



## WHO WE ARE & WHAT WE DO

We firmly believe that change starts in the community, where resilient young people can play a driving force. We aim to ensure more adolescent girls and young women from underserved communities are meaningfully included in decisions taken about their bodies, their sexual and reproductive health & rights (SRHR). This inclusion is vital in **addressing harmful practices (HPs), combating gender-based violence (GBV) and reducing unintended pregnancies (UP)** in the communities where we work.

To drive meaningful and sustainable system change, we actively strengthen young people and youth-led organizations. We collaborate and strengthen Civil Society Organizations (CSOs). We invest in civic space where CSOs advocate for accountability while ensuring state actors fulfill their roles in policy development and implementation. Additionally, we foster partnerships with social actors and cultural leaders to achieve positive social norm change.



Power to You(th) exists of 7 country consortia in Kenya, Uganda, Ethiopia, Malawi, Ghana, Senegal, and Indonesia, and a global consortium of Amref Health Africa, Sonke Gender Justice, Rutgers, Choice for Youth and Sexuality, and KIT Royal Tropical Institute.

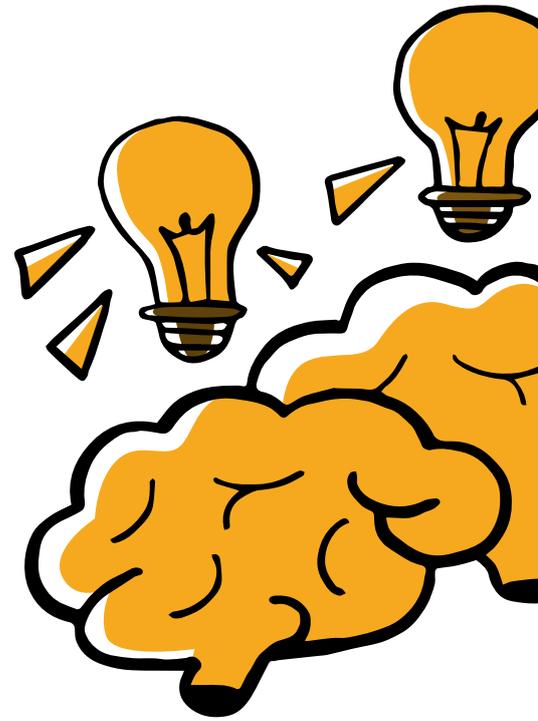
Implementing period: 1 Jan 2021 – 31 Dec 2025

Donor: Ministry of Foreign Affairs of The Netherlands

# OUR CORE PRINCIPLES

**Local leadership** is at the heart of the Power to You(th) initiatives. It is a guiding principle that shapes every aspect of our work. That means that the agenda is set and led by the beneficiaries of the program in co-creation with national and global partners. To empower and sustain local leadership, we leverage on the expertise of community champions as well as existing community and political structures.

**Meaningful and Inclusive Youth Participation (MIYP):** Power to You(th) prioritizes youth voices, ensuring they resonate across all tiers of decision-making, spanning from personal and familial to community, state, regional, and international levels.



**Gender Transformative Approach (GTA)** examines, questions, and changes harmful gender norms and power imbalances. In doing so, a gender-transformative approach directly contributes to gender justice. Within PtY, we focus on the following key elements of a gender-transformative approach:

- Investing in the amplification of young feminist voices;
- Strengthening the role of young men as allies;
- Central focus on human rights and youth agency;
- Analyzing and reversing harmful norms and unequal power relations stemming from intersecting identities, e.g. ethnicity, disability, HIV status, socioeconomic status, and religion;
- Embracing sexual and gender diversity.

Having a proactive **Learning Mindset** is integral throughout our implementation strategy. We are constantly on the lookout for research avenues and deeper learning about our programmatic goals and strategies. Through operational researches, surveys, country exchanges, human centered design investigations and (external) evaluations we continuously learn and adapt, in order to improve our effectiveness.



The safe space group in my community has given me a purpose and a space to learn and freely ask questions regarding my sexuality

Girl, 19 years old, Ghana

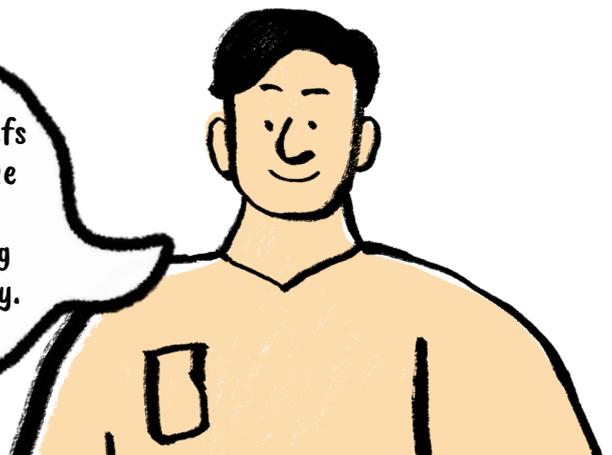
## POWER TO YOU(TH) PEARLS

*Glimpse of some successful approaches used by Power to You(th) country teams*

- ✓ **Fostering Youth Engagement in Ethiopia** to equip girls to be SRHR advocates in Ethiopia.
- ✓ **The Model Gendered Family/Household (MGF/H) in Ghana** is a strategy at community level that empowers women and girls by breaking gender stereotypes at household level.
- ✓ **Ci Laa Bokk in Senegal** stands as a pioneering MIYP initiative to empower Senegal's Youth for Inclusive Leadership and Sustainable Impact.
- ✓ **Husika Dada Initiative in Kenya** where "Dada" - girl/woman, and "Husika" - to be involved, in the Swahili language, is an advocacy platform for young women and girls Siaya county, Kenya.
- ✓ **SASA model in Malawi**, the Start Awareness Support Action to Take Action Now to End Gender-based Violence, to raise awareness about GBV, especially towards girls and young women.
- ✓ **Transformative Impact: Small Grants Initiative (SGI) Driving Change in Indonesia** aims to tackle pivotal issues surrounding faith and religion, child marriage prevention, GBV, sexuality, teenage pregnancy, FGM/C, economic factors, media engagement, and legal/justice studies.

And now we can see especially at community level, chiefs and elders, for them to start taking the opinions of the youth, we have seen the youth taking lead, even the grown up people in the community itself are accepting that the youth is an important part of that community.

Project Manager, Malawi, 2023





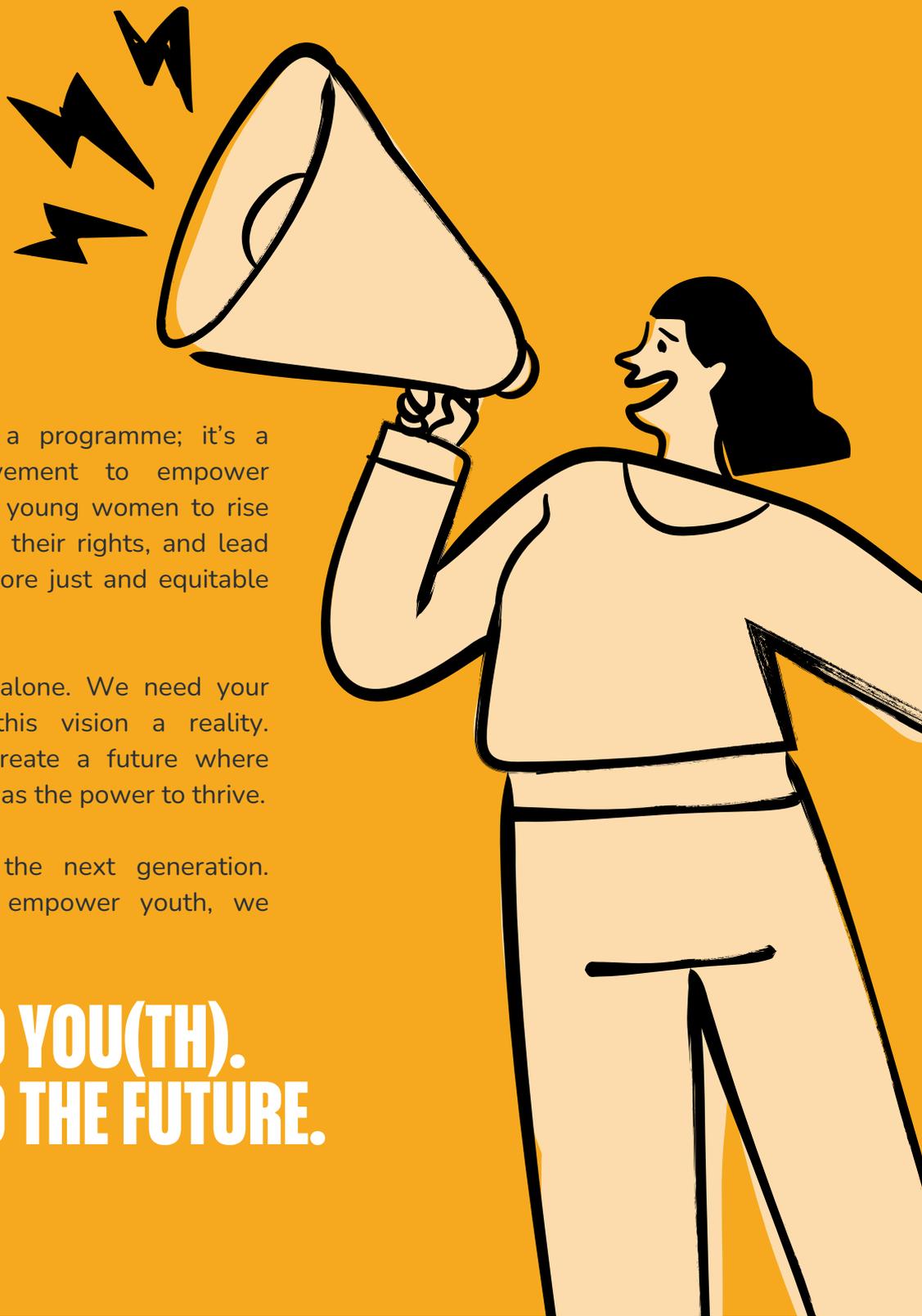
# POWER TO YOU(TH) 2.0: EMPOWERING THE FUTURE BEYOND 2025

Since 2021, Power to You(th) has been transforming lives across 7 countries, proving that investing in adolescent girls and young women is not just impactful—it's essential. The results of our work have been nothing short of inspiring, demonstrating the power of our key pillars and models; **Gender Transformative Approach, Meaningful and Inclusive Youth Participation and Research and Learning**. But the journey doesn't end here.

The world is changing rapidly. Conservative forces, anti-rights movements, and the escalating climate crisis are creating unprecedented challenges for young people, especially girls and women. Now more than ever, we must stand together to ensure they have the tools, knowledge, and support to claim their rights and shape their futures.

Our vision is bold, and our ambition is clear. We are ready to take Power to You(th) to the next level. Here's how:

- **Scale Up for Greater Impact** by expanding and deepening our proven models, bringing our programs to more regions and countries. By scaling up, we can reach even more young people, empowering them to lead change in their communities.
- **Deploy critical Sexual and Reproductive Health and Rights (SRHR) related services**, including **Comprehensive Sexuality Education** and initiatives like Alternative Rites of Passage to end harmful practices to create lasting impact at both community and regional levels.
- **An Integrated Approach for Holistic Change** to address the interconnected challenges young people face—economic empowerment, climate migration, and income-generating activities—ensuring no one is left behind.



This is more than a programme; it's a movement. A movement to empower adolescent girls and young women to rise above barriers, claim their rights, and lead the way toward a more just and equitable world.

But we can't do it alone. We need your support to make this vision a reality. Together, we can create a future where every young person has the power to thrive.

**Join us.** Invest in the next generation. Because when we empower youth, we empower the world.

**POWER TO YOU(TH).  
POWER TO THE FUTURE.  
TODAY!**

**Interested? Connect with us to learn more!**



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