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AMPLIFY GIRLS
ANNUAL REPORT





2022 ANNUAL REPORT

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LETTER FROM HEAD OF AMPLIFY GIRLS.

Dear AMPLIFY Girls Community,

As we reflect on 2022, I am struck by the incredible progress we have made together. When we started this journey in 2018, we had big ambitions and a vision of a world where every girl has agency and power to change her life and community. Today, that dream continues to become a reality thanks to our partners and staff's hard work and dedication.

The work we do is critical because it is centered on supporting incredible community-driven organizations that are on the frontlines supporting adolescent girls and their communities. The work they do is beautifully diverse, impactful, and desperately undervalued. Through supporting organizations to develop, co-creating cutting-edge measurement tools with their input, and mobilizing a collective voice, we are able to amplify their voices.

In 2022, we saw positive results from the initial round of the AMPLIFY Girls Education and Innovation Fund, which was distributed to our partners in late 2021 to address the pressing needs of girls in East Africa amid the COVID-19 pandemic. We invested hundreds of hours of deep collective learning to support organizational development, programmatic support, and collaborative work. We hosted the AMPLIFY Girls Global Symposium on Adolescent Girls' Agency, which brought together a high-level panel of practitioners and community representatives centering girls' agency in their program interventions and research. We launched the research brief, "Tracking Girl's Agency," which was authored under the leadership of Dr. Aubryn Allyn Sidle and Dr. Brenda Oulo, both of whom also lead the charge for the Girls' Agency Lab, which is designed to strengthen our AMPLIFY Girls Agency Survey by involving more adolescent girl participation in the survey tool's development across East and Southern Africa.



Margaret Butler
Head of AMPLIFY Girls

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Moving forward, we are dedicated to prioritizing our work around Girls' Agency and impacting the lives of thousands more girls through data-driven program improvements and advocacy for major investment in promising practices. We believe agency is crucial to unlocking the full potential of adolescent girls and driving sustainable change in their communities. This work happens in tandem with our incredible partners across five countries in Southern and Eastern Africa, without whom none of this would be possible.

We have grown rapidly this year which has been both exhilarating and challenging. But our commitment to working with and for our partners and the girls they serve remains the same. We believe in the power of collaborative learning, collective research, and amplifying the voices of community-driven organizations developing girls' agency.

I'm proud of what we've accomplished and look forward to continuing this journey with all of you.

With gratitude,
Margaret Butler, Head of AMPLIFY Girls.



LETTER FROM OUR BOARD VICE CHAIR.

Dear AMPLIFY Girls Community,

Estahappy Mariki
Vice Chair, AMPLIFY Girls



My heart swells with gratitude and admiration for the unwavering dedication and impact of AMPLIFY Girls and our community-driven organizations (CDOs) in Eastern and Southern Africa. It's with great joy that I share with you the incredible strides we have made in our collective efforts to support, demonstrate and advocate for better outcomes for adolescent girls in all diverse communities.

At AMPLIFY Girls, we are determined in our mission to amplify the voices, work, and impact of community organizations that tirelessly strive to address the challenges faced by girls, such as child marriage, FGM, teenage pregnancy and lack of access to comprehensive sexuality education, quality healthcare, and education.

I would like to express my sincere appreciation to my co-chair, Elizabeth Bohart, and the board of directors for their incredible support and outstanding work. We take great pride in AMPLIFY Girls' commitment to community organizations and the empowerment of girls in Eastern and Southern Africa.

We owe our success to the unwavering support of our generous donors and global partners, who have joined forces with us to amplify the impact of our major projects. To our incredible CDO partners within the AMPLIFY Girls collective, I express profound gratitude for your invaluable work in empowering vulnerable girls in East and Southern Africa.

We want to thank the leadership and staff members who make up the AMPLIFY Girls secretariat for their amazing work. Since the founding of AMPLIFY Girls in 2018, I have had the privilege of working closely with the team; their talent and dedication to the work are exceptional. Thank you for making AMPLIFY Girls great!

Estahappy Mariki,
Vice Chair, AMPLIFY Girls



Who We Are

ABOUT AMPLIFY GIRLS.



In 2018, Komera and The Antelope Foundation brought together 18 CDOs from Eastern Africa to discuss how they could collectively amplify their voices and their girl-centric local work. Through this collaboration, AMPLIFY Girls came to life.

AMPLIFY Girls supports the growth of organizations through intentional collaboration and learning; advocates for the inclusion of community-driven organizations in global decision-making spaces; and develops cutting-edge research that enables us to understand, measure, and maximize girls' agency.



MISSION

To amplify the voices, work, and impact of community-driven organizations committed to building girls' agency.



VISION

Agency and opportunity for all girls. Resources and respect for the community-driven organizations that support them.



OUR CORE VALUES.



Equity

We believe that everyone should be respected and valued equitably. We push back against a "bigger is better" mentality and believe in lifting up underrepresented voices.



Collaboration

We believe in the power of collaboration. We know that we are stronger together and have deep learning to share with one another.



Trust

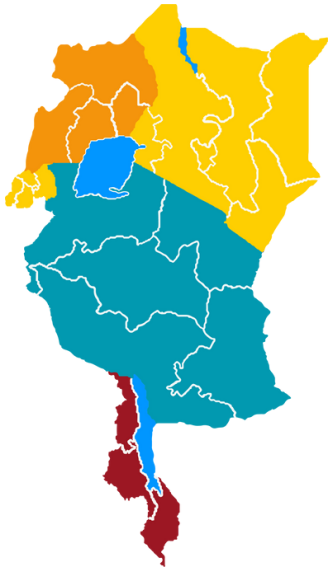
The only way we can do this work is through building trust. Trust takes time and transparency, it is a work in progress.



Commitment

We understand that achieving our mission and vision requires dedication and steadfastness from all stakeholders involved in our work.

WHERE WE WORK.



40 CDOS
5 COUNTRIES

AMPLIFY Girls currently partners with 40 diverse CDOS across five countries, including Kenya, Rwanda, Uganda, Tanzania, and Malawi.

These organizations implement a multitude of programmatic approaches, including education, health, empowerment, and advocacy, to drive positive change for adolescent girls.

AMPLIFY Girls works collaboratively with these organizations, providing support, resources, research and expertise to amplify their impact and improve outcomes for adolescent girls.



Our Impact

Since Inception.

170,000+

Number of girls impacted through our network

40

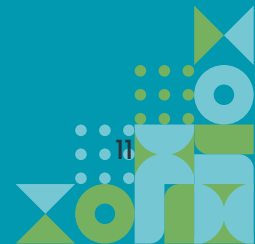
Partner Community Driven Organisations

\$1.4M+

Total funds directly granted or mobilized for partner CDOs.

70hrs+

Provided as comprehensive organisational support to partners.





Our Pillars



OUR PILLARS.

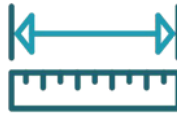
Support. Demonstrate. Advocate

AMPLIFY Girls has built a unique model in which we invest in the growth of our partners, work with them to generate data-driven evidence, and amplify their work to the world. Connecting these three pillars as a model provides deep support for our partner organizations. We believe in the power of collaboration and are committed to building opportunities for our partners to learn from one another.



SUPPORT

Strengthen CDOs by mobilizing resources for organizational development and sharing of best practices.



DEMONSTRATE

Document and communicate the impact of CDOs through rigorous locally-driven M&E and research.



ADVOCATE

Illustrate the impact of CDOs and shift global investment to locally-led, locally-driven organizations.



SUPPORT

AMPLIFY Girls supports the growth of community-driven organizations (CDOs) through intentional collaboration and learning.

We recognize not all CDOs are in the same stage of development, and we work individually with partners to support their needs on an emergent and personalized basis.

In our Support pillar, we provide technical support through one-on-one coaching, organizational skills development, and peer-to-peer learning communities.



One-on-One Coaching & Support

We provide customized support that enhances our partners' organizational capacity. Our team conducts personalized sessions with each partner, recognizing the significance of deeply understanding an organization's challenges.



Organizational Development

Our work entails supporting partners on their self-identified organizational needs. We do this through workshops focused on resource mobilization, communications, monitoring and evaluation and program design. Partners have an opportunity to learn from one another and collectively.



Communities of Practice

Communities of Practice are sessions convened and led by our partners to exchange insights on successful approaches, lessons learned, and outcomes achieved through their projects and program interventions. In 2022, our partners met regularly to share best practices and experiences with returning girls back to school through the Education and Innovation Fund. Lessons learned from these collaborative sessions also inform our training calendar and skills development opportunities for partners.



A Support Pillar Project

The Education & Innovation Fund (E&I) was established by AMPLIFY Girls with the support of generous partners in response to the urgent needs of girls in East Africa during the COVID-19 pandemic. Despite the closure of schools, community-driven organizations within our collective took action to design innovative educational programs and reach out to the most vulnerable girls who were at risk of losing access to education due to poverty, work demands, or early marriage. However, these organizations faced challenges in obtaining direct funding. Since 2021, the AMPLIFY Girls E&I Fund has provided local leaders with resources to support their ongoing efforts with reintegrating girls into educational pathways while navigating the challenges faced by their local communities.

Photo Credit: SEGA



Students at Secondary Education for Girls' Advancement (SEGA) in Tanzania share a light moment during a class session.

AMPLIFY Girls E&I Fund Impact in 2022

\$250,000+

in funding given directly to community leaders re-enrolling girls in school.

800+

adolescent girls returned to education pathways.

30%

of girls returned to school are young mothers.

\$321

average spent per girl returned to schooling.



Primah's Story

In rural Uganda, The Girl Power Foundation has utilized its AMPLIFY Girls E&I Fund grant to enable 17 girls to return to education, with a particular focus on young mothers. One of the beneficiaries, Primah, exemplifies this focus. Primah joined The Girl Power Foundation during their **Go Girls Mentorship Program** amid the first COVID-19 lockdown in Uganda in 2020. Having given birth to a baby girl at the age of 15 and left school six months prior, Primah was overwhelmed and felt that she may never be able to return to school, especially with the schools closed due to the pandemic. Winnie, the Executive Director of Girl Power, recalled that Primah broke down into tears when given the chance to talk.

Even when schools eventually reopened in Uganda, Primah did not return. Her family had told her that motherhood was her responsibility, and she had taken on a job as a food vendor, earning less than a dollar a day to support her child. However, the Girl Power team kept in touch with Primah, and when she visited their offices again, they presented her with an opportunity: to return to school with the support of the E&I Fund.

Winnie noted that Primah realized that education could help her become a better person and a better mother, and Girl Power promised to support her in any way possible. As a result, Primah has successfully returned to secondary school and is expected to complete her secondary education by the end of 2023. Her story is a testament to the life-changing impact of the E&I Fund in empowering young mothers and providing them with access to education and brighter futures.



Photo Credit: Girl Power

Primah, a proud mother, playing with her child at the Girl Power Foundation Uganda girls center in Uganda.





Photo Credit: Youth Changers Kenya



Photo Credit: Girls to Lead Africa



Photo Credit: Komera



Photo Credit: Young Strong Mothers Foundation



Photo Credit: Dandelion Africa



Key Highlights

- 1-** In 2022, our Communities of Practice brought partners together to share best practices for reintegrating girls into school after the challenges of COVID-19. This initiative, combined with the AMPLIFY Girls Education & Innovation Fund, proved highly impactful in East Africa, granting over \$250,000 to 25 community-driven organizations and returning over 800 adolescent girls to educational pathways.
- 2-** We are on track to reach \$800,000 USD in direct funding from AMPLIFY Girls to community-driven organizations within our collective by the end of 2023.
- 3-** AMPLIFY Girls delivered over 70 hours of organizational support through comprehensive training in six crucial areas of organizational development, including resource mobilization, M&E, advocacy, communication, Theory of Change, Organizational goal setting, and results based project management.



PARTNER HIGHLIGHT



AkiraChix, a notable organization in the technology and education space, had remarkable collaborations with various partners. They collaborated with Girls to Lead Africa, Young Strong Mothers Foundation, Komera, and Dandelion Africa.

Through these partnerships, AkiraChix successfully integrated the beneficiaries of these organizations into their CodeHive program. CodeHive, an initiative by AkiraChix, focuses on teaching coding skills to girls from underprivileged households, empowering them with valuable technological knowledge and opportunities.

AkiraChix also lent their support to Youth Changers Kenya by helping them build their website. This collaboration showcases AMPLIFY Girls' partner CDOs' commitment to supporting and collaborating with each other.

75% of partner CDOs reported engaging in fruitful collaboration with fellow AMPLIFY Girls partners in 2022.

A group of young girls in school uniforms, with a blue overlay. A diagram shows a horizontal line with a double-headed arrow above it and a ruler below it, indicating measurement or scale.

DEMONSTRATE

AMPLIFY Girls works with CDOs to measure impact in a locally contextualized manner. Our collective of partner organizations co-creates development metrics that are contextually relevant, demonstrate the power of working collaboratively and centre the voices of community-driven organizations and the adolescent girls they serve.



WHY WE FOCUS ON AGENCY.

In 2018, community leaders across East Africa identified a single, ultimate goal for their holistic and locally-rooted efforts to improve girls' lives. [That goal? Agency for every girl.](#)

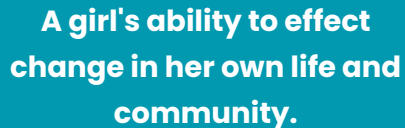
Through research and analytical tools, the concept of girls' agency emerged as a top priority for the collective impact of partner organizations under AMPLIFY Girls.

The AMPLIFY Girls Agency Survey is a psychometric tool designed to measure changes in girls' agency and address this identified priority. Dr. Aubryn Allyn Sidle and Dr. Brenda Oulo led the development of this cutting-edge survey in collaboration with AMPLIFY Girls partner organizations and leadership. Thanks to this collaboration, the survey has gone through initial validation and reliability testing and is now being used by implementing organizations to evaluate girl-focused life skills programs in multiple countries.

For AMPLIFY Girls, 'girls' agency' describes a girl's ability to effect change in her own life or community. This includes her ability to express her thoughts, beliefs, and opinions, and to utilize her knowledge, skills, and resources to navigate her environment.



**Girls'
Agency**



**A girl's ability to effect
change in her own life and
community.**



GIRLS' AGENCY LAB (GAL).

Validation of the AMPLIFY Girls Agency Survey

AMPLIFY Girls is poised to expand our efforts in promoting agency for girls through data-driven promising practices. The Girls' Agency Lab (GAL) is our flagship research and evaluation effort as an organization. It focuses on the broad testing of the AMPLIFY Girls Agency Survey in five countries with hundreds of adolescent girls in an effort to strengthen and refine this cutting-edge measurement tool.

The Girls' Agency Lab is a collaborative effort led by our consulting research duo, Dr. Sidle and Dr. Oulo, alongside AMPLIFY Girls partner organizations, staff experts in measurement and evaluation, and external data collection partners.

The ultimate objective of Girls' Agency Lab is to both establish the AMPLIFY Girls Agency Survey as a high-quality, widely accepted evaluation tool and to use data collected using the survey as a valuable source of insight for identifying promising practices in agency-building programs for adolescent girls.



AMPLIFY Girls Research team visiting with Elle Peut Naidim's staff in Tanzania (left) and enumerators in Malawi (Right) to train them on the GAL implementation process and oversee the first phase of data collection.

Mixed methods Evaluation of the Binti Shupavu Program

With pandemic-related losses in girls' education looming large, there has never been a more urgent need for evidence documenting causal mechanisms between girl-focused programs and key outcomes for their personal and educational well-being. The AMPLIFY Girls team is proud to be contributing to this exact research topic.

The Binti Shupavu study is a cluster-randomized control trial and process tracing evaluation of the Binti Shupavu program; a girl-focused offering in Tanzania by AMPLIFY Girls partner organization, GLAMI (the Girls' Livelihood and Mentorship Initiative). The study is led by Dr. Brenda Oulo and Dr. Aubryn Sidle in collaboration with GLAMI's managing director, Monica Swai, and Dr. Eugenia Kafanabo, Dean of the College of Education at the University of Dar es Salaam.

In addition to evaluating the Binti Shupavu program, this study will also be used as an opportunity to examine the relationship between desirable education outcomes and girls' agency levels and to better understand agency-building as a potential causal pathway for better education outcomes for girls. The AMPLIFY Girls Agency Survey will play a role throughout the study, which runs through 2025.



AMPLIFY Girls team in Tanzania during the data collection phase for the Binti Shupavu mixed methods study.. The first phase of data collection will serve as a basis to determine girls' agency levels as they begin the Binti Shupavu mentorship program.



Key Highlights

1-

We continue to develop the AMPLIFY Girls Agency Survey, a comprehensive measure that evaluates girls' agentic capacity, used by partner organizations and in a longitudinal study involving over 900 girls across East Africa in diverse settings. The agency survey, which completed initial validation in 2020, will be used by partner organizations to measure the outcomes of their life skills programs in various settings.

2-

Within a year of the first COVID-19-related school shutdowns, we published a four-country research study on the pandemic-related experiences of girls and the resilience of CDOs to maintain support during shutdowns and return girls to educational pathways.

3-

Under an all-female research team, AMPLIFY Girls began work on a Spencer Foundation-backed RCT and process tracing study in Morogoro, Tanzania, exploring the relationship between girls' agency and key educational outcomes. We are committed to a multi-year research effort on this front alongside our partner organization, GLAMI, and Drs. Aubryn Allyn Sidle, Brenda Oulo, and Eugenia Kafanabo.

TRACKING GIRLS' AGENCY STUDY FINDINGS

In September 2022, we hosted the Agency Symposium where our research team presented compelling evidence from agency-building programs implemented by our Community-Driven Organizations. Our research brief, authored by Dr. Aubryn Sidle, Dr. Brenda Oulo, and Ninjel Osano, examined 13 programs across four countries in East Africa, showcasing the potential for the impact of locally developed programming on girls' agency over time.



Read the full report
using the QR code

To Maximize Impact on Girls' Agency, this Report Suggests that Programs Should:



Target the most vulnerable, (those who are likely to have the lowest agency).



Engage in regular, sustained, and medium-touch (weekly) program delivery with focused content.



Consider program durations longer than three months (every additional month yields increases in agency gains).



Conduct more research that evaluates the effect of programs on girls' beliefs about gender and gender norms.



ADVOCATE

Driven by our core beliefs in equipping girls with agency and community-driven organizations (CDOs) with proper resources, AMPLIFY Girls elevates CDO voices through regional, national, and international advocacy to create shifts in global development practice.

GLOBAL ACTION WITH AMPLIFY GIRLS.

01

At the Generation Equality Forum (GEF): One Year On event, AMPLIFY Girls stressed the significance of Action Coalition leaders' commitments to marginalized adolescent girls, highlighting inadequate investment hindering progress towards SDG 5. To tackle this issue, AGIP and Plan International arranged a closed dialogue involving leaders, members, and girls from the AMPLIFY Girls network. The dialogue took place alongside the SDG 5 review at the High-level Political Forum.

02

AMPLIFY Girls became part of the Generation Equality Multi-Stakeholder Leadership Group, advising UN Women and shaping the impact of the Generation Equality initiative. Karekyezi Gracious, a 19-year-old Ugandan girl leader, represents AMPLIFY Girls in the Generation Equality Forum.

03

AMPLIFY Girls joined the UNGEI feminist education coalition, emphasizing girls' agency in advocacy. The coalition aims to make a unified impact alongside the Transforming Education Summit and contribute to UNGEI's strategic planning for 2023-27.

AMPLIFY GIRLS FELLOWSHIP PROGRAM

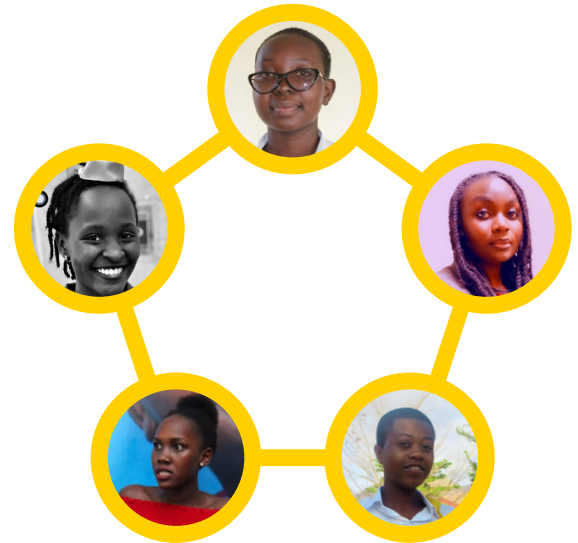
An Advocate Pillar Project

The AMPLIFY Girls Fellowship Program is a one-year initiative that specifically targets girls and young women aged 14 to 21 who demonstrate exceptional leadership skills within their local environments, schools, and communities.

In the wake of COVID-19 and the increasing prevalence of virtual workspaces, the digital divide and limited access for girls in underserved communities have become even more pronounced. It is imperative to ensure that girls have safe spaces and digital resources to effectively represent themselves in these spaces, which are crucial in today's world.

Through sustained mentorship and the development of agency, this fellowship program aims to empower a cohort of girls from diverse communities who can confidently articulate community issues at a global level. Our first cohort of girls from the AMPLIFY Girls' Fellowship Program graduated on November 25th, 2022 after successfully completing their 9-month training program!

We had 10 incredible girls from our partner community-driven organizations in Kenya, Rwanda, Uganda and Tanzania.





Key Highlights

1-

Through our strong network of funders, we successfully mobilized over \$761,000 USD in support for partner organizations beyond direct granting initiatives. Our collaborative efforts are making a significant impact in empowering and advancing their important work.

2-

In 2022, The AMPLIFY Girls Agency Working Group was established to focus on Collective Mobilization and Research & Learning. It aims to create gender equality opportunities and advocate for recognizing girls' agency as crucial for their global success. The group facilitates collaboration between research and community organizations to share and learn from initiatives promoting girls' agency. Ultimately, the Agency Working Group aims to drive global action and investment in recognizing, nurturing, and measuring girls' agency as a fundamental indicator of their success.

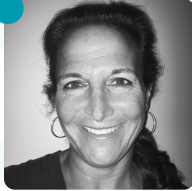
3-

A total of 16 girls and young women, including 10 girls from the AMPLIFY Girls Fellowship and 6 young women and girls recommended by partners, co-created and hosted the AMPLIFY Girls' Day of the Girl girl-led virtual event. The event was also featured as part of Plan International/UNICEF's 24-hour virtual forum.



A cheerful girl participates in a school gathering in Rwanda organized by Komera. Komera empowers young women by providing them with education, promoting community development, and ensuring their health.

BOARD OF DIRECTORS.



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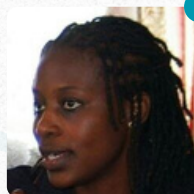
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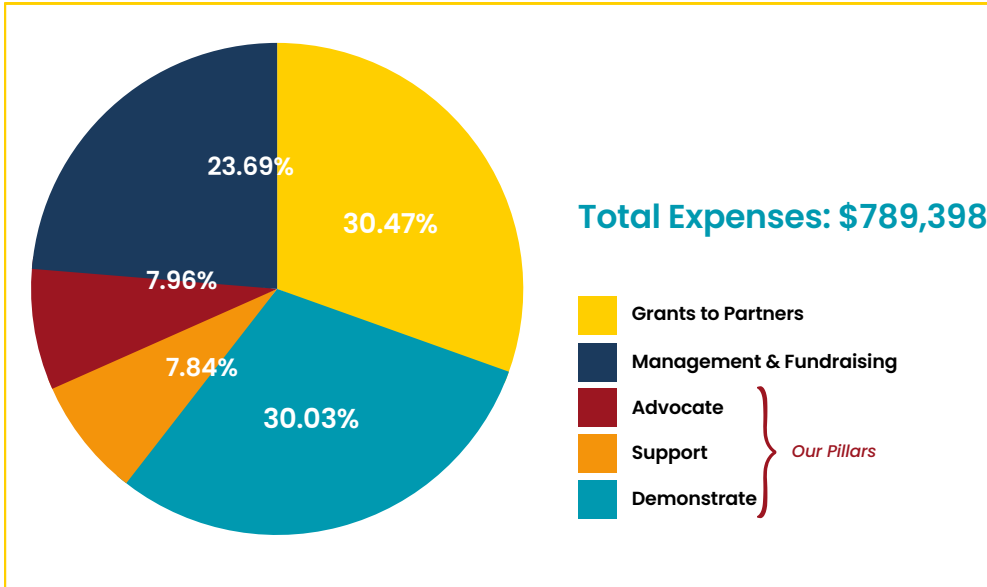
OUR PARTNER CDOS.



OUR COLLABORATORS.



FINANCIALS.



In 2022, AMPLIFY raised **\$2,550,401** from foundations and individual supporters to fund multi-year projects.

We are grateful for our amazing community of generous donors!

FOUNDATIONS



HOWFUND



SPENCER FOUNDATION

BE THAT GIRL
FOUNDATION



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Special Thank You to Our Dedicated Donors and Volunteers!

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Dr. Estahappy Mariki

Aliyya Shelley Mattos
Miller Morris
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Topher Wilkins

We extend our heartfelt gratitude to our anonymous donors for their invaluable support in 2022. Although their names remain undisclosed, we deeply appreciate their commitment to AMPLIFY Girls.



AMPLIFY GIRLS



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