Kenya and suggest any changes necessary to build the momentum that has been lacking. The Technical and Vocational Education and Training (TVET) refers to the Alternative method to university for knowledge and skill-building. TVET focuses on formal and informal training necessary for social equity and furthering sustainable development. Compared to traditional universities, TVET is a new form of learning that has not yet been embraced fully as a robust opportunity competitive enough to the traditional schooling system. The government of Kenya fully mandated TVET institutions in 2012, and they needed to be refocused to meet the modern-day needs of Kenyan youths.

44 During the working period, The Youth Cafe, in tandem with undersigned organizations, urged the Department of State and the United States Agency for International Development (USAID) to ensure conflict prevention and peacebuilding programs are robustly funded and integrated into the U.S.A. government's COVID-19 strategy and supplemental funding from the American Rescue Plan through a sign-on letter to the U.S. admin.

45 During the working period, The Youth Cafe participated in a survey conducted during a consultation session on 'Connecting, Engaging and Empowering Youth in Kenya,' held by the European Union. The E.U. stated that participation in this survey

could assist in the elaboration of their strategy in supporting Kenyan youth.

46 During the working period, The Youth Café was honorably invited in its capacity as a youth-led and youth-serving organization to be a panelist on the Peace and Cohesion Break-Away Session for the 7th Annual Devolution Conference with a specific theme of Prevention and Management of Climate Change Instigated Conflicts: Collaborative Responses.

47 During the working period, The Youth Cafe was cordially invited by The Kenya I.C.T. Action Network to actively participate in a partners and donors roundtable during the Kenya Internet Governance Forum (KIGF) 2021 week. The objective of the roundtable was to bring together Donors and Social Justice Organizations to create awareness and appraise each other on the situation of digital rights in Africa.

48 During the working period, The Youth Café participated in the Africa Boy Child Forum, which took place at Kenya National Theatre and was organized by Unscripted Concepts. The theme of the Forum was, "The myth of male power, Leading while Bleeding." By partnering with The African Boy Child Forum, The Youth Cafe seeks to help shed some light on the toxic orthodox practices and expectations of the young boys and men in Kenya and Africa. We need to support



young boys as they face various challenges on their journey to build a life centered around more affirming versions of masculinity.

49 During the working period, The Youth Café organized Public Participatory Forums in partnership with the Nairobi County Government targeting the youth in Nairobi to integrate their voices and proposals into the Nairobi City Youth Policy. We believe that these forums will provide an opportunity for the youth who are the major beneficiaries, to give their input and enrich the Youth Policy draft. The Youth Café is also dedicated to supporting The Nairobi County Government in disseminating and distributing the policy after its completion.

50 During the work period, The Youth Café conducted the Media Contest Physical Award Ceremony at their offices at Kitisuru Gardens to officially present the winners with their awards. The ceremony stemmed from a photo and video competition performed by contestants between the ages of 18 and 35 who presented corruption scenarios through the photo and video mediums. The goals of this competition were to create awareness on corruption and the closing civic space in Kenya, start conversations on corruption and ways to mitigate it, elevate the voices of the youth in the matter and use art as a creative form of mitigating corruption. The event was broadcasted live on Youth Cafe's Facebook page. Several key players attended, including the three finalists, members of The Youth Cafe, guests Amos Onyango and Nerima Wako-Ojiwa, and our keynote speaker, Mr. Samuel Kimeu, the Executive Director of Africa's Voices Foundation.

51 During the working period, The Youth Cafe attended the International Conference on the Great Lake Regions(ICGLR) Regional Multifunctional Youth Forum. The meeting assessed the implementation of the ICGLR Heads of State and Government Declaration on Youth Unemployment and the Pact on Security, Stability and development. Further, it looked at developing the ICGLR Regional Action Plan on United Nations Security Council Resolutions 2250 on Youth, Peace, and Security as adopted by the ICGLR Heads of State and Government during their 8th Ordinary Summit held on 20th November 2020. The meeting also received presentations on the UNSCR 1325 process for peer learning. This came on the heels of developments in the region, including elections in the Republic of Burundi, Tanzania and the Central Africa Republic. The Youth Cafe's Executive Director, Willice Onyango, spoke at the panel conference highlighting

our work on Peace and Security based on The Youth Cafe's Theory of Change. As an organization, we work with young men and women to achieve positive contributions through active engagements and participation in maintaining and promoting local and international peace and security and advocating for the prevention of violent extremism through media platforms(social, mainstream digital). Mr. Onyango also spoke about his book Chapter contribution to an upcoming book titled *Securitizing Youth: Young People's Roles in the Global Peace and Security Agenda*.

52 During the reporting period, The Youth Cafe partnered with the Open Think Tank Network on a policy project called "The Future for Human Mobility." The participatory workshop series aims to bring together diverse perspectives on the future of migration to generate innovative policy recommendations that help organizations and policymakers become more agile and adapt in a proactive rather than a reactive way.

53 During the working period, The Youth Cafe as part of the Independent Electoral Boundaries Commission(IEBC) Youth Coordinating Committee on Elections, launched a nationwide campaign, #VijanaHatupangwingwi which was the trending topic and had an engagement rate of over 700 tweets, over 5 million impressions, 1200 retweets and 1500 replies. This intense campaign aimed to reach over 1,000,000 youth voters. The campaign showed the youth how apathy would directly affect their socio-economic aspects of life.

54 During the working period, The Youth Cafe was proud to share the ninth Impact Report produced based on the Social Return on Investment methodology. The average Social Return on Investment ratio for The Youth Cafe is 1:12, meaning that an investment of \$1 delivers \$12 value in terms of positive social impact. The present report outlines the main activities and projects carried out by The Youth Cafe from January to December 2021. The activities were developed and implemented in compliance with The Youth Cafe Strategic approved Plan for 2021-2023 and The 2017 Youth Manifesto.

55 During the working period, the Youth Café sought to equip young people with key media literacy skills: critical thinking, fact-checking, online safety, social media verification, and quality assessment of online information and their sources through a dedicated

handbook. Through designing, developing, evaluating, and disseminating a youth-centered digital media literacy handbook, we hope to address digital threats to democracy in Kenya. The objective of the Persona events was to kick off the human-centered design process where local partners and youth will engage in a participatory process to depict the priorities and attributes of our core audiences within the Kenya region. This human-centered design activity will inform the program's design at the very start by gathering input from key stakeholders about the need, motivations, challenges, and opportunities of your local community to ensure that the program is responsive to local needs and realities.

56 During the working period, The Youth Café was honored to be invited as part of the Steering Committee for the Media Literacy Week happening in October. The Media Information and Literacy (M.I.L.) week was organized by the United Nations Educational Scientific and Cultural Organization (UNESCO) in conjunction with other organizations to commemorate the steps organizations and individuals are taking towards advancing media literacy for all. A healthy approach towards information sharing in digital spaces is a practice that requires recognition of the shift in information use and sharing. It is about carefully choosing information to share and responsibly processing information. Media literacy is a habit that needs to be created and emphasized among kids, youths, and adults. It is easier to handle disinformation issues when people become accustomed to a culture of healthy digital media literacy and respect in the digital space.

57 During the working period, NGOSIFY listed the Youth Café as the 4th best N.G.O. in Kenya and the 2nd best in the capital city of Nairobi and appreciates the commitment we've made towards youth empowerment since our inception in 2012 and the long-standing cooperation with global partners such as UNESCO and UN-Habitat.

58 In addition, during the working period, The Youth Café was also featured in AllAfrica: In an article titled 'Kenyan Youth and the Building Bridges Initiative (B.B.I.) - Déjà Vu All Over Again' AllAfrica discusses how the high court judges blocked the Building Bridges Initiative (B.B.I.), which represented an extension of the political truce reached between Kenyatta and Odinga, was framed as the panacea for "peace, security and unity." The article highlighted that excluding Kenyan youth from meaningful consultations like this in



national politics was not new and took the example of a few N.G.O.s that almost immediately offered their critical appraisals of the B.B.I. process and document, one of them being T.Y.C.

59 During the working period, The Youth Cafe joined the annual Youth Forum of the Economic and Social Council (ECOSOC) to celebrate its 10th Anniversary on 7-8 April 2021. The Forum gave a unique opportunity for youth to jointly address common challenges and advance their contributions to achieving the S.D.G.s and the 2030 Agenda. The 2021 ECOSOC Youth Forum was convened by the President of ECOSOC and was co-organized by the Department of Economic and Social Affairs (DESA) and the Office of the Secretary General's Envoy on Youth (OSGEY), in collaboration with the United Nations InterAgency Network on Youth Development (IANYD), and co-convened by The Youth Cafe, the Major Group for Children and Youth (MGCY) and the International Coordination Meeting of Youth Organizations (ICMYO), with technical input from youth organizations relevant to the theme of the Forum.

60 During the working period, The Youth Café won a position to co-chair the Knowledge mobilization sector of The U.S. Youth Peace and security 2020 (#YES4YPs) coalition as solutions for sustainable peace are generated. Knowledge mobilization will include a lot of data collection and report writing necessary to gear the attention of key stakeholders. We are excited about the possibilities of this coalition in implementing the global peace agenda and in sharing

information and decision-making with the U.S. Congress. Donors, policymakers, institutions of higher learning and youth leaders must come together to drive the global peace agenda forward.

61 During the working period, The Youth Café was privileged to attend the United Nation Food System Summit (UNFSS) Independent Dialogue on African Youth As Drivers for Decent Job Creation in Sustainable Food Systems. The Independent Dialogue to the United Nations Food System Summit (UNFSS) was to raise awareness of issues affecting rural youth and elicit input on Game-Changing ideas on creating quality jobs for rural youth in food systems. The independent debate gave African youth, funders, development practitioners, and governmental and business sector officials the chance to discuss their ideas for addressing specific concerns and sharing best practice experiences. The recommendations gathered were intended to be directly fed into United Nations Food System Summit (UNFSS) debates and the ongoing development and cross-fertilization of youth-centered Game Changer ideas submitted to the United Nations Food System Summit (UNFSS).

62 During the working period, The Youth Café was extraordinarily humbled and honored to be nominated as one of the top five finalists out of a pool of over 220 nominees from 52 countries around the world for our work under the thematic area of Governance and Political inclusion as highlighted in our Theory of Change. This was during last year's WIN WIN Gothenburg Sustainability Award, where the

theme of 2021 was anti-corruption. The WIN-WIN Youth Award is an international award that aims to empower and reward young people who play an active role in creating a more sustainable future. It is one of the world's leading sustainability awards and has for the last 21 years awarded individuals and organizations for its contribution to a sustainable world.

63 During the working period, The Youth Café was honored to be a panelist at the African Entrepreneurship Forum whose aim was to provide a continent-wide platform that connects entrepreneurs to funders and each other for networking, insights, and access to opportunities to bridge the knowledge gap moving from a start-up to the next level of business. The envisioned outcomes were, building the Shared Value African Initiative(SVAI) entrepreneurs' ecosystem and information sharing platform, creating a matching platform for investors/funders/grantmakers and entrepreneurs and empowering entrepreneurs, and forming links for them to access opportunities.

64 The Youth Café and Africa Union Commission commemorated the International Rural Women Day to strengthen rural women's contribution to sustainable food systems through the African Continental Free Trade Area. The purpose was to target different stakeholders involved in supporting the empowerment of rural women such as the Member States, Regional Economic Communities, Academics, Financial Institutions, Development Partners, Women





HOW TO GET INVOLVED

The Youth Cafe is an award-winning pan-African youth organization based in Nairobi, Kenya. Youth participation is essential to our mission. When you empower young people, it helps us build stronger communities and a brighter future.

You can support The Youth Cafe in many ways:

1. PARTNER WITH US

Corporate, institutional, and foundation partners can play a constructive role in finding collective solutions for some of the problems tackled by The Youth Cafe, either in a specific region or on a particular topic.



Right Champions, U.N. Agencies and Civil Society Organizations.

65 On 1st November, The Youth Cafe and the African Union Commission celebrated African Youth Day with the theme “Defining The Future Today: Youth-Led Solutions For Building The Africa We Want.” The chairperson of the African Union, H.E. Moussa Faki Mahamat, delivered an inspiring statement of the importance of investing in African Youth to create the Africa we want. The African Youth Day is commemorated every year and was proclaimed on the adoption of the African Youth Charter in Banjul, the Gambia in 2006. It recognizes youth as key agents for Africa’s socio-economic growth and sustainable development.

66 During the reporting period, The Youth Cafe continued its partnership with Ford Foundation for a project aimed at Engaging Youth in the Fight Against Corruption & Closing Civic Space. Through this program, we hope to build the power of young Kenyans to impact government policies, uphold their rights, and fight against corruption and close civic space by strengthening evidence-based advocacy for accountability, critical thinking and media skills, and collaboration among state and youth organizations.

67 During the reporting period, The Youth Cafe worked to launch a practical theory to underpin its ambitious community transformation efforts. This Theory of Change is centered on organizational performance improvement as an approach to building

the capacity of The Youth Cafe that zeros in on achieving our intended outcomes. We recognize that high-performing youth-led and youth-serving organizations need to be exceptional in four domains identified by USAID’S Youth Excel’s: Performance Improvement framework: Efficiency, effectiveness, relevancy, and sustainability. The Youth Cafe needed a roadmap for change more than ever. Instead of bridges, avenues, and freeways, this map illustrates destinations of progress and the routes to travel on the way to achieving progress. The map also provides commentary about assumptions, such as the final destination, the context for the map, the processes to engage in during the journey, and the belief system that underlies the importance of traveling in a particular way. This map is our “theory of change.”

68 The Advisory Board of The Youth Cafe continued to guide on key issues and strategic directions for The Youth Cafe through partnership building for sustainability, fundraising, group discussions, and meetings. As of December 2021, The Youth Cafe membership consisted of 424,446 ordinary members, including 5,119 Premier Leadership Circle and over 2,900 youth networks and organizations.

69 The Youth Cafe continued its work from a bigger office facility located at Kitisuru Gardens in Kiambu County. With a capacity to house 25 members of staff, a spacious outdoor event setting, a library, senior staff office. This location will also have our upcoming studio in our pursuit to become a digital leader and a clearinghouse for youth-related digital content.

70 The Youth Cafe had over 2,500 generous book donations and seventy four individual financial donors. We further initiated a grassroots fundraising program easily customized for individuals who want to raise funds for The Youth Cafe.



71 The Youth Cafe published a groundbreaking report titled *Lockdown live: Finding Youth-Led Solutions to COVID-19*. A Series of events /webinars were carried out to address issues that have emerged across platforms due to the COVID-19 pandemic. The intention was to help find a coping mechanism for the situation and find solutions to emerging problems. Key focuses on strengthening meaningful engagement with the youth, amplifying their voice and actions in supporting the expansion of civic spaces, and advancing civic engagement. This is still an ongoing project at the Youth Cafe.

72 To build our technical capacity on various topics, our staff members took part in various short courses and training. Notable ones include: Elevating your brand through storytelling with Miri Rodriguez; Facebook Video Storytellers-Africa, a six-week training course from the Facebook Journalism Project in partnership with the International Center for Journalists (ICFJ). The training was led by Hashtag Our Stories, a global network of storytellers; learning interventions through webinars and networking sessions by Accountability Lab; effective financial leadership & governance among Non-Profit-Organizations.

73 The Executive Director continued his efforts to broaden the membership of The Youth Cafe through a revised Membership Terms of Reference. Invitations to attend The Youth Cafe events and observe meetings of the members continue to be sent to all members through a weekly emailing list. In addition, The communications department worked on designing membership categories to meet the members' needs. The membership categories are platinum, gold, silver and bronze, with different subscription fees and membership benefits.

74 The Advisory Board held four virtual meetings in Nairobi in March, June, September, and December 2021. Discussions centered on the theme of partnering with young people to build a better, more resilient world for all generations. The Youth Cafe wants to ensure that young people's knowledge and insight inform crisis response and recovery efforts at all levels; partner with and trust young people to participate and lead response and rebuilding efforts, providing adequate resourcing and support to strengthen their capacities and the impact of their work; invest in youth-led initiatives that are the forefront of responding to Covid-19 and particularly those organizations that provide support to the most

marginalized and vulnerable youth, and recognize the negative impact Covid-19 has on young people's wellbeing and mental health and provide ongoing psychosocial support to young people through formal interventions and programmes.

75 The Executive Director informed the Advisory Board that The Youth Cafe had made considerable progress in promoting its pan-African remit. As part of its mission, it sought to engage youth as a vital step to building inclusive and sustainable societies. In Africa, youth make up the largest part of the population. This presents immense opportunities but also serious challenges. Youth are particularly affected by the crisis resulting from the current pandemic. At the same time, they are often the ones with the innovative ideas we need. The Youth Cafe wants to hear from young people and discuss their needs and ideas with partners and stakeholders to offer the rising generation better prospects.

76 Executive Director of The Youth Café, Mr. Willice Onyango, spoke at a virtual forum on 29th November 2021, organized by Engage Jamii Initiatives in partnership with the U.S. Embassy in Nairobi. The program focused on the "Role of Youth and Women in Peaceful Election Campaigns" in Kenya. The notable key speakers were Fatuma Juma, Director at Engage Jamii Initiatives; Rukiya Mwinyi, the Outreach coordinator Public Affairs Section at the U.S. Embassy and Fatuma Adan, founder of HODI. The live event aimed at conflict prevention and resolution, increasing youth participation in decision-making through training, art competitions, focus group discussions, and media outreach.

77 During the working period, The Youth Cafe sent some of its members to join Young climate leaders, negotiators, officials and ministers from across the world at the COP26 event in Glasgow on 8th November 2021. We were making their voices heard and demanding the action needed to prevent catastrophic climate change in our lifetimes. Events across COP26 focused on harnessing the expertise of young people and putting their views directly to the negotiators and officials working to agree on global action on climate change. The event also unveiled a new statement titled, 'learn for our planet: act for the climate', which committed countries to revisit progress made on their pledges in advance of COP27. The Youth Café, as an organization with a focus area in Environmental Preservation and Climate Change, fully supports The Global Youth Statement on climate change.



78 During the working period, The Youth Cafe was featured in the Global Citizen among 7 incredible organizations working with young people in Africa. Having a presence in 22 African countries, The Youth Cafe has reached 1.6 million young people with its projects and mobilized more than \$10 million to support youth empowerment in Africa. It also reaches over 1,400,000 people online monthly and has more than 157,000 subscribers. For Youth Day of Service. The Youth Cafe partnered with LEAP Africa as an implementation partner, which will see it share its organizational resources and expertise toward achieving the campaign's goals, which is themed "Youthful and useful," by leveraging its networks and social media reach to promote active participation in the campaign.

79 The Youth Cafe and University of Sussex (U.K.) through Sussex Writes were the winners of the Global Challenge Fund for a joint project that will formulate a contextually-appropriate psychosocial intervention model to improve youth mental health and promote social inclusion strengthens post-pandemic resilience in Kenya. With mental health disorders left untreated, these conditions have serious detrimental effects on young people's developmental progress, family life and educational achievement, with long-term risks for poor health, social marginalization and

and unemployment in adulthood. COVID-19 has increased threats to mental ill-health and worsened pre-existing global inequalities in access to adequate care. Addressing these challenges is essential to achieving post-COVID recovery, given the close links between youth mental health, social disability and economic development. The Youth Cafe looked for individuals and organizations active in education, child/youth welfare and experience, or healthcare, to partner with them.



Strengthening links with the International community

80 The Youth Cafe continued to engage with departments and entities within the United Nations system, in particular with The UN Major Group on Children and Youth, the United Nations General Assembly mandated, official, formal and self-organized space for children and youth to contribute to and engage in certain intergovernmental and allied policy processes at the United Nations. During the reporting period, The Youth Cafe maintained its engagement with the United Nations Inter-Agency Network on Youth Development, including its working group on youth and peacebuilding. Closer ties were formed with the Department of Economic and Social Affairs, U.N. Women Civil Society Department and Youth Engagement unit, Namati, UNICEF's Generation Unlimited, and UN-Habitat.

81 During the reporting period, The Youth Cafe took part in or organized events such as International Youth Day, International Day of Peace, Youth Excel Africa Persona Creation, Kenya-Cross Sectoral Report Launch, Global Media and Information Literacy Week, World Environment Day, ECOSOC Youth Forum, Youth @ Heart Summit, Business Fights Poverty Conference, Earth Day Youth Virtual Town Hall, Africa Regional Forum on Sustainable Development, World Youth Skills Day, International Day of Democracy among others.

82 The Youth Cafe has an engaged organizational membership consisting of over 2,900 youth-led and youth-serving organizations as well as affiliated organizations like the UN Major Group on Children and Youth, the United Nations General Assembly mandated, official, formal and self-organized space for children and youth to contribute to and engage in intergovernmental and allied policy processes. Further, we have shared our work with the United Nations Inter-Agency Network on Youth Development working groups and U.N. Global Initiative on Decent Jobs for Youth. Additionally, we have had outreach with the Department of Economic and Social Affairs and UN-Habitat. In addition, The Youth Cafe is a member of the UNESCO-led Global Alliance for Partnership on Media and Information Literacy, U.S. Youth Peace and Security Coalition, CIVICUS World Alliance for Citizen Participation, Sustainable Development Solutions Network, and is affiliated to Google News Initiative, Deliberative



Democracy Exchange, Global Participatory Budgeting Hub, Global Innovation Exchange, School of Collective Intelligence, Africa Union Division of Youth and its Youth Envoy Office, and the Observatory for Participatory Democracy. The Youth Cafe members attended and shared their experiences in the formal segments. During the reporting period, it also strengthened its partnership with the Office of the Secretary-General's Envoy on Youth and Africa Union's Envoy on Youth.

83 During the working period, The Youth Cafe had a virtual introductory meeting with a Global Alliance for Vaccines and Immunization(GAVI) global health partnership of public and private sector organizations dedicated to "immunization for all."The meeting involved increased engagement and collaboration with Civil Society Organizations(C.S.O.s) in the African continent engaged in Covid-19 advocacy at the regional and continental levels.

84 The Youth Cafe is pleased to announce the official release of the book. Our Executive Director contributed a chapter titled "Securitizing Youth: Young People's Roles in the Global Peace and Security Agenda ."Published by Rutgers University Press and edited by the University of Georgetown by Marisa O. Ensor, the book gives various insights into youth and gender-related involvement in peace and security issues that the world faces in the modern era. The book also presents empirical findings on the challenges and opportunities young men and women

face in their efforts to build more inclusive and environmentally secure societies. Since the gradual build-up of social, political, security and environmental issues in the early 2000s, the book highlights the growing number of youths yearning to become changemakers in society.

85 During the reporting period, The Youth Cafe, in partnership with Govjunction and The Commonwealth Secretariat, held a Rap Session On Youth Leadership And Political Participation on 20th November 2021. The session explored the role of youth leadership and political participation in Kenya's democratic process. Youth remain the largest demographic constituency and therefore are a political force that can constructively drive the political agenda in Kenya. The session brought together national leaders from the Executive Office of the President, Youth Ministry, other government functions, and the youth to discuss these pertinent issues. These issues are even more urgent given the upcoming general elections in 2022.

86 The Youth Cafe's leadership in youth involvement amidst the COVID-19 crisis was recognized and as such took part in the COVID-19 Relief Fund disbursement program to over 200,000 marginalized youth. Our participating youth featured and continue to feature in various local and national T.V. and radio interviews to magnify youth voices and promote their meaningful involvement in Post Covid recovery programs. In addition, The Youth Cafe's health information literacy programs won the first position during the UNESCO global Awards for 2021.



87 During the working period, The Youth Cafe Published a report on Covid-19 and The Youth Policy, which highlights young people's actions to help combat the spread of the virus, the impact of the pandemic on young people, and the considerations to take into account when engaging with young people during and after the pandemic. The Youth Cafe further wrote an article concerning covid-19 and the youth; Covid Recovery: Scoping an Intervention in Youth Mental Health Support in Kenya, which highlights the impacts of covid-19 on young people and the severe consequences on their mental health and wellbeing.

88 During the reporting period, The Youth Café was privileged to participate in the "Administration Costs Research Project (ACRP)" conducted by Humentum. The Youth Café, through its staff Synthia Ontita, a Senior Project Research & Management Associate, actively took part in a series of recommendations and interventions led by Humentum to address insufficient cost coverage in project grants in ten countries around the world. This project aimed to assess funding practices among global foundations and public donors through gathering information on Non-Governmental Organizations' experience of cost coverage by donors to understand better whether or not donors are sufficiently covering their grantees' financial needs and the impacts of covering, or not, grantees' financial needs.

89 During the work period, The Youth Café partnered with the International Trade Centre to promote the 2021 Youth Ecopreneur Awards during the working period. Youth Ecopreneur Awards called for young ecopreneurs with innovative solutions in three categories: waste, water, and energy. They stood a chance to win a monetary prize total of USD 15,000 and technical assistance and coaching by ITC experts. The Awards welcomed applications from entrepreneurs up to 35 years old with a registered business in the least developed and developing economies. The Awards were set to offer a stage and sounding board for youth to showcase their sustainable and scalable solutions to accelerate the green economic transition and receive support on this journey.

90 On the 19th of August 2021, The Youth Cafe had a partnership meeting with our friend Michael Touchton Professor of Political Science and Faculty Lead for Global Health at Institute for Advanced Study of the Americas at the University of Miami. We had lengthy discussions about how best we could work together to

2. SUPPORT THE YOUTH CAFE PROGRAMME OF YOUR CHOICE

The Youth Cafe gives you a unique opportunity to align your business, corporate social responsibility, and sustainability priorities with major initiatives that model and advance youth-led approaches towards sustainable development, social equity, democratic governance, and economic viability.

3. MAKE A FINANCIAL CONTRIBUTION TO THE YOUTH CAFE

Support ongoing initiatives around Africa. It's an easy process, and your support will make a difference. You can start a grassroots fundraising initiative too.

evaluate the impact of common participatory processes on individual willingness to invest in local public goods in Elgeyo Marakwet County Government. We hope to expand the kinds of work surrounding Participatory Budgeting in Kenya through this partnership.

91 During the working period, The Youth Cafe had a visit from Maryanne Ochola, Head of Partnerships and Programmes at Shujaaz Inc., a youth-focused strategic communications firm. We explored ways to develop and promote youth-focused content during the discussion highlighting the impact of young political and civic actors. This will encourage youth inclusion in leadership positions, tell the story of youth potential to a broad audience, and create a more balanced media environment where young people are portrayed as active leaders in their communities.

92 The Youth Cafe participated in a consultation meeting on the future EU-Kenya Partnership 2021-2027. The European Union Delegation in Kenya is in the process of elaborating the next phase of the EU-Kenya Partnership, which will span for 7 years in the context of the new EU multiannual financial framework. This 'programming process' foresees inclusive consultations with all relevant stakeholders, including the Government of Kenya, County Governments, the Parliament, civil society organizations including women and youth, the private sector, and the donor community in Kenya. The EU Delegation to Kenya invited The Youth Cafe to participate in the consultation sessions between the European Union and civil society. The purpose of these consultations was to inform you about the EU programming process and future priorities for the EU-Kenya Partnership and facilitate our respective contributions to allow you to play a meaningful role in this process. We helped broaden their understanding of the challenges and opportunities facing young people in that context. The Youth Cafe's active participation is crucial in elaborating the European Union Partnership with Kenya for the next 7 years.

93 During the working period, The Youth Cafe participated in a consultation session with Kenyan Youth Representative organizations facilitated by the European Union. The EU stated that participation in this survey could assist in the elaboration of their strategy in supporting Kenyan youth. The key pillars for the youth action plan are to engage, connect and empower youth to take charge of their lives. One of the main ways the Youth Cafe has supported Kenyan youth is it was able to conduct a Digital and

Information Literacy Project in Nairobi whose main aim was to advance the skills and knowledge of young people in digital media and empower them in the participation of civic matters online.

94 On February 22, 2021. The Youth Cafe was associated with the SDG7 Youth Constituency (SDG7 YC), the formal and dedicated youth engagement mechanism in UN sustainable development processes focused on energy. It also promotes youth engagement in other energy-related initiatives in the multilateral system. White Paper on meaningful Youth Engagement in the Intergovernmental Energy Space was important to the Youth Cafe. It strives to show evidence of increased support for the transformational resilience of communities to adapt to climate change.

Public-private partnerships

Since its inception, The Youth Cafe has become the leading pan-African youth organization dedicated to serving as a representative and advocate of the voices and interests of African youth to the relevant decision-making and affiliated bodies. At the heart of The Youth Cafe's operational work lies the notion of partnership. These partnerships with wide-ranging actors, including Governments, international organizations, United Nations, foundations, youth organizations, and civil society, multiply and amplify the impact, influence, and leverage of The Youth Cafe.

Several local and multinational corporations, NGOs, universities, and regional institutions have become partners. They directly support The Youth Cafe by collaborating with us on new initiatives and offering access to grants, financing, mentoring, and other professional development opportunities. Leveraging the resources, networks, and skills of private partners deeply enriches The Youth Cafe's objectives by helping to identify promising young leaders and providing opportunities for youths; in partnership with the private sector, governments, international and regional bodies, civil society organizations, and individuals.

97 The Youth Cafe is building a broad spectrum of high-impact opportunities available in Africa for young people to utilize to accelerate their growth, career, and leadership trajectory. The Youth Cafe built substantive partnerships with the business community, particularly with Google, for online digital marketing of our programs. Due to the partnership, The Youth Cafe's current projects reach over 1,400,000 young

people per month in some 72 countries. Individuals, organizations, and academic institutions worldwide can benefit from partnership opportunities with The Youth Cafe. This public-private collaboration model creates a more profound impact, as both partners provide their respective expertise to maximize impact.

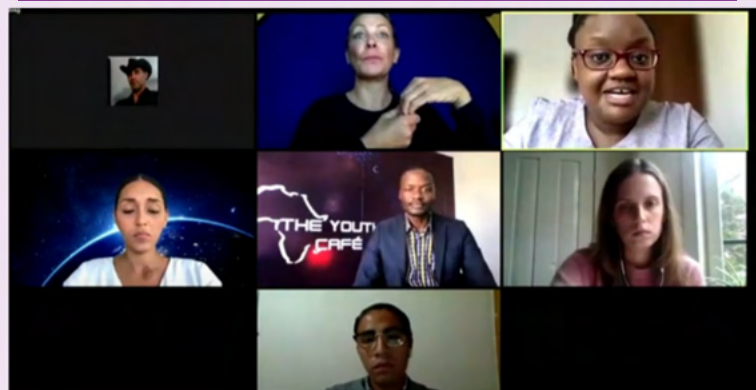
The Youth Cafe and the Media

98 The Youth Cafe emphasizes outreach and communications to maximize the visibility of its programs and activities and ensure maximum reach and impact. It has attracted robust media coverage of its programs in the following outlets. During the reporting period, The Youth Cafe had features in the BBC, The Global Citizen, Allin.com, YouthLead, South Africa Broadcasting Corporation, The Nation, Kenya Broadcasting Corporation, and over a dozen community radio stations.

99 “Perspectives” blog: The Youth Cafe regularly publishes independent, cutting-edge, relevant, and insightful opinion pieces from thought leaders in the field of youth development. By sharing their views and expertise with The Youth Cafe, our columnists gain access to our audience. The blog received over 3.8 million visitors during the reporting period. The published pieces have received 364,676-page visits and 20,246,734 million combined impressions on Twitter, LinkedIn, Facebook, our website, newsletter, and publications.

100 Data Analysis & Visualization: We used existing data to create visualization dashboards and maps to help answer questions about our organization’s impact. The dashboards are created using Tableau or PowerBI and can be accessed through a web browser. We provide user training to staff to manually update the dashboard as new data becomes available. Storytelling: Our Data Team uses our existing data to create visualization dashboards and video documentaries. We also pull in data from other source(s) to create dashboards that help to show our organization’s impact in a larger context. We also analyze the results and offer a narrative based on the questions you need answers to. Infographics: We create engaging infographics and reports. They are also a handy way of highlighting select, excerpted information and presenting it to our audience.

101 Podcasts and webinars: Every week, The Youth Cafe held webinars and podcasts with guest speakers



topics are covered, such as innovation in healthcare and investment in the youth capital can unlock development potential.

Key advocacy initiatives to advance The Youth Cafe.

102 During the reporting period, The Youth Cafe continued to champion a collective and broad-based approach towards investing in the prospects of young people so that they can build a better, more resilient world and encourage stakeholders to work in partnership with young people. These investments should be made inclusively and specifically target the opportunities of vulnerable youth- recognizing the unique challenges they face and ensuring that no one is left behind. Under the leadership of the Executive Director, The Youth Cafe developed its programmatic advocacy activities and outreach program under its eight themes set out below.



Eight Thematic Focus Areas



103 CULTURE, ARTS & SPORTS: At The Youth Café, we believe culture, arts, and sports can change the world. Not to brag, but we are the best place for you to get a taste of Africa, and we are committed to creating a better future. Our team is here to help you, as we bridge the gap between different cultures, religions, and races. Culture, Arts, and Sports is a key partner in the fight against extremism and promoting peace and unity. Invest in socio-economic stability, support youth talent through cultural entrepreneurship, and help in transforming Africa. As the year begins, The Youth Café is now open! Be there or be square!



105 PEACE AND SECURITY, INCLUDING PREVENTING VIOLENT EXTREMISM: The youth are the leading providers of peace, resilience, stability, and security in Africa. We are working hard to curb violent extremism, prevent man-made and natural conflicts and strengthen young people's proactive roles in regional peace and security. The Youth Café is a safe space for youth empowerment in Africa, and we are getting closer to peace and security both in Africa and globally through media platforms. With us, you can impact national peace and security, for, at the end of the day, we are all one, one people, one love, one world. In the face of adversity, we must continue to be part of the solution, so don't let another day pass without ensuring your safety.

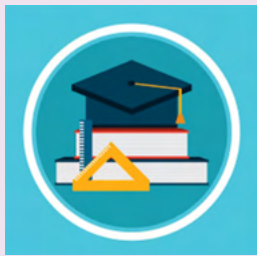


104 GOVERNANCE AND POLITICAL INCLUSION (ACCOUNTABILITY): The Youth Café is a leading example of African Youth Governance Architecture. It is a platform for young people and youth-led organizations to interact with the world. A transparent, democratic, and accountable environment is what The Youth Café is all about. We are here to ensure that you are part of the decision-making process. It's time for Africa's young people to take control of their future. Join us in developing accountability initiatives as we advocate for political stability in ensuring transparency and democracy. The Youth Café! A better future for Africa!



106 GOVERNANCE AND POLITICAL INCLUSION (REMITTANCES): Remittances, an essential source of income for millions of people living in Africa, are a key factor in reducing poverty in developing countries. We are working to increase the generation of domestic resources and eradicate high poverty levels by advocating for changes in the legal and regulatory frameworks. Join The Youth Café and help us reduce the costs of remittances in Africa as a community of people who want to make a difference and be a leader in helping African migrants and refugees to send money home. Don't miss out on this great opportunity. Get your money to Africa today! Remittances, more than just money!





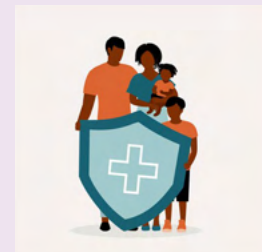
107 EDUCATION AND SKILLS: Are you looking for access to carefully curated courses, workshops, and training? The Youth Café has special activities on education for you!. If you want to change the world, you need to start with education, and young people are the future, so let us invest in them. Invest in our youth and change the world, one young person at a time. Education is the key to a brighter future so invest in young people’s future! An investment in The Youth Café is an investment in the future. Let us create opportunities for young people to develop critical thinking, adaptability, communication skills, and digital/media literacy skills to enhance their employability.



109 BUSINESS, JOB CREATION, AND ENTREPRENEURSHIP: The Youth Café is a hub of ideas and innovation, and we know how to create jobs. Our team is creating a better future for young people in Africa, and we are the perfect place to start a new venture. You can be a part of the solution to Africa’s job creation problem by joining us as we create business incubation programs with start-up capital to support young people with great business ideas while providing training opportunities for self-employment purposes. This is your chance to make a difference with The Youth Café, your one-stop-shop for all your entrepreneurial needs. The Youth Café, uniquely positioned to help youth create jobs.



108 ENVIRONMENTAL PRESERVATION AND CLIMATE CHANGE: There are a billion reasons why you should care about the environmental impact of climate change, and we are here to help you make a better future for the next generation. The Youth Café works to promote green, sustainable, and inclusive economic growth and decent jobs for youth. We work to increase climate change literacy programs while advocating for creating more green jobs for young people. Give us an audience to tell you more about our initiatives on this strand of work where African youth can make a difference by engaging in climate change adaptation and mitigation efforts to save Africa. African youth for Africa.



110 UNIVERSAL HEALTH COVERAGE REFORM: The Youth Café is the place for youth as we provide key education opportunities such as access to knowledge, information, and healthcare for young people. The best way to improve the future is to start today, and what better way to do that if not make universal health coverage a reality? The health sector is for everyone. As The Youth Café, we are here for you, we listen, we care, we act, and we are the answer to providing better health services for young people. You have a choice to take action today or regret tomorrow. The future is yours.



4. MAKE AN IN-KIND CONTRIBUTION

Support The Youth Cafe with your expertise or extend resources to enable The Youth Cafe to fulfill its mandate around Africa better. You can also donate books and equipment.

5. COMMIT TO HOSTING THE YOUTH CAFE ACTIVITY

Support The Youth Cafe's work by organizing The Youth Cafe seminar or by holding awareness campaigns and fundraising events in your communities.

Member programming

111 As recommended in the strategic plan for 2018-2023, members and beneficiaries of The Youth Cafe programs in the areas of youth, governance, peace, entrepreneurship, skills, and cross-sector initiatives should be brought together into one network to “cross-pollinate,” develop joint projects and maximize the impact of our work aimed at empowering young people.

Outreach and communications

112 The Youth Cafe invests in a community engagement platform with three core components:

1) A content management system to build an action-oriented website that integrates seamlessly with our people database. The system has native features for event management, membership management, online payments, surveys, petitions, collecting feedback, logged-in-only and/or members-only content, and more.

2) A connected people database: Every action our supporters/members take online will sync seamlessly into our secure database. We will be able to store a large variety of information on the profiles of each individual and create paths of engagement to move them into action.

3) Communications tools, tightly integrated with our database. This means we can easily segment our database according to criteria like membership status, geography, event RSVP status, and hundreds of other data points, then email that group. And the email product enables you to send a hyper-personalized email that inserts dynamic content based on The Youth Cafe’s relationship with the member.

113 During the reporting period, The Youth Café’s digital outreach efforts continued to intensify with new milestones achieved in the context of organic web traffic and social media engagement. The Youth Cafe attracted a robust following to its main websites and microsites. The Youth Cafe’s flagship website had an organic reach of more than 3,346,000 new users, totaling 1,635,000 sessions. Its microsites averaged more than 284,000 users per month.

114 Furthermore, The Youth Cafe continued to amplify its digital communications strategies to

maximize the visibility of its various programs and activities to ensure maximum reach and impact. During the reporting period, The Youth Cafe worked actively to engage its followers by publishing a wide range of multimedia materials, including infographics, documentaries, advocacy songs, digital cards, animated videos, video testimonials, and photos.

115 The Youth Cafe also regularly supported the campaigns of other youth organizations, particularly when they pertained to its four main pillars. For example, The Youth Cafe joined The Alliance for Peacebuilding and its members to work with Representative Grace Meng (D-NY) to support the introduction of the United States Youth, Peace, and Security (YPS) Act of 2020. This legislation aims to be catalytic in advancing the global youth, peace, and security movement, creating an unprecedented global investment stream to support youth leadership, and give young people the political platform and support they need to advance peace in their communities in the face of sometimes mounting odds against them. Another notable one was the Boosting Decent Employment for Africa’s Youth, a multi-donor research initiative under the guidance of the Global Initiative on Decent Jobs for Youth, an initiative built on a vision of a world where young women and men have greater access to decent jobs. This is a three-year partnership between INCLUDE, the International Development Research Center (IDRC), and the International Labor Organization (ILO).

116 In turn, many youth organizations, think tanks, including the main international organizations’ social media accounts, regularly promote The Youth Cafe’s programs, achievements, and activities on their digital platforms. The Youth Cafe regularly celebrates landmark campaigns with other organizations to promote key campaigns and milestone initiatives by highlighting the relevant achievements of its beneficiaries and members on important events like the International Youth Day, among other events.

117 During meetings, workshops, webinars, symposiums, panel discussions, and other events, The Youth Cafe’s real-time social media coverage has proved successful, reaching millions of users and generating record-setting impressions.

118 Key social media events that trended in 2020 included the weekly “Youth Cafe” TV panel show (#YouthCafe),#VijanaHatupangwingwi which was a nationwide campaign launched by The Youth Cafe as it was part of the IEBC Youth Coordinating Committee, #LockdownLive report launch, which focussed on COVID-19 impact on the youth and finding youth-led solutions to the existing and emerging challenges, resulting from the novel pandemic, among others. Noteworthy numbers are as follows:

#YouthCafe (Kenya) – 5.4 million total reaches; 12.5 million combined impressions

#COVID-19 and Youth (Global) – 600,000 total reach; 1.8 million impressions

#Katiba10YearsLater – 2.3 million total reach; 1.5 million impressions

119 As a result of The Youth Cafe’s active social media presence, the number of its followers on social media increased steadily and rapidly across all platforms (Facebook, Twitter, YouTube, Instagram, and LinkedIn), and currently totals more than 35,000 followers, with a 15 percent increase since 2019.

Youth Leadership Centre Africa

120 During the reporting period, The Youth Cafe launched its expansion through a \$2 million capital investment campaign. Our success in creating a new, powerful reality for African youth is prompting us to seek a suitable, permanent facility to continue our work. The new facility will serve as a regional hub across the continent and bring greater efficiency and effectiveness in managing our transformational training and signature leadership programs. The impact of this Center will be to consolidate The Youth Café’s position as a key convener and a leading youth empowerment organization within Kenya and Africa. This in itself would send a powerful message that ‘young people are ready to partner in shaping Africa’s future.’ This signature Center will allow us to invest in the next generation of African leaders. The need to invest in capacity building and expanding skill sets so that program participants are solid and result-oriented leaders is clear. The need also comes out of statistics that show that nearly one in three Africans is between the ages of 10 and 24, and approximately 60% of Africa’s total population is below the age of 35.

Administrative issues

121 For the 2021 budgetary year, actual expenditures were kept to less than \$1,490,826. The expenditure is mainly to create Partnerships and sustain Operations (6%), implement The Youth Cafe Mission-related Activities (90%), and for Leadership Development and Advocacy (4%). The Youth Cafe’s primary funding sources include foundations, corporates, institutions, and investments. Other sources of funds include fee-for-services focused on training programs for youth, consultancies, Individual donations, gifts, and membership fees subscriptions.

122 The Youth Cafe’s efforts to further stabilize and increase the level of its impact investment for youth continued in 2021. The Executive Director regularly held meetings and conference calls with high net worth individuals and impact investors to rally support for impact investment in the organization. During the reporting period, the following donors supported The Youth Cafe with specified and non-specified contributions: USAID, Ford Foundation, Google, GiveDirectly, University of Sussex, Pumbaa Eco, Participatory Budgeting Hub, IREX, among others.

123 The Youth Cafe seeks regular, sustainable, reliable, and predictable funding sources for its youth impact investment and income-generating initiatives. While efforts to enhance partnerships with the private sector are ongoing, The Youth Cafe also implements fee-for-service activities to ensure sustainability.

Staffing

124 Fiscal prudence and cash flow issues demand that The Youth Cafe maintain budget discipline and seek cost savings wherever possible. Several young people, including new staff, interns, and volunteers, joined The Youth Cafe during the reporting period to serve in the Research, Monitoring, and Evaluation, Business Development, Project Management, Communications and Advocacy, Digital Media, Strategic Partnerships, and Fundraising departments to strengthen The Youth Cafe’s capacity to implement new projects, mainly from institutions and corporations successfully.

6. FOLLOW THE YOUTH CAFE

Advocate, engage and raise awareness about The Youth Cafe. Follow The Youth Cafe on social media, subscribe to our newsletter, and receive updates about The Youth Cafe activities around Africa.

For additional information, please visit www.theyouthcafe.com.

Conclusion

125 During the reporting period, the Executive Director continued his efforts to enhance the visibility of The Youth Cafe advocating for causes consistent with the mandate of The Youth Cafe Staff continued to implement project activities, further develop existing successful projects and create new ones in collaboration with international organizations, foundations, researchers, policymakers, private sector, NGOs and governments, and civil society groups, as well as the media. The dynamic process of project development will continue with an emphasis on exchanging knowledge and ideas on how to achieve better and more evidence-based, inclusive development policies and practices in Africa.

126 In 2021, The Youth Cafe wanted to prioritize inclusive development to ensure that more young people benefit from economic growth and development. We aim to reduce poverty and inequality in both income and non-income

dimensions. Similarly, rising inequality within generations and the increase in evidence of its detrimental effect on social and political stability and economic growth make inclusive development key to realizing Agenda 2030 and Agenda 2063 and building back better.

127 In line with the strategic plan for 2021- 2023, The Youth Cafe will continue to streamline its Secretariat activities; the Youth Cafe has increasingly mainstreamed its work and continues its ongoing integration into revised organizational structures. In particular, it will continue to explore the possibility of developing joint or mutually reinforcing capacity-building programs and projects with other youth-serving organizations per their comparative advantages and respective mandates. That process will lead to greater cooperation and collaboration between The Youth Cafe and its allies in 2022.





Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.



-Harriet Tubman



Empower

Amplify

Connect