



WELCOME TO OUR STRATEGY

2024-2027

100%
FOR THE CHILDREN

BACKGROUND

Entering 2024, 100% for the Children, alongside our implementing partners, targets a new strategy at the nexus of child protection, health, education and sustainability.

Our strategy's foundation was laid through comprehensive analyses, including PESTEL and SWOT, setting clear targets, and crafting a core narrative leading to our Theory of Change.

Incorporating feedback from strategic partners and discussions at the Board and General Assembly levels, this strategy will guide data collection, track progress, and shape future programs to ensure impactful and aligned efforts towards our mission.





Context of Our Operations

100% for the Children primarily operates in Kenya, Ghana, Malawi and Denmark. It is essential to understand the complex environment in which we operate. Our commitment to making the biggest change for vulnerable children is guided by our – and our partners' – deep understanding of the following settings:

Vulnerability and Reforms

At the heart of our operations lies the protection of the most vulnerable: children. Across the globe, children face an array of threats ranging from abuse and exploitation to neglect. This is affected by both national and international policies. The traditional reliance on institutional care is changing and now giving way to a focus on family-based or family-like environments, recognized as significantly more beneficial for a child's development. Some of the major drivers of institutionalization in the countries we operate include poverty, disability, displacement and orphanhood.

In 2022 a new care reform and children's act was passed in Kenya changing the reality in which state and non-state actors work. The vision of the new care reform is to see children raised in family settings instead of in institutions. The alternative care reform is set to be implemented over the alternative care reform is currently being implemented which will affect the contexts we operate in in Kenya. Challenges to overcome include:

- 1) A massive need to create and implement strong preventive strategies to eliminate the need for institutions in the future,
- 2) The families and communities are not ready for the transformation from institutional care to family and community-based care yet;
- 3) The social workforce is not equipped as of now for preventive work and transformation to family and communitybased care.
- 4) Lack of funding for the implementation of the care reform.

Context of Our Operations

Rural and urban settings

Slum areas, where we work, represent some of the most challenging living conditions within urban environments, characterized by high population density, many children, inadequate infrastructure, and limited access to basic services.

In the rural areas, where we work, traditional gender roles prevail, with women primarily responsible for household duties and childcare, while men engage in farming and decision-making. These roles influence access to resources, education, and employment opportunities. At the same time these areas are very exposed to climate change and migration.

Climate Change

Climate change does not impact all equally. It is a gendered crisis that disproportionately affects women and girls, exacerbating existing inequalities. The adverse effects of climate change – such as food insecurity, water scarcity, and increased exposure to violence – place additional burdens on all vulnerable groups. Failure to tackle this crisis risks reversing the progress made in gender equality, health and sustainable development. In 100% for the Children we focus on the intersection of child protection and climate change, preventing that children become victims of exploitation, violence and abuse caused by climate change.

2030 Sustainability Goals: A Race Against Time

With the deadline for the 2030 Agenda for Sustainable Development rapidly approaching, the urgency to act has never been greater. Achieving the Sustainable Development Goals (SDGs) demands accelerated action across all sectors. The interconnected nature of these goals means that progress in one area often contributes to advancements in others. This is prevalent in our strategy too.

In 100% for the Children we work with our partners to promote SDG 3, 4, 5, 6, 10, 16 & 17.





The Problem

Empowerment starts with the right to decide. Children and youth living in poor, vulnerable, or marginalized communities in Kenya, Ghana and Malawi lack adequate resources and face systemic discrimination. Climate change counteracts any positive development in these marginalized communities.

The Goal

100% for the Children is committed to breaking the cycle of poverty and discrimination, ensuring every child and young person we work with has the opportunity to thrive, regardless of their circumstances.

For Who?

We work with the particularly vulnerable in this world. That is children and youth from poor and marginalized families, children with disabilities, children from rural areas, and teenage girls who become pregnant.

Our Solutions

Sustainable development is best achieved when people themselves are empowered to drive change. We join forces with local organizations to form alliances on joint advocacy, sharing of knowledge, and a readiness to take action. We decide on our methods according to

- 1) biggest impact**
- 2) inclusive & contextual approach and**
- 3) transparency**

Recognizing the complex interplay of systemic discrimination, climate change, and lack of resources, our approach integrates health, child protection, and education into a three-stringed strategy aimed at uplifting the particularly vulnerable child and his or her community. From 2024-2027 we will have a specific attention on developing low-cost models with big impact.

Our Partners

In our efforts to create meaningful and lasting changes, we work with local implementing partners. By selecting and developing partnerships, we ensure that our programs not only meet immediate needs but also strengthen the long-term prospects for the communities we work in.

In Kenya, our approach to building partnerships has been particularly prioritized and fruitful. Our partners complement each other effectively, with one particularly strong in policy and national advocacy and another in direct services.

This synergy between the partners' competencies has allowed us to elevate our efforts to new heights. We choose partners who are not only strong individually but are also capable of working together; in this way, we create a robust platform for reform and innovation.





Biggest impact

We evaluate the potential impact of our programmes, prioritizing those with the highest potential for positive change in the communities served.

This includes assessing long-term sustainability and the ability to scale solutions in both rural and urban settings. We aim for our programs to fit with government strategies to strengthen sustainability.

Inclusive & contextual

We actively involve children, youth and community members in decision-making processes to ensure that solutions are culturally sensitive, contextually relevant, and meet the actual needs of the community.

We ensure that projects not only address immediate needs but also empower the local ecosystem by providing them with the tools and knowledge to support vulnerable children and youth.

Transparency

We keep donors, partners, beneficiaries, and the wider community informed about project outcomes, financial statements, and governance. This includes newsletters, annual reports, and regular updates. This is possible because we are strongly present in the local communities of our partners.

For each project, we provide detailed information.



SECURE Child Protection

Strengthen family and community systems to safeguard children's rights and wellbeing, and to develop effective child protection mechanisms.

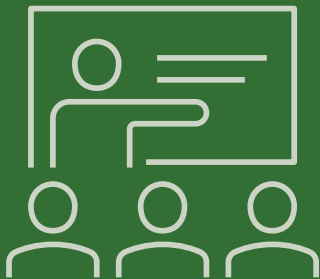
In 100% for the Children, child protection is a pervasive theme that affects all our projects. We actively work with child protection through projects that seek to strengthen vulnerable families to prevent separation, protect street children, and generally put children's rights on the agenda to strengthen child protection systems and structures in the countries we work in. 100% for the Children is a co-founder of the Danish child protection network, which i.a. has published 'Promising practices in child protection'.



SECURE Health

Improve access to healthcare and sexual and reproductive health education, targeting street children, young mothers, and marginalized youth, including those with disabilities.

Our programs give children and young people access to fundamental knowledge about health – and especially sexual and reproductive health and rights – so that they can make informed choices now and in the future leading to fewer school drop outs, reduced teen pregnancies and economic empowerment. We also work with menstrual health, mental health for young mothers, and, not least, support for vulnerable families so that children can grow up in a loving and safe environment that ensures children's development – physically, psychologically, and socially.



SECURE Education

Enhance educational access and quality while promoting gender equality and reducing barriers such as teen pregnancies, early/forced marriages and high dropout rates.

Marginalization due to socio-economic status, gender, ethnicity, language, religion, disability, and location are driving factors for inequality in education. It is this inequality that 100% for the Children, together with our partners in Kenya, Ghana and Malawi addresses. In our programs we work to reduce inequality in access to education for marginalized children and young people - especially girls and children with disabilities. At the same time, we work to ensure a higher quality of education, which strengthens the children's abilities, talents, and personal development and prepares them for the future. This includes complementary educational paths like Life Skills and entrepreneurship.



By end 2027, 100% for the Children will:

SECURE Child Protection

- **Secure that min. 10.000 parents** can safeguard their children's sexual and reproductive health and rights.
- Support vulnerable families to **prevent child-family separation**.
- **Strengthen the role of local CSOs** in reinforcing child protection systems and overseeing care reform implementation.
- **Develop a civil society approach** to assist the Kenyan government in implementation of preventive community strategies.
- Educate youth and parents on child protection laws and care reform implications.
- Secure that **min. 60% of the families** in our Kenyan programmes have developed mechanisms to protect their children in the household.
- Raise political awareness on the impacts of child-family separation, institutionalization, and disability across countries.
- Enhance communities between- and capabilities for marginalized youth on the streets.
- **Equip local CSOs** with network and tools to empower girls and young women as change agents.

By end 2027, 100% for the Children will:

SECURE Health

- Distribute reusable menstrual products and training to **min. 40.000 girls**, with 95% able to clean them without infection risk.
- Increase partnerships on access to **clean water in slums**.
- Offer infant health and caregiving training to **5000 young mothers**.
- Increase sexual and reproductive health decision-making power for women and girls.
- **Reduce teen pregnancies by 70%** at the schools we are present in.
- Ensure at least **80% of women and youth (both boys and girls)** trained in SRHR can make informed health choices.
- Foster SRHR access and services for disabled children and youth in Kibera, Kenya.
- Create safe SRHR discussion spaces for out-of-school youth with disabilities.
- Ensure healthcare clinic access for at least **5000 children and youth**.
- Provide **2000 street children** with access to health care.





By end 2027, 100% for the Children will:

SECURE Education

- Reduce dropout rates by **min. 85%** at the schools we are presently in.
- Educate **min. 2000 families** on the necessity of girls' education.
- Strengthen local CSOs in education advocacy.
- Ensure **min. 50 schools** in Nairobi County and **15 schools** in Northern Region Ghana implement safeguarding policies and secure the rights of children with and without disabilities.
- Secure access to adequate ICT Education in rural high schools (Northern Ghana).
- Provide quality education access for **min. 30.000 children and youth.**

Input

- Training for women, schoolgirls- and boys, and teach.
- Distribution of menstrual cups.
- Strategic partnerships for improved access to water.
- Establishment and support of Child Protection Networks.
- Training and capacity building of local staff, social workers and care practitioners.
- Low-cost models.
- Danish Social Workers.
- Implementation of youth ambassador programs and peer-to-peer engagement.
- Engagement with Danish youth and educational institutions.
- Partners with recognition at the County, District & National level.



Activities

- Expand a sustainable, low-cost model for delivering SRHR education in both urban and rural areas, ensuring quality reproductive health education.
- Secure access to clean water in marginalized communities, especially in slums. Secure safe access to clean water in marginalized communities, especially in slums.
- Strengthen child protection preventive systems and influence protective and educational policies at local and national levels.
- Promote UN Resolution and Guidelines for Alternative Care of Children.
- Train healthcare workers and teachers in participatory and child-inclusive methodologies.
- Empower girls and young women to become catalysts of community change.
- Advocate for pro-youth policies.
- Develop materials for Danish youth and higher education to engage in Sustainable Development

Output

- Implement child protection policies in schools and enhance family protective measures
- Empower 5,000 girls for advocacy, focusing on SRHR and rights and educate 2000 families on the importance of girls' education.
- Provide health interventions for 7,000 children and youth, distribute menstrual cups and training to 40,000 girls, and facilitate safe SRHR discussions.
- Improve education for 15,000 children and youth, reducing school dropout rates by 85% and integrating SRHR education in min. 65 schools to support inclusive learning environments
- Equip CSOs with tools and network to reinforce child protection systems and gender equality.
- Integrate climate considerations into new programmes with a special attentive to access to clean water and sustainable farming.
- Increase participation of Danish youth in programs and project development through active engagement strategies.



Outcome, short term

- Families have tools to protect their children's sexual and reproductive health and rights, and they are enabled to create home-based child protection strategies.
- Reduced school absenteeism for girls during menstruation, enhancing their freedom and safety. Women and girls receiving SRHR training can make informed choices about their sexual and reproductive health.
- Reduced unintended teenage pregnancies, leading to better educational and economic opportunities for girls and boys.
- Strengthened civil society driven advocacy across countries and enhanced oversight of care reform in Kenya.
- Increased awareness and understanding among youth and parents regarding child protection laws and the implications of political reforms.
- Enhanced proficiency in sustainable development among Danish youth.
- Less children become victims of exploitation, violence and abuse caused by climate change.

Outcome, long term

- Strengthened civil society voice in child protection implementation and monitoring of new care reforms in Kenya; leading to more community-led initiatives to protect children, and a more informed public discourse on child welfare issues.
- Safe and inclusive educational settings for all children, promoting equality and support regardless of background or abilities.
- More responsive and effective child educational & SRHR policies and practices. Social workers, caregivers, and teachers protect children's rights and prevent family separation.
- Increase in public engagement and support for development projects can lead to more sustained volunteerism.

Effect

Our overarching goal is to ensure that vulnerable children and youth are protected from systemic discrimination. 100% for the Children aims to break the cycle of poverty and discrimination, guaranteeing that every child and young person we support has the chance to thrive, regardless of their circumstances.



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