

**AMPLIFY Girls Final Report for 2021 Impact Grant  
Submitted December 28, 2022**

### **About AMPLIFY Girls**

**AMPLIFY Girls** is a collective of community-driven organizations (CDOs) working to demonstrate that localized approaches to girls' programming are highly effective, worthy of investment, and deserving of a larger presence in global development. We believe that for too long the dominant narrative has held that CDOs are unable to contribute to large-scale conversations regarding how to best serve adolescent girls. We fight this narrative through three pillars of work:

1. **Support** - We mobilize resources that enhance program delivery, strengthen organizations, and create spaces for intentional collaboration between CDOs.
2. **Demonstrate** - We document and communicate the proven impact of girl-focused CDOs through world-class research studies and research tool development.
3. **Advocate** - We argue for the placement of CDOs in positions of influence when it comes to establishing policies, practices, and funding priorities that affect adolescent girls.

Our work is predominantly centered in Central and East Africa, where we support and champion forty CDO partners across Kenya, Uganda, Tanzania, Rwanda, and Malawi as core members of our collective.

### **Summary of the Project**

In December 2021, AMPLIFY Girls was honored to receive an Impact Partnership Grant from Together Women Rise. This grant was given in support of our ongoing work centering community-driven organizations that are focused on increasing girls' agency across East Africa. Support from this grant was dedicated specifically to supporting a) the development of a campaign to return out-of-school girls to the classroom; b) dedicated support staff for our community-driven partners in East Africa; c) strengthening our monitoring, evaluation, and learning-related efforts surrounding key metrics for adolescent girls; and d) virtual and in-person connections to establish country-based strategies and overall organizational approaches that better support our partner organizations and the girls they serve. In total, \$50,000 was allocated to these purposes.

### **Assessment of Progress and Impact Created**

#### ***Returning Girls to School***

In late 2021, we launched our campaign to return out-of-school girls to formal education pathways in the face of numerous barriers related to COVID-19 closures, poverty, violence, and more. That campaign was accompanied by the creation of the AMPLIFY Girls Education & Innovation (E&I) Fund - a pool of

resources designed to support our community-based partners as they sought out and fought for the re-enrollment of girls in their regions. We are delighted to report that these efforts have been a resounding success. In total, over \$280,000 was distributed to AMPLIFY Girls partners through this program between late 2021 and early 2022. Our partners were able to collectively return nearly 800 girls to formal schooling and educational programming following COVID-19-related shutdowns that otherwise may have been permanently removed from their chance at education. As of December 9, 2022, we have received data and reporting on E&I Fund impact over the past year from 60% of our partners and anticipate having the full dataset by year's end. At this stage, we are able to estimate that the E&I Fund has been used to return between 750 and 800 adolescent girls to education in the wake of the COVID-19 pandemic. Of this total population (est. 778 using current data), approximately 36% are enrolled in vocational training and certification programs and 64% are enrolled in formal school settings. At least 26% of the beneficiaries are young mothers with at least one child born during traditional school years, and this number is likely upwards of 35% in the full dataset. In total, that's an average of \$321 USD invested per girl returned to an education program that may otherwise have been inaccessible. You can see an example of the impact of these efforts by visiting: <https://www.amplifygirls.org/media/education-and-innovation-fund-impact-a-second-chance-at-education-for-young-mothers-in-east-africa>

Together Women Rise was a key supporter in allowing us to create the advocacy and development materials needed to raise these funds, implement the campaign, and create these opportunities for girls. We are proud to share that, after TWR's support for the first wave of the campaign, we are preparing for the launch of a new iteration of this campaign that will begin in March 2023. This new iteration aims to return even more girls to school, raise a new round of funds, and launch further advocacy efforts aimed at correcting the widespread dropouts experienced by adolescent girls in the wake of the COVID-19 pandemic.

### ***Support Staff for Our Partners***

Over the past year, we have invested significantly in the hiring of staff based in East Africa to support our partners based in that region as well. Originally, we had requested support from Together Women Rise for 40% of the cost of hiring an East African Coordinator - a support role designed to oversee a number of areas of work across the region. We have stayed true to that original request while modifying our plans slightly to create a more practical structure - splitting that role into two individuals who have been hired and onboarded to our team. Those two roles, Head of Advocacy and Director of Partner and Organizational Learning, are designed to work in tandem to better support partners and help them understand how to leverage their successes for further visibility and resources. In particular, our new Director of Partner and Organizational Learning is tasked with helping CDO partners use the data collected with the AMPLIFY Girls Agency Tool to identify emerging best practices in girls' programming and to articulate their strongest areas of impact.

### ***Strengthening Monitoring, Evaluation, and Learning***

A key component of our work as a collective is the measurement of girls' agency - a metric identified by our partners through a 12+ month process that revealed agency as the core of their definition of success for the adolescent girls they support. Over several years, our team has created the AMPLIFY Girls Agency Tool; a survey tool that has undergone validity and reliability testing and has been proven to detect changes in the levels of a girl's agency over time. Our work with this metric and its ongoing testing will be a major focus for our organization in 2023, as we plan to release the tool for public use by any CDO or NGO working with adolescent girls starting in 2024. To learn more about these efforts, please visit us at <https://www.amplifygirls.org/s/Tracking-Girls-Agency-An-Outcome-Evaluation-of-Diverse-Programming-Amongst-CDOs-in-E.Africa>

In the meantime, we have sought to strengthen our partners' monitoring and evaluation practices in both an effort to respond to their emerging needs and to better prepare them to implement the agency tool and leverage its results, should they wish. As a part of these efforts in 2022, we were able to offer monitoring and evaluation-related training and workshops to our partners covering a variety of topics. Most notably, we worked with another organization, IDinsight, to provide a multi-session training on theory of change development for all of our partners, regardless of their programmatic area of focus, in a bid to help partners more formally articulate the impact and reasoning they know well from spending time in the communities they serve.

### ***Convenings for Strategic and Collaborative Planning***

Of course, as a collective, coordinating meetings during which we can build relationships, develop strategy, and learn from each other is an absolutely vital process - one that Together Women Rise was generous enough to support in 2022. Throughout the year, we have held a number of key convenings for our partners and our staff, including most notably:

- Full virtual All-Partner meetings in May and November, used to update partners on key initiatives and collect feedback for ongoing projects.
- Our virtual Agency Symposium in September, which invited partners to join us to discuss the findings from our first year-long longitudinal study using the data collected from our partner organizations using the Agency Tool and to discuss the future of that tool as well.
- Our in-person Strategic Retreat in December, which brought together all of our Nairobi-based staff and two of our staff from North America for a series of conversations about partner support strategies and research and advocacy plans for 2023 and beyond.

Each of these meetings involves the coordination of dozens of stakeholders convening for the good of the collective and provides a critical opportunity to collect feedback and problem-solve in real time. In 2023, we look forward to hosting even more convenings, centering around major events scheduled for the new year. Our two largest convenings in 2023 will center around the Women Deliver 2023 conference in Kigali, Rwanda in July and our own Girls Agency Lab Summit in Nairobi, Kenya in December, marking the end of this stage of data collection and tool-strengthening for our girls' agency measurement tool.

## Reflection on Challenges and Lessons Learned

One major challenge in 2022 stands out from all the rest, as it illustrates the demand for the work that AMPLIFY Girls is doing with our partner organizations. As a part of our ongoing work with measuring girls' agency, we are in the midst of a multi-year project designed to strengthen the tool and prepare it for widespread distribution, as previously mentioned. To do this, we need more organizations to join our collective and collect data using the tool, which we can then evaluate. However, the expansion of our network has proven to be a much larger-scale affair than we had initially estimated. In September of this year, we launched an application for organizations to join AMPLIFY Girls and to assist with the development of our agency tool. For that purpose, 15 total partners could be added, and we received applications from more than 625 organizations. Obviously, we cannot serve a cohort that large all at once at this stage of our development, but we also do not want to turn interested parties away. This was partially resolved by the creation of our AMPLIFY Girls Agency Working Group - a regularly convening working group focused on collective action on advocacy opportunities related to girls' agency and on emerging research related to building and understanding girls' agency. We have invited many of the applicants to join this agency working group, even if their partnership request was unsuccessful. We have also, from these applications, developed a database of potential partners who can be contacted with updates on the release of the tool, trainings that are open to more than just our core partners, and more. We hope to sustain this level of interest, even as we make incremental growth a priority.

**AMPLIFY Girls Impact Partnership Grant - Finance Reporting (Dec. 2021 - Dec. 2022)**

<b>Category</b>	<b>Budgeted</b>	<b>Actual</b>	<b>Notes</b>
East African Coordinator (40%)	\$20,020	\$20,020	Role has since been split between two staff members: our Head of Advocacy and our Director of Partner and Organizational Learning, both based in Nairobi, Kenya
East African Communications Assistant	\$9,000	\$9,000	As planned.
E&I Advocacy Campaigns Design Work	\$1,500	\$1,615	Design and promotional costs for E&I advocacy including digital communications and design work.
Memberships in Global Advocacy Networks	\$1,000	\$1,247	Includes participation in Global Campaign for Education, Collective Impact forum, and adolescent girl participation in advocacy events connected to these spaces as well as International Day of the Girl
Annual Partner Convening Costs	\$10,000	\$9,638	Primarily allocated to offsetting coordination efforts and planning for large virtual partner convenings and smaller in-person convenings for advocacy and planning purposes..
Program and Training Resources for Partners	\$5,000	\$5,000	Over 50 partner-facing trainings and learning sessions convened in 2022.
Team Travel Costs	\$3,480	\$3,480	As planned.
<b>Totals</b>	<b>\$50,000</b>	<b>\$50,000</b>	