



KONNECT
Youth Consortium
Empowered healthy young people



JIPENDE JI-PrEP

PrEP A DAY KEEPS HIV AWAY

GET TESTED FOR HIV TODAY!
IF YOU TEST NEGATIVE FOR HIV, THERE'S A NEW HIV PREVENTION OPTION.
PrEP OR Pre-EXPOSURE PROPHYLAXIS IS THE
NEW ADDITIONAL HIV PREVENTION OPTION FOR HIV NEGATIVE PEOPLE
WHO ARE AT RISK OF HIV INFECTION.

**TAKEN DAILY,
PrEP IS AN ADDITIONAL
PREVENTION
OPTION**

- ✓ Effective
- ✓ Only taken once a day
- ✓ Does not require genital protection
- ✓ Flexible dosing
- ✓ Available as oral
- ✓ Available as injectable
- ✓ Available as long-acting injection
- ✓ PrEP is a proven way to prevent HIV

MINISTRY OF HEALTH

Konnect Youth Consortium

Strategic Plan 2025-2029

Empowered Healthy Young People

I am pleased to present Konnect Youth Consortium's (KYC) five-year Strategic Plan for 2025-2029. It succeeds our 2018-2022 Strategic Plan that has guided our operations for the past five years.

This Strategic Plan reflects the changing national and global context in which KYC operates. It contributes to the global sustainable development goals on good health and well-being, gender equality, climate action, peace justice and strong institutions and the Government of Kenya's Vision 2030 aspiration to all its citizens

KYC remains committed to promoting the well-being of the young people who constitute 67% of the Kenyan population. Additionally, we are focused on addressing the needs of the young people in health, Environment Conservation, Economic empowerment, Leadership and Development, and building strong partnerships and Networks.

This is in the realization of Article 55 of the constitution of Kenya 2010 which requires the State to undertake measures to ensure Youth are gainfully engaged in society's economic, political, and social spheres.

This Strategic plan serves as a guide for KYC strategic position and operations for the next five years.

“

This Strategic Plan reflects the changing national and global context in which KYC operates.

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A handwritten signature in black ink, appearing to read 'Wesley Bor', written over a white background.

**DR. WESLEY BOR.
BOARD CHAIR.
KONNECT YOUTH CONSORTIUM.**

Acknowledgement

As we launch the KYC 2025-2029 strategic plan, we would like to recognize with great pleasure and gratitude all the stakeholders who have been involved in the development of this document.

This strategic plan will provide direction to all stakeholders in addressing issues affecting the youth, tackling challenges, celebrating successes, and incorporating lessons learned from the implementation of the previous Strategic Plan.

We wish to acknowledge the contributions of various stakeholders who have been instrumental in developing this strategic plan. Our sincere thanks go to the Ministry of Health (MoH) and The Walter Reed Project for their support through the President's Emergency Plan for AIDS Relief (PEPFAR). We also extend our deepest gratitude to the KYC Board of Directors for their invaluable time, ideas, and resources.

Additionally, we appreciate the dedicated efforts of the KYC staff, particularly those involved in the design, editorial, and research processes. Your hard work and commitment have been crucial to this plan's success. We are especially grateful to the youth representatives whose insights and perspectives have shaped this strategic plan to better meet the needs of our beneficiaries.

We also extend our heartfelt thanks to AMREF, whose support in organizational development and systems strengthening has enhanced the capacity of KYC's leadership and governance team, providing valuable insights into effective governance and building resilient systems. Their knowledge has been incorporated into the development of this strategic plan.

Furthermore, we are grateful to USAID Dumisha Afya for providing critical insights into board governance and for their skills in strategic planning, policy development, and governance. Thank you to all who have contributed to this important endeavor. Your collective efforts have made this strategic plan possible and will guide our work in the years to come.

"

This strategic plan will provide course to all the stakeholders in the response to issues affecting the youth, the challenges encountered, the successes and also lessons learnt in the implementation of the previous Strategic Plan.

"



Daniel R
Daniel Ronoh

Chief Executive Officer

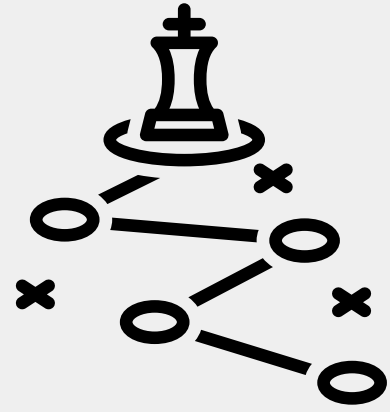
Abbreviations

AIDS	- Acquired Immuno-Deficiency Syndrome
ANC	- Antenatal Care
ART	- Antiretroviral Therapy
AYP	- Adolescents and Young People
AGYW	- Adolescents Girls and Young Women
BCC	- Behaviour Change Communication
CAC	- County AIDS Coordinator
CEO	- Chief Executive Officer
CHC	- County HIV Committee
CHV	- Community Health Volunteers
CHW	- Community Health Workers
GBV	- Gender-Based Violence
GF	- Global Fund
HIV	- Human Immunodeficiency Virus
KYC	- Konnect Youth Consortium
KP	- Key Population
KES	- Kenya Shillings
MoH	- Ministry of Health
MTCT	- Mother-to-child Transmission
NACADA	- National Authority for Campaign Against Alcohol and Drug Abuse
NACC	- National AIDS Control Council
NSDCC	- The National Syndemic Diseases Control Council (NSDCC)
NCDs	- Non-Communicable Diseases
NGO	- Non-Governmental Organisation
NHIF	- National Hospital Insurance Fund
PEPFAR	- President's Emergency Plan for AIDS Relief
PETS	- Public Expenditure Tracking System
PLHIV	- People Living with HIV
PMTCT	- Prevention of Mother-to-child
RTKs	- Rapid Test Kits
SGBV	- Sexual and Gender-Based Violence
SRHR	- Sexual and Reproductive Health and Rights
STIs	- Sexually Transmitted Infections
TB	- Tuberculosis
TWG	- Technical Working Group
UHC	- Universal Health Coverage
UNAIDS	- Joint United Nations Programme on HIV and AIDS
USAID	- United States Agency for International Development
VL	- Viral Load
WHO	- World Health Organization

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STRATEGIC GOALS



01 ENHANCE THE HEALTH OF YOUNG PEOPLE



02 CLIMATE ACTION



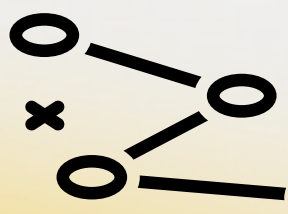
03 LEADERSHIP DEVELOPMENT AND GOVERNANCE



04 ENHANCE THE LIVELIHOODS OF YOUNG PEOPLE



05 BUILD STRONG PARTNERSHIP AND ENHANCE INSTITUTIONAL EFFECTIVENESS



5

GENDER
EQUALITY





Konnect Youth Consortium (KYC) is an independent, non-profit organization, with its central office in Kericho County, Kenya. The organization implements its activities in Kericho, Narok, Bomet, and Bungoma Counties and targets to extend its operations to other counties.

The organization was registered with the Kenya NGO Coordination Bureau on 21st June 2007. Since its inception, KYC has managed over eight grants varying in size. A great percentage of the grants are focused on health and HIV programs for Adolescent and Young People (AYP) and the rest on other areas such as peace building and social cohesion, youth leadership and creative arts.

These projects have been supported by the following partners; The Walter Reed Project-HJFMRI from (2007-Present), The National Syndemic Diseases Control Council (NSDCC) formerly National AIDS Control Council, AMREF, UN Women funded Gender Violence Recovery Centre (GVRC), USAID through MTRH and I choose life Africa-Fanikisha project.

Furthermore, KYC collaborates with County Health Leadership (CHMT), other government agencies such as NASCOP, NACC, MOYA. KYC's work is aligned with the Kenya's Vision 2030. We seek to support and spur Kenya's movement toward the attainment of the Sustainable Development Goals (SDGs) specifically: Goal 1: End poverty in all its forms, Goal 3: Ensure healthy lives and promote well-being for all at all ages, Goal 5: Achieve gender equality and empower all women and girls, Goal 8: Promote decent work and economic growth, Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels and Goal 17: Foster partnerships for the goals

VISION

EMPOWERED HEALTHY
YOUNG PEOPLE

MISSION

TO PROMOTE YOUNG PEOPLE'S HEALTH
THROUGH SERVICE DELIVERY, ADVOCACY
AND RESEARCH FOR ENHANCED
PRODUCTIVITY AND SELF-RELIANCE

core values

- 1 Integrity** KYC promotes an unwavering commitment to ethical behavior, honesty, and moral principles in all our activities.
- 2 Accountability** KYC is committed to creating an environment where responsibility for our actions, decisions, and outcomes is acknowledged and answered for.
- 4 Quality services** KYC is committed to delivering exceptional, impactful, and sustainable programs, ensuring excellence in all aspects of our work
- 3 Transparency** KYC is committed to openness, accountability, and honesty in all our operations and interactions
- 5 Teamwork** KYC is committed to fostering a culture of teamwork, where collaboration, mutual support, and collective effort are valued and encouraged to achieve our shared goals.
- 6 Respect for human rights** KYC is committed to upholding human rights ensuring dignity, equity, equality, and respect for all individuals. We strive to embed human rights principles in every aspect of our operations, fostering inclusivity, fairness, and social justice



KYC

Our Approach

1. Service Delivery

We implement impactful, youth-centered health services through accessible, inclusive programs that bring critical healthcare, education, and resources directly to communities, bridging the gap between research and real-life applications to empower young individuals in making informed health decisions. Our comprehensive Service Delivery model addresses diverse needs through key pillars: Health Services, providing essential care tailored to youth; Economic Empowerment, fostering job readiness, resilience, and community engagement; Leadership and Governance, promoting advocacy, accountability, and active citizenship; and Climate Action, integrating environmental stewardship and sustainable practices to mitigate health impacts of climate change. Together, these efforts enhance productivity, self-reliance, and community wellbeing.

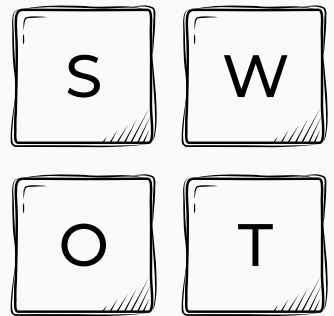
2. Advocacy

Our advocacy efforts harness the power of civil society and youth-led voices to influence policies that shape young people's health, economic opportunities, and future resilience. Through partnerships, we drive campaigns to ensure that health initiatives are inclusive, evidence-based, and responsive to the specific needs of young people. Our advocacy spans local settings to international forums, emphasizing economic empowerment, climate action, and youth leadership in governance, while holding policymakers accountable for investing in solutions that support sustainable development and community wellbeing.

3. Research

Guided by data and community input, our programs prioritize innovative solutions that holistically address youth health, economic empowerment, leadership, and climate resilience. We focus on identifying pressing needs, evaluating health interventions, and assessing the impact of programs across health, economic, and environmental spheres. By generating data-driven insights on issues like governance and climate action, we contribute to a knowledge base that informs inclusive, youth-centered policies and practices, ultimately enhancing the well-being, self-sufficiency, and resilience of young people and their communities.





Situation Analysis

This situational analysis analyses the needs and realities of KYC's operating environment. It provides a comprehensive understanding of the current situation, as well as insights into potential future developments and risks. This seeks to inform decision-making, develop strategies and interventions, and evaluate progress over time for KYC's activities.

Strength

- Existing funding partners-good relationship with donors
- Committed staff
- Operational Policies
- Governance and management structure in Place
- Governance and management structure in Place
- registered Organizational Assets

Opportunities

- Government priorities on youth, technology and environment
- International focus on youth
- Youthful population
- Supportive partners
- Technology

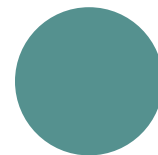
Weaknesses

- Dwindling Donor funds
- Staff turnover
- Weak transition and mentorship at board and staff level
- Limited resources for institutional development
- Limited human resource personnel (staff, e.g. IT, Human resource)

Threats

- Partner driven programs
- Cyber attacks/cyber crime
- Operational Policies
- Interruptions and shortage of medical supplies and commodities
- Changes in global policies
- Partner driven programs

Youth Context in kenya



In Kenya, the youth encounter multifaceted challenges that impede their development and aspirations for a prosperous future. Access to healthcare remains a significant obstacle, particularly concerning sexual and reproductive health, compounded by issues such as substance abuse and involvement in criminal activities. These barriers perpetuate cycles of poverty and marginalization among the youth population, inhibiting their potential for growth and success.

Furthermore, high unemployment rates present a formidable challenge, with many young people struggling to secure stable employment opportunities. Limited access to quality education exacerbates the issue, with inadequate school infrastructure, resources, and socio-economic barriers hindering youth from acquiring essential skills and knowledge.

Gender inequality and discrimination persist, with young women facing additional hurdles such as limited educational access, gender-based violence, and unequal opportunities. Additionally, the lack of meaningful civic engagement and participation further stifles youth empowerment and their ability to contribute to decision-making processes. Despite their vibrant energy and potential, many young Kenyans find themselves excluded from key societal discussions and platforms where their voices could make a difference. It is imperative to address these challenges comprehensively, with a focus on enhancing education, creating job opportunities, promoting gender equality, improving healthcare access, preventing substance abuse, and fostering civic engagement.

By prioritizing these areas and implementing targeted interventions, Kenya can unlock the full potential of its youth population. Empowering the youth not only enhances their well-being but also lays the foundation for sustainable development and progress across the nation. Through collaborative efforts and strategic initiatives, Kenya can pave the way for a brighter and more inclusive future, where every young person has the opportunity to thrive and contribute meaningfully to society.

“

Goal:

This SP aims to empower young people to become effective leaders, promote their health, and achieve economic empowerment.

”



THEORY OF CHANGE

We believe that

Increasing access to youth-friendly health services and information, including sexual and reproductive health services, mental health services, and substance abuse management, will lead to improved health knowledge and behaviours among young people.

Strengthened leadership skills and civic engagement, combined with harnessing the power of technology and social media, will lead to empowered young people who are active leaders and change advocates in their communities.

Addressing gender inequalities and discrimination through targeted programs and policies that promote gender equity and women's empowerment, there will be reduced gender inequalities and discrimination.

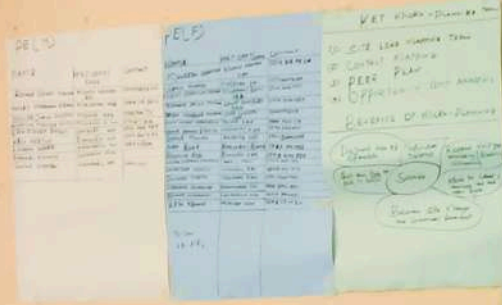
promoting diverse livelihood options and economic empowerment among young people, with a focus on entrepreneurship, skills development, and financial inclusion, there will be an increase in economic opportunities and financial stability for young people.

strengthening partnerships among government, civil society, and the private sector to coordinate and scale up interventions that support youth development, there will be improved coordination and scaling up of interventions to support youth development

Empowering communities and young people through education, sustainable practices and collaborative efforts can significantly enhance their ability to adapt to and mitigate the impacts of climate change.



1 NO POVERTY





STRATEGIC GOALS AND OBJECTIVES



We delve into the heart of our strategic plan, outlining the key goals and objectives that will drive KYC forward. These strategic goals represent our commitment to creating a positive impact on the lives of young people and the world they inhabit. Through the pursuit of these strategic goals and objectives, we are confident in our ability to drive transformative change.

By focusing on enhancing health, conserving the environment, nurturing leadership, promoting economic empowerment, and building robust partnerships, we will empower the youth to become active agents of progress, shaping a brighter future for themselves and generations to come.

These strategic goals represent our commitment to creating a positive impact on the lives of young people and the world they inhabit.



1 ENHANCE THE HEALTH OF YOUNG PEOPLE

We recognize the fundamental importance of the health and well-being of young people. Our goal is to implement comprehensive programs that address physical, mental, and emotional health, ensuring access to quality healthcare, promoting healthy lifestyles, and providing education on vital health issues. By investing in the health of young individuals, we aim to equip them with the strength and resilience to thrive in all aspects of their lives

Strategic Objective

To promote the health of young people.

Specific Objectives

- Promote HIV prevention among 95% of young people in our geographical coverage by 2029.
- Reduce TB infection among young people.
- To enhance and sustain comprehensive community-based malaria services through regular training, supportive supervision, data validation, stakeholder oversight, and targeted prevention interventions, including school health programs.
- Implement programs to prevent Communicable diseases (Malaria and Hepatitis B) among 95% of young people in our geographical coverage by 2029.
- Scale up Mental health programs targeting young people in our geographical coverage.
- Implement programs to prevent Non-Communicable diseases (HP, obesity, diabetes) among 95% of young people in our geographical coverage by 2029.
- Promote interventions to prevent SGBV and IPV among vulnerable young people in our geographical coverage.
- Provide reproductive health services to 100% of eligible young people in our geographical coverage by 2029.

2 CLIMATE RESILIENCE

Environmental sustainability is a pressing global concern that requires immediate action. We are committed to fostering a sense of environmental stewardship among young people. Through educational initiatives, community engagement, and practical conservation efforts, we aim to raise awareness about the importance of environmental protection and empower the youth to become active advocates for a greener future.

Strategic Objective

To raise awareness and improve human & institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

Specific Objectives

- Promote reduction of waste generation through prevention, recycling, and reuse.
- Promote afforestation through tree planting to increase forest coverage.
- To promote awareness about environmental issues, such as climate change, biodiversity loss, pollution, and environmental conservation.
- To Finance Locally Lead Climate Action

3 **LEADERSHIP DEVELOPMENT AND GOVERNANCE**

Leadership skills are crucial for navigating an ever-changing world. Our objective is to provide young individuals with opportunities to develop their leadership potential. We will offer mentorship programs, workshops, and experiential learning opportunities to enhance their leadership capabilities, foster their self-confidence, and encourage them to make a positive impact within their communities and beyond

Strategic Objective

Promote and build capacity of young people in Leadership

Specific Objectives

- To provide a platform for mentorship, support and nurturing young people in leadership.
- To increase civic participation and community engagement among young people by leveraging social media and digital tools for awareness campaigns and mobilization efforts.
- To build momentum for youth initiatives, map out areas of collaboration among different stakeholders, and provide a platform for youth and youth-centered institutions to showcase their work in governance.
- To develop comprehensive digital literacy programs that equip young leaders with the skills to effectively navigate, analyze, and responsibly utilize ICT and social media platforms.

4 **ENHANCE LIVELIHOODS**

We believe in equipping young people with the tools and resources necessary to achieve economic independence and financial stability. Our goal is to provide entrepreneurship training, diverse livelihood options, vocational skills development, and access to microfinance programs, enabling young individuals to pursue their aspirations, create sustainable livelihoods, and contribute to economic growth in their communities.

Strategic Objective

To support young people to develop the knowledge and skills they need to succeed in the world of work

Specific Objectives

- To provide opportunities for young people to be economically independent.
- Increase youth access to opportunity and improve employability, retention, and professional growth.
- Provide job readiness skills.
- Promote innovation by providing a platform for youth to showcase their work and engagements.

5 BUILD STRONG PARTNERSHIPS AND ENHANCE INSTITUTIONAL EFFECTIVENESS

Collaboration lies at the heart of our mission. To maximize our impact, we seek to establish strong partnerships and networks with like-minded organizations, governmental bodies, and stakeholders. By forging alliances, sharing knowledge, and pooling resources, we can amplify our efforts, leverage expertise, and create a collective force for change that empowers the youth and creates a lasting positive legacy.

Strategic Objective

To broaden KYC's partnerships and networks for increased funding

Specific Objectives

- **Develop Strategic Funding Alliances:** Establish partnerships with key stakeholders to broaden KYC's funding sources and support its programs and initiatives.
- **Enhance Organizational Capacity:** Provide ongoing training and professional development for staff and volunteers to strengthen internal capacity.
- **Improve Communication and Collaboration:** Implement robust tools and practices for better coordination and information sharing among members and partners.
- **Establish Effective Governance and Accountability:** Develop clear governance structures, policies, and accountability mechanisms for transparent decision-making and efficient resource management.
- **Promote KYC's Brand via Social Media:** Share impact stories and provide regular updates on social media to enhance visibility and attract potential funders.



STAKEHOLDERS' ANALYSIS

This section formally introduces the stakeholder analysis component within our strategic planning process. Here, we outline the purpose, significance, and methodology of stakeholder analysis, emphasizing its crucial role in shaping our strategic decisions and subsequent actions.

Through a comprehensive stakeholder analysis, we endeavor to identify the various individuals, groups, organizations, and communities that hold a vested interest in our work. This analysis will further guide us in developing strategies to engage these stakeholders in a meaningful and inclusive manner.

By undertaking a thorough stakeholder analysis, we aim to ensure that our strategic plan comprehensively considers the diverse perspectives and interests of all our stakeholders. This approach fosters a well-rounded and inclusive strategic direction for our organization.

This inclusive approach will enable us to build strong relationships, leverage collective expertise, and achieve sustainable outcomes. The subsequent sections of this document will delve into the specific stakeholder groups, their interests, and the strategies we will employ to engage them effectively in our strategic initiatives.

By conducting a thorough stakeholder analysis, we will ensure that our strategic plan considers the diverse perspectives and interests of our stakeholders.

Stakeholder

International and regional bodies

Interests and Concerns

- Sustainable Development
- Human Rights and Social Justice
- Capacity Building and Knowledge Exchange
- Advocacy and Policy Influence
- Funding and Resource Mobilization
- Program Implementation and Partnership
- Research and Data
- Cross-Sector Collaboration
- Monitoring and Evaluation
- Knowledge Dissemination and Networking

Engagement Strategies

Actively participate in conferences, forums, and workshops organized by international and regional bodies to connect with key stakeholders.

- Research and Policy Advocacy
- Seek opportunities to partner with international and regional bodies on specific projects or initiatives that align with your KYC's mission.
- Information Sharing and Knowledge Exchange
- Participate in Consultations and Working Groups
- Communications and Advocacy Campaigns: Use various communication channels to raise awareness about your KYC's work and advocate for your cause.
- Monitor and Engage in Policy Processes

International and regional bodies

- Policy Alignment
- Service Delivery and Implementation
- Research and Data: Collaboration with KYC to provide access to valuable research findings, program evaluations, and data analysis that can inform policy decisions, program development, and evidence-based approaches.
- Innovation and Pilot Projects
- Advocacy and Awareness.
- Capacity Building and Training
- Monitoring and Evaluation.
- Collaboration on Legislation and Regulations sectors.
- Community Engagement and Empowerment

- Stakeholder meetings
- Recognition and Acknowledgment: Acknowledge support, collaboration, and expertise to maintain strong and ongoing relationships.
- Establish Relationships: Attend relevant meetings, conferences, and events to connect with decision-makers and establish rapport.
- Policy Engagement:
- Capacity Building and Training
- Joint Projects and Programs
- Information Sharing
- Advocacy and Awareness Campaigns
- Joint Monitoring and Evaluation
- Resource Mobilization:
- Participation in Committees and technical Working Groups

Stakeholder

Universities,
research
institutions,
professional
associations and
boards

Interests and Concerns

Research Collaboration: to conduct research projects that address social issues and contribute to knowledge creation.
collaborate on research design, data collection and analysis, and dissemination of research findings.
Knowledge Exchange and Capacity Building
Advocacy and Policy Influence
Funding and Resources
Networking and Collaboration
Curriculum Development and Training
Ethical Considerations and Research Compliance

Engagement Strategies

- Establish Relationships: by reaching out to relevant departments, faculty members, and key personnel.
- Attend conferences, seminars, and networking events to connect with potential collaborators and showcase the work of KYC.
- Collaborative Research Projects: Identify areas of mutual interest and work together on research design, data collection, analysis, and dissemination.
- Knowledge Sharing and Training: Provide workshops, seminars, or webinars that enhance the skills and knowledge of professionals in the field.
- Joint Events and Conferences
- Student Internships and Practicums
- Advisory Boards and Expert Panels

Implementing
partners
(CSOs, FBOs, etc)

- Implementation of HIV response programs (advocacy, service delivery, M&E, audit), prudent utilization of funding and other resources, publicity and support of HIV response activities, advocate for adherence to values and rights of infected and affected persons and communities

- National, county and community level stakeholder meetings and forums
- Participation in HIV response events and forums
- Feedback sessions on program implementation status
- Program implementation reports and audited accounts

Schools

- Provide essential learning resources and training programs for educators, investing in strengthening the overall capabilities of educational institutions. Collaborate with schools to offer enriching programs for students and believe in fostering strong school-community ties through outreach programs and parent involvement initiatives.

- Establish Partnerships by establishing Memorandums of Understanding (MOUs).
- Conduct Regular Meetings with school administrators, and relevant staff to discuss ongoing collaboration, share updates, and address any concerns.
- Collaborate on Curriculum Enhancement
- Engage Students through Programs or Events
- Seek Feedback and Input

Stakeholder

Healthcare providers

Interests and Concerns

- Comprehensive care and treatment of PLHIV, youth and other key populations, counselling and testing, harm reduction programming, community outreach and service delivery, home visits (Community Health Strategy) Collaboration and Partnership Access to Resources and Support. Information Sharing and Capacity Building. Community Engagement and Mobilization. Research and Innovation Training and Capacity Development. Coordination and Referral Networks. Data Collection and Monitoring. Quality Improvement and Standards

Engagement Strategies

- Update on-the-job training and mentorship forums
- Participation in community dialogue days
- Monthly and quarterly health sector reporting cycles

Media

- Visibility and Awareness of KYC's mission, goals, and initiatives.
- Message Amplification: share their stories, success stories, research findings, and advocacy messages through media platforms to reach a broader audience and influence public opinion.
- Public Education and Advocacy.
- Collaborations and Partnerships on joint campaigns, media projects, or special features that align with KYC's mission and goals to enhance the reach and impact of KYC's initiatives.
- Public Engagement and Participation.
- Advocate for resource allocation to youth empowerment

- Proactively reach out to media outlets, who cover topics related to the KYC's mission. Share press releases, story ideas, and relevant news updates to generate media coverage.
- Media Interviews and Features: Position your KYC's staff members or beneficiaries as knowledgeable and credible voices on KYC's work on.
- Organize media events and press conferences to announce important initiatives, campaigns, or research findings.
- Social Media Engagement: Leverage social media platforms to engage with the media.
- Media Training: training to NGO staff members to equip them with the skills and confidence to engage with the media effectively.
- Collaborations: Seek media partnerships and collaborations to amplify the reach and impact of your KYC's messages
- Monitor media coverage of your KYC's work to stay informed about how KYC is public perceived.

Stakeholder

Staff

Interests and Concerns

Clarity of KYC's vision and mission for them to effectively promote it, familiarity and support for the KYC brand, competitive terms of service and conducive work environment, capacity building and professional development in the Youth and HIV response, adherence to national and corporate values and principles of good governance

Engagement Strategies

- Clearly communicate the organization's mission, vision, and values to staff members. Ensure that they understand the purpose and significance of their work in relation to the overall mission of KYC.
- Professional Development: Invest in the professional development of staff members by offering training programs, workshops, and opportunities mentorship, coaching, and educational opportunities for skill enhancement.
- Regular Communication
- Recognition and Rewards
- Employee Well-being
- Team Building and Collaboration
- Feedback and Performance Evaluation
- Employee Engagement Surveys
- Job Security and Stability
- Fair Compensation and Benefits
- Career Growth and Development
- Work-Life Balance
- Safe and Healthy Working Conditions
- Organizational Stability and Success.

17 PARTNERSHIPS
FOR THE GOALS



WORLD TB DAY, MARCH 24

THEME: YES! WE CAN END TB IN KENYA

VENUE: BOMET EAST - YOUTH FARMERS MARKET | DATE: MARCH 25, 2024



Implementation

The successful implementation of this plan is dependent on the following

- 1. An effective organizational management system.**
- 2. Mobilization of adequate financial resources**
- 3. A professional staff that is committed to the strategy and able to work as a team that share in KYC's vision.**
- 4. The ability to anticipate and identify risks, and to mitigate or manage these risks in a manner that promotes the strategy.**

To effectively implement this strategic plan, three committees will be established

The committees organized around the strategic areas are:

- 1. Institutional Development (to be responsible for resource mobilization, Human resource and Administration oversight)**
- 2. Finance and Audit (to be in charge of financial management issues legal compliance with statutory requirements and audits)**
- 3. Programs (to interface and advise the Secretariat on program conceptualization, implementation, monitoring and evaluation. It will also be responsible for research issues)**

The overall responsibility for implementing this strategic plan will be that of the Board of Directors - through its three main committees and the Chief Executive Officer who is also the secretary to the Board. The office of the Chief Executive Officer will undertake the overall coordination and management of the strategic plan implementation through the Board of Directors.

1 Thematic area: Health

Goals: To enhance the health of young people.

Outcomes: Increased productivity, improved physical and mental health, reduced risk-taking behaviour among the young people.

Objective

To promote HIV prevention among 95% of the young people in our geographical coverage by 2027

Output

Number of young people receiving HIV prevention services

Activities

- Promoting testing at youth friendly service delivery points, ANC, labour and delivery and MCH clinic with a focus on young mothers and their partners.
- Support prophylaxis
- ART for positive teenage and young mothers
- Provide HTS services & Link those who test HIV positive to care and treatment
- Utilize community health workers to strengthen linkage between communities and facilities
- Encourage family and partner testing
- Implement evidence based interventions (EBI's) to targeted groups
- Provide key commodities including condoms, lubricants
- Establish support groups
- Implement stigma and reduction campaigns
- Sensitize and engage communities and leaders such as gatekeepers on key populations and HIV to reduce stigma and increase service uptake
- Establish youth friendly infrastructure in all our treatment sites.
- Capacity building
- Advocate for increase access to ARTs and prevention commodities

To reduce TB infection among young people

- Increased awareness and knowledge about TB
- Improved access to TB diagnosis and treatment
- Reduced TB transmission
- Increased uptake of TB prevention Therapy coverage
- Strengthened health systems

- Active case finding
- Infection control
- Treatment
- Education and awareness raising
- Support groups
- Community social sensitization (CSS)

Thematic area: Health

Objective

To implement programs that promote prevention of Communicable diseases (Malaria and Hepatitis B and other infectious diseases) among 95% of the young people in our geographical coverage by 2029

To scale up Mental health programs targeting young people in our geographical coverage

To implement programs that promote prevention of Non - Communicable diseases (HP, obesity, diabetes) among 95% of the young people in our geographical coverage by 2029

Output

- Increased use of insecticide treated bed nets
- Increased access to malaria diagnosis and treatment
- Improved knowledge and awareness about malaria
- Reduction in malaria transmission
- Improved surveillance and monitoring

- Increased access to mental health services
- Improved mental health outcomes
- Increased awareness and understanding of mental health
- Strengthened mental health systems
- Enhanced community support

- Number of educational campaigns conducted to increase awareness about NCDs, risk factors, and preventive measures.
- Number of participants reached per campaign or session.
- Number of screening programs conducted per day, week, or month.
- Number of individuals screened
- Number of partnerships established

Activities

- Malaria awareness
- Distribution of commodities
- Reporting
- Vaccination against HP for high-risk population.

- Establish mental health clinic
- Life skills
- Advocacy on mental health
- Infrastructure and human resource support
- Support treatment and referrals
- Train young people on coping mechanisms
- Awareness creation

- Health education campaigns: including social media, posters, brochures, and public events.
- Physical activity programs: community events that promote physical activity and healthy lifestyles.
- Healthy eating programs: Encourage young people to adopt healthy eating habits by organizing healthy eating programs that educate them on the benefits of healthy eating and the risks associated with unhealthy eating.
- Screenings and check-ups: Encourage young people to undergo regular screenings and check-ups to monitor their health and detect any signs of NCDs early.
- Prevention of drugs and substance abuse programs
- Stress reduction programs
- Advocacy and policy change

Thematic area: Health

Objective

To promote interventions that prevent SGBV and IPV among the vulnerable young people in our geographical coverage

To provide reproductive health services to 100 % of the eligible young people in our geographical coverage by 2029

Output

- Number of people trained on SGBV and IPV
- Number of SGBV forums

- Number of clients served per day, week, or month.
- Number of contraceptives distributed
- Number of prenatal care visits
- Number of STI screenings conducted.
- Number of health education sessions conducted

Activities

- Create forums with the young people to educate them on SGBV
- Promote child safeguarding
- Create a link between young people and justice system Infrastructure (GBV desks and spaces)

- Establish youth friendly infrastructure to offer RHS.
- Capacity building
- Advocate for increase access to FP commodities
- Storage infrastructure
- Distribution of FP
- Capacity building and awareness
- Awareness on the policies
- Establish and strengthen Stakeholders collaboration forums
- Advocacy for implementation

2 Thematic area: Climate Resilience

Goal: fostering Climate resilience and sustainability.

Outcomes: Communities that are able to adapt and mitigate the impacts of climate change, fostering resilience and sustainability.

Objective	Output	Activities
<p>To promote reduction of waste generation through prevention, recycling, and re-use</p>	<ul style="list-style-type: none"> •Amount of waste reduced or recycled 	<ul style="list-style-type: none"> • Transitioning KYC operations towards e -conservation practices(reduce use of papers) • Collection and promote recycling of plastics
<p>To promote afforestation through tree planting to increase forest coverage</p>	<ul style="list-style-type: none"> •Number of trees planted 	<ul style="list-style-type: none"> • Work with youth groups to establish tree seedlings nurseries (Coffee seedlings, trees for food – “afruitation • Work with youth groups to establish tree seedlings nurseries (Coffee seedlings, trees for food – “afruitation”To partner with local communities and leaders to plant trees • Support initiatives to remove and destroy invasive plant species. • To promote use of clean/ lternative sources of energy to conserve trees • Support initiatives to protect water sources
<p>To promote awareness about environmental issues, such as climate change, biodiversity loss, pollution and environmental conservation</p>	<ul style="list-style-type: none"> •Number of people reached with awareness campaigns 	<ul style="list-style-type: none"> • Educate communities on use of alternative sources of energy • Promote and participate in World Environment Day to increase conservation awareness • Support environment clubs (in- and out of school)
<p>To Finance Locally Led Climate Action (FLLOCA)</p>	<ul style="list-style-type: none"> •Increased financing on climate change 	<ul style="list-style-type: none"> • Conduct risk assessment for climate change • Offer consultancy and feasibility studies on FLLOCA

3 Thematic area: Leadership development and Governance

Goals: Promote and build the capacity of young people in leadership and governance

Outcome: Young people demonstrating strengthened leadership skills and active civic engagement, emerging as influential leaders and advocates within their communities.

Objective

To provide a platform for mentorship, support and nurturing young people in leadership

Output

- Number of training sessions:
- Number of participants
- Knowledge and skills gained
- Leadership plans developed
- Community projects initiated

Activities

- Develop and implement leadership-training programs that are tailored specifically for young people.
- Establish mentorship programs that pair young people with experienced leaders who can provide guidance and support as they develop their leadership skills.
- Community service projects: Encourage young people to develop their leadership skills by organizing community service projects that require them to take on leadership roles.
- Entrepreneurship, innovation and civic education programs

To provide a platform for youth and youth centred institutions to showcase their work and engagements in leadership and governance

- Increased leadership skills
- Improved self confidence and self efficacy
- Increased civic engagement
- Enhanced networking opportunities
- Improved job prospects

- Support activities that mentor and coach young people in leadership
- Scout and link young people with Internship opportunities
- support MOU with organizations that provide internship)
- Link young people with respective role models
- Facilitate leadership and mentorship opportunities to young people in various fields of interest.
- Facilitate apprenticeship programs
- Promote programs that facilitate good citizenship among young people.

4 Thematic area: Enhanced Livelihoods of young people.

Goals: Enhance the livelihoods of young people by promoting diverse options, entrepreneurship, skills, and financial inclusion.

Outcomes: Young people with expanded livelihood options, entrepreneurship skills, financial inclusion, and improved economic opportunities and stability.

Objective	Output	Activities
<p>To provide opportunities for young people to be economically independent.</p>	<ul style="list-style-type: none"> •Number of programs conducted per day,week, or month. •Number of participants trained per program. •Number of start-ups per month or year. •Number of jobs created per business or per month/year. •Amount of capital provided per participant or per program. •Number of partnerships established per month or year 	<ul style="list-style-type: none"> •Entrepreneurship trainings •Business mentorship and coaching •Establish business incubation hub •Group exchange visits Link youth to Financial Services Internships/Apprenticeships •Enterprise Development Services, i.e. incubators/business hubs •Support access to Employment services
<p>To increase youth access to opportunity and improve employability, retention and Professional growth.</p>	<ul style="list-style-type: none"> •Improved employability: •Enhanced job search skills •Increased confidence and self-efficacy Improved job retention •Reduced unemployment 	<ul style="list-style-type: none"> •Training youth on navigating interviews,negotiating benefits, financial literacy •Providing coaching,mentorship and peer learning ,Digital skills training and networking
<p>To provide job readiness skills</p>		<ul style="list-style-type: none"> •Training in essential soft skills •Training youth groups on financial literacy •Training on entrepreneurship and business development •Attach the youth to local artisans •Lobby for bursaries/Grants to support on vocational training

5 Thematic area: Building partnerships and enhance institutional effectiveness

Goal: Strengthen partnerships and enhance institutional effectiveness.

Outcomes: Greater impact and sustainability of programs.

Objective

To establishing partnerships with local businesses and community organizations to support the KYC's mission and programs. (Enhance media visibility)

Output

- Increased access to resources and support
- Enhanced program reach and impact
- Improved community engagement
- Enhanced sustainability
- Increased awareness and support
- Work collaboratively with the partners to develop joint initiatives and activities that support the mission and programs of the KYC.
- Regularly assess and evaluate the effectiveness of the partnerships and make necessary adjustments to ensure the partnerships are mutually beneficial and continue to support the KYC's mission and programs
- Number of stakeholders identified and engaged

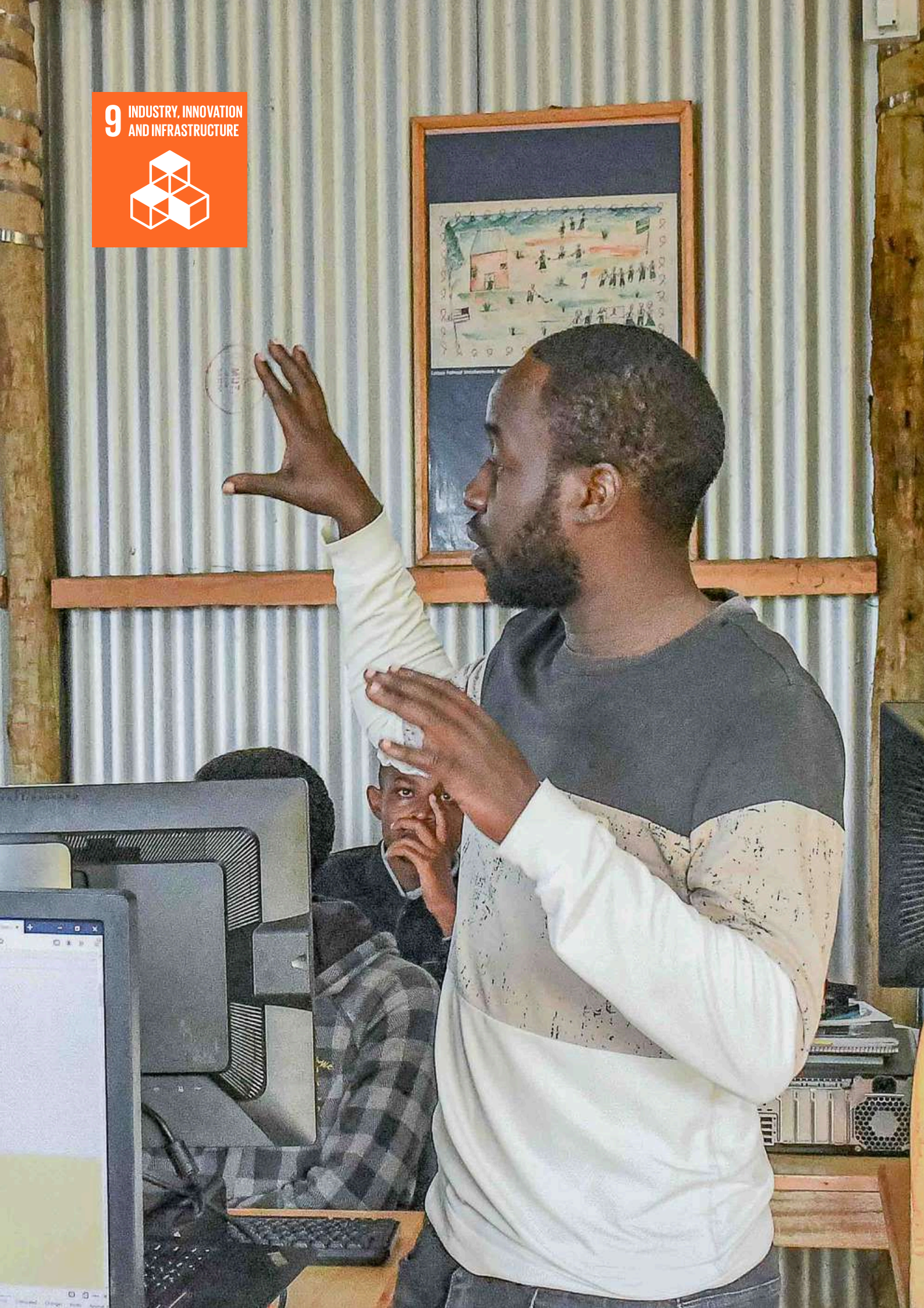
Activities

- Conduct outreach campaigns to identify potential partners and stakeholders who share KYC's mission and vision.
- Organize networking events, workshops, and forums to engage with existing and potential partners.
- Develop partnership agreements and MOUs.
- Participate in relevant industry conferences, seminars, and community events to expand KYC's network and visibility.
- Establish an advisory board comprising representatives from diverse sectors to provide strategic guidance and support.
- Utilize social media platforms and online networking tools to connect with organizations and individuals interested in collaborating with KYC.
- Offer capacity-building workshops and training sessions to empower partners and strengthen their contributions to KYC's mission.
- Explore opportunities for joint fundraising campaigns, grant applications, and resource-sharing initiatives with partner organizations.
- Implement a monitoring and evaluation framework to assess the effectiveness of partnerships and adjust strategies as needed.
- Foster a culture of partnership and collaboration within KYC's team, encouraging staff members to actively engage with external stakeholders and contribute to partnership-building efforts.

Thematic area: Building partnerships and enhance institutional effectiveness

Objective	Output	Activities
To enhance institutional effectiveness	<ul style="list-style-type: none"> •Enhanced operational efficiency and streamlined processes 	<ul style="list-style-type: none"> • Conduct a comprehensive review of current organizational systems • Develop and enforce standard operating procedures (SOPs) • Train staff on new systems and procedures
Professional Development	<ul style="list-style-type: none"> •Improved staff competencies and professional growth 	<ul style="list-style-type: none"> • Assess professional development needs • Develop a comprehensive training and development program • Provide opportunities for attending workshops, conferences, and seminars • Implement a mentorship and coaching program • Evaluate the effectiveness of professional development initiatives
Benchmarking	<ul style="list-style-type: none"> •Improved performance metrics and adoption of best practices 	<ul style="list-style-type: none"> • Identify peer institutions for benchmarking • Collect and analyze data on best practices • Implement relevant best practices
Continuous improvement	<ul style="list-style-type: none"> •Ongoing improvement in processes, services, and outcomes 	<ul style="list-style-type: none"> • Develop a framework for identifying and prioritizing improvement areas • Conduct regular process reviews and audits • Implement improvement initiatives based on feedback and data. • Use performance metrics to monitor and evaluate improvements

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Monitoring & Evaluation



Our Monitoring and Evaluation (M&E) framework is integral to the successful implementation of our KYCs strategic plan. We adopt a participatory M&E approach, involving beneficiaries, staff, donors, and partners to ensure our programs meet community needs and expectations. This approach enhances program relevance and effectiveness while fostering stakeholder ownership and commitment.

We employ a range of tools and processes to systematically collect, analyze, and report data. These include baseline surveys, progress tracking forms, feedback mechanisms, and impact assessments. Baseline surveys establish benchmarks for measuring progress, while tracking forms facilitate regular data collection on key performance indicators. Feedback mechanisms and impact assessments provide qualitative insights and evaluate long-term outcomes. Digital tools like mobile data collection apps and online dashboards streamline data management, support real-time decision-making, and ensure that accurate data informs all strategic adjustments.

Our M&E framework is supported by well-defined structures for systematic implementation and oversight. An M&E unit coordinates all activities, ensuring compliance with standards and procedures, and collaborates with program managers and field staff. Regular training and capacity-building sessions equip staff with necessary M&E skills. Periodic review meetings and reporting mechanisms ensure insights are communicated to stakeholders and inform strategic decision-making and program improvements, ensuring that data-driven decisions are at the core of our operational strategies



Risk	Risk Element	Mitigation Strategy
Political Instability	Election-related violence, policy changes	Engage in continuous dialogue with local authorities; develop contingency plans for volatile periods
Financial Constraints	Reduced donor funding, mismanagement of funds	Diversify funding sources; implement strict financial controls and audits.
Regulatory Changes	New NGO regulations, changes in tax laws	Stay informed of regulatory changes; engage legal experts to ensure compliance.
Security Risks	Threats from terrorism, crime targeting NGO activities	Conduct regular security assessments; establish clear security protocols for staff and operations.
Reputation Risk	Negative publicity, stakeholder dissatisfaction	Maintain transparent communication; actively engage with stakeholders to manage expectations and feedback.
Technological Risks	Cybersecurity threats, technology failures	Invest in strong cybersecurity measures; regular IT audits and system updates.
Environmental Risks	Natural disasters (drought, floods), climate change impacts	Develop disaster preparedness plans; engage in sustainable practices and environmental impact assessments
Health Risks	Outbreaks of disease, staff health and safety concerns	Implement comprehensive health and safety policies; provide health insurance and regular medical check-ups for staff
Community Relations	Conflict with local communities, cultural misunderstandings	Foster strong relationships through regular community engagement; involve community leaders in decision-making processes.
Compliance Risks	Non-compliance with local laws and regulations	Establish a compliance team; conduct regular compliance training for staff.
Partnership Risks	Issues with local or international partners	Conduct thorough due diligence on partners; establish clear partnership agreements and communication channels.



Vision

EMPOWERED HEALTHY YOUNG PEOPLE



Mission

TO PROMOTE YOUNG PEOPLE'S HEALTH THROUGH SERVICE DELIVERY, ADVOCACY & RESEARCH FOR ENHANCED PRODUCTIVITY AND SELF-RELIANCE



Our approach

SERVICE DELIVERY



ADVOCACY



RESEARCH



Strategic Goals

01
ENHANCED HEALTH FOR YOUNG PEOPLE

Inclusive and healthier communities. Improved access to health services, reduced stigma, increased support for GBV

02
CLIMATE RESILIENCE

Communities that are able to adapt and mitigate the impacts of climate change, fostering resilience and sustainability.

03
LEADERSHIP DEVELOPMENT AND GOVERNANCE

Young people demonstrating strengthened leadership skills and active civic engagement, emerging as influential leaders and advocates within their communities.

04
ENHANCED LIVELIHOODS

Young people with expanded livelihood options, entrepreneurship skills, financial inclusion, and improved economic opportunities and stability.

05
STRONG PARTNERSHIPS AND ENHANCE INSTITUTIONAL EFFECTIVENESS

Greater impact and sustainability of KYC's programs and initiatives

Objectives

- To enhance the health of young people and communities through provision of comprehensive health services

- To raise awareness about environmental issues.
- To reduce waste through prevention, recycling, and re-use.
- To promote afforestation through tree planting.
- To finance locally led climate action (FLLOCA)

- To enhance civic participation using digital tools
- To foster collaboration and initiative
- To empower leaders with digital literacy
- To support youth in governance

- To promote economic independence for young people.
- To enhance youth access to opportunities and improve employability and professional growth

- Establishing & maintain partnerships
- Enhance KYC media visibility
- Enhance institutional effectiveness

Core Values



INTERGRITY

ACCOUNTABILITY

QUALITY SERVICES

TRANSPARENCY

RESPECT FOR HUMAN RIGHTS

TEAMWORK



Goal	Strategic Objectives	Activities	Budget	Outcome	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Goal 5: Build Strong Partnerships and Enhance Institutional Effectiveness	Develop Strategic Alliances	Partnership development, fundraising events	10,000,000	Increased funding sources and support for programs	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	10,000,000
	Enhance Organizational Capacity	Training programs, workshops	5,000,000	Strengthened internal capacity and skills development	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	5,000,000
	Improve Communication and Collaboration	Communication tools, collaboration platforms	500,000	Improved coordination and information sharing among members	100,000	100,000	100,000	100,000	100,000	500,000
	Establish Effective Governance and Accountability	Policy development, governance structures, consultancy fees	1,500,000	Enhanced transparency and efficiency in decision-making	500,000		500,000		500,000	1,500,000
	Promote KYC's Brand via Social Media	Social media campaigns, impact story telling and sharing	2,500,000	Increased visibility and support attraction through social media and digital activities	500,000	500,000	500,000	500,000	500,000	2,500,000
Total Annual Budget for Goal			19,500,000							19,500,000

TOTAL BUDGET FOR 5 YEARS

485,750,000

IMPLEMENTATION FRAMEWORK FOR KYC STRATEGIC PLAN 2025-2029

	Objectives	Activities	Budget (KES)	Outcome	YEA R 1	YEA R 2	YEA R 3	YEA R 4	YEA R 5
Goal 1: Enhance the health of young people	Promote HIV prevention among 95% of young people	Awareness campaigns, testing and treatment programs	200,000,000	Increased awareness and reduced HIV incidence	x	x	x	x	x
	Increased awareness and reduced HIV incidence	Community TB prevention and Screening, treatment programs	50,000,000	Reduced TB infection rates	x	x	x	x	x
	Prevent Communicable diseases (Malaria and Hepatitis B) among 95% of young people	Prevention campaigns, vaccinations	50,000,000	Decreased incidence of Malaria and Hepatitis B	x	x	x	x	x
	Scale up Mental health programs targeting young people	Counseling sessions, awareness programs	5,000,000	Improved mental health outcomes	x	x	x	x	x
	Prevent Non-Communicable diseases (HP, obesity, diabetes) among 95% of young people	Education programs, lifestyle interventions	2,500,000	Reduced prevalence of NCDs	x	x	x	x	x
	Promote interventions to prevent SGBV and IPV among vulnerable young people	Training workshops, support services	2,500,000	Reduced incidence of SGBV and IPV	x	x	x	x	x
	Provide reproductive health services to 100% of eligible young people	Accessible clinics, education programs	35,000,000	Increased access to reproductive health services	x	x	x	x	x
	Conduct Advocacy events to promote the health of young people	Community engagement sessions	15,000,000		x	x	x	x	x

Goal 2: Climate resilience	Raise awareness and improve capacity on climate change mitigation and adaptation	Workshops, training programs	10,000,000	Increased awareness and capacity for climate change adaptation	x	x	x	x	x
		Early warning systems	5,000,000	Improved early warning capabilities for climate-related disasters	x	x	x	x	x
	Promote reduction of waste generation through prevention, recycling, and reuse	Awareness campaigns	2,500,000	Decreased waste generation and increased recycling rates	x	x	x	x	x
	Promote afforestation through tree planting to increase forest coverage	Tree planting events	2,500,000	Increased forest coverage and biodiversity	x	x	x	x	x
	Finance Locally Lead Climate Action	Fund climate adaptation projects	5,000,000	Enhanced local climate resilience through community projects	x	x	x	x	x
Goal 3: Leadership Development and Governance	Provide a platform for mentorship, support, and nurturing young people in leadership	Mentorship programs	14,500,000	Enhanced leadership skills among young people	X	X	X	X	X
	Increase civic participation and community engagement among young people	Social media campaigns	750,000	Increased youth engagement in civic activities	x	x	x	x	x
	Build momentum for youth initiatives and collaboration among stakeholders	Networking events	10,000,000	Strengthened partnerships and collaborative efforts	X	X	X	X	X
	Develop digital literacy programs that equip young leaders with ICT and social media skills	Training workshops	15,000,000	Improved digital literacy and utilization of ICT platforms	X	X	X	X	X

Goal 4: Enhance Livelihoods of young people	Provide opportunities for young people to be economically independent	Entrepreneurship programs, skills training	10,000,000	Increased economic independence and opportunities for youth	x	x	x	x	x
	Increase youth access to opportunity and improve employability, retention, and professional growth	Internship programs, career development	1,000,000	Improved employability and professional growth among youth	x	x	x	x	x
	Provide job readiness skills	Workshops, job fairs	5,000,000	Enhanced job readiness skills among youth	x	x	x	x	x
	Promote innovation by providing a platform for youth to showcase their work and engagements	Innovation competitions, showcases	25,000,000	Increased innovation and entrepreneurship among youth	x	x	x	x	x
Goal 5: Build Strong Partnerships and Enhance Institutional Effectiveness	Develop Strategic Funding Alliances	Partnership development, fundraising events	10,000,000	Increased funding sources and support for programs	x	x	x	x	x
	Enhance Organizational Capacity	Training programs, workshops	5,000,000	Strengthened internal capacity and skills development	x	x	x	x	x
	Improve Communication and Collaboration	Communication tools, collaboration platforms	500,000	Improved coordination and information sharing among members	x	x	x	x	x
	Establish Effective Governance and Accountability	Policy development, governance structures	1,500,000	Enhanced transparency and efficiency in decision-making	x	x	x	x	x
	Promote KYC's Brand via Social Media	Social media campaigns, impact story telling and sharing	2,500,000	Increased visibility and support attraction through social media and digital activities	x	x	x	x	x
Total Annual Budget for Goal			485,750,000						



KONNECT
Youth Consortium
Empowered healthy young people



EMPOWERED HEALTHY YOUNG PEOPLE

info@kyc.or.ke | [Konnnect Youth Consortium](https://www.kyc.or.ke) | www.kyc.or.ke