



2024

Annual
REPORT

**I Can See
Positive Change!**



SP

Strengthening families
Protecting children

I Can See

Transformation

It matters to us that every child reaches their full potential.

For far too many children, their future is shaped by violence, poverty, exploitation, and limited access to essential services such as education, healthcare, nutrition, and protection challenges that risk becoming a lifelong reality.

Investing in Children and their Societies (ICS SP) is committed to changing that. By working closely with children, families, communities, governments, and partners, we raise awareness, increase understanding of issues affecting children, and develop actionable sustainable solutions.

Our efforts are focused on creating safe, nurturing environments where children and young people can thrive, overcome adversity, and reach their full potential. Through collaboration and inspired action, we aim to transform these challenges into opportunities for a brighter future.

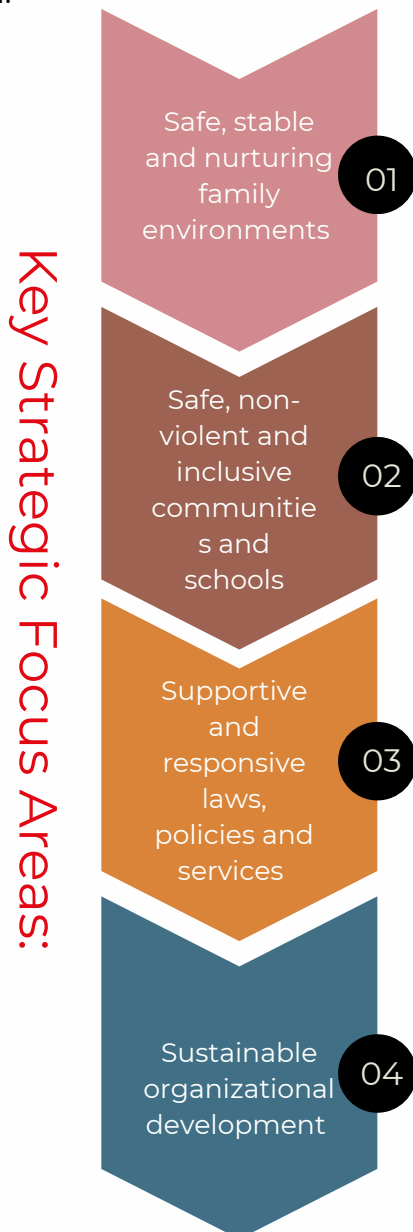
30 Years of creating **safe** and nurturing **environments** for **Children** and **Young People** to reach their full potential.



I Can See

Positive Impact

Through strategic partnerships, evidence-based programming, and policy advocacy, we have created safe, nurturing environments for children and families while strengthening systems at community and national levels. Our comprehensive approach has established sustainable frameworks for continuing positive change in communities across Africa.



We prioritize what matters most, creating safer, and more supportive environments within families, schools, and communities to empower every child to thrive.

- Generating and Utilizing Evidence to transform lives and drive meaningful impact.
- Implementing a Gender-Transformative Skilful Parenting Approach to foster equitable parenting and nurturing family environments.
- Empowering Children and Young People as active change-makers.
- Inspiring Change through thought leadership and innovation.
- Collaborating with Government to enhance policies and service delivery.
- Strengthening Community Systems for sustainable impact.
- Influencing Policy and Scaling Up Proven Solutions to drive lasting change.

Reshaping systems, policies, and practices to drive lasting, meaningful change for children and young people.

Our Achievements

ICS SP has made significant strides by integrating direct service delivery policy advocacy to enhance child protection, family strengthening, and community development across multiple African countries. Through strategic partnerships, evidence-based programs, and system strengthening, the organization has positively impacted thousands of beneficiaries at both community and national levels.

86,000+



parents empowered with transformative parenting skills positively transforming care and well being of **197,750** children.

860+



Government officials and community-level workforce across 20 regions delivering quality services, strengthening child and family protection systems.

1,272+



social, cultural and religious influencers engaged shaping positive norms for the well-being of children and families.

53+



Child Protection Committees strengthened across 19 regions enhancing community action to prevent and respond to child abuse, neglect, and exploitation.

5,286+



Families supported with sustainable livelihood opportunities, strengthening economic stability, enhancing child well-being, and uplifting entire families

8,238+



Children equipped with essential life skills, enhancing their decision-making abilities, and resilience to navigate challenges.

1,194+



Adolescent girls and young women equipped with life skills and financial literacy sparking confidence, self-care, economic independence, and a culture of saving.

54+



Public schools are empowered to foster safe, supportive spaces for learning impacting **32,400** learners.

Catalyzing systems change and policy influencing

In 2024, ICS SP made significant strides in catalyzing systems change and influencing policy to create a safer and nurturing environment for children. Through strategic advocacy, collaborations, and targeted interventions, we have influenced key policy shifts and mobilized support for child/family development and protection frameworks at local, regional, and national levels.

Policy advocacy:

We elevated the voices of children, youth, and women, driving policy changes that strengthened parental support and child protection measures. Our efforts contributed to the integration of stronger support for parents and caregivers, as well as enhanced child safety protocols in the national child protection policy. These critical updates ensure a more comprehensive, child and family centered approach to safeguarding in education, social services, gender equality, and community settings creating lasting impact for future generations.

A New Beginning: Rehema's Journey to a Peaceful Family Life

Rehema had endured 17 years in a marriage marked by daily arguments, emotional pain, and public conflict. Everyone in her village knew about the constant fights between her and her husband.

That changed when her aunt introduced her to the Skillful Parenting Training. Through the program, Rehema began to understand her self-worth, the importance of family unity, and how to resolve conflict peacefully. Slowly but steadily, things began to shift. Her husband became more open to dialogue, and together they started taking small but meaningful steps toward reconciliation.

Armed with new tools and a fresh perspective, Rehema and her husband began holding family meetings, openly discussing issues, and making joint decisions. Her husband now helps the children with their homework and visits their school to engage with teachers, ensuring the children's learning goals are met.

Today, Rehema's marriage has been restored, they are raising their children in a peaceful environment, and they recently welcomed a new baby boy into their now harmonious home. However, many families across the country still face similar challenges in silence. Through the Skillful Parenting Program, we have reached over 85,000 parents empowering them to break cycles of conflict and build nurturing, united families.





Resilience: Neema's Rise to Empowerment"

In Mwalukwa Ward, Tanzania, Neema a mother of three, was trapped in a cycle of hardship. Her family struggled to make ends meet. With no stable income and little support. Her days were spent juggling domestic chores and farm work, with insufficient food for her children.

When she joined the Gender Transformative Skillful Parenting training. The sessions helped her understand the value of positive parenting, gender equality, and financial management. Her dedication led to her selection as a community facilitator, where she inspired fellow parents to raise children with love, dignity, and respect. With small savings from a facilitation stipend, she rented rice fields, eventually harvesting 16 sacks. She sold 10 sacks for Tsh. 800,000 and kept six for her family. The profits helped her start a pharmacy, offering medicine and employment to another trained parent. She also tended a vegetable garden for food security.

85% of parents trained have reported improved communication with their children, 75% have experienced better stress management, and 65% shifted away from using corporal punishment. Overall, in 2024, over 11,934 parents and caregivers were empowered to create safer, more nurturing environments for their children.

Legislative engagement:

Through our active engagement in various national and regional technical working groups, we have played a pivotal role in elevating the child development and protection agenda. For example, in Kenya, we contributed to the development and review of the National Care Reform Strategy and supported the implementation of the National Plan of Action to Eliminate Child Labour. In Tanzania, our collaboration with the Child Protection Technical Working Group informed updates to the National Child Protection Guidelines and Family Support Services Framework.

We also facilitated the passage of critical action plans, roadmaps, and progressive laws aimed at strengthening support systems for children in care, eliminating child labour, and promoting holistic family and parental support. For example, in Kisumu County, Kenya, we supported the adoption of a County-level Child Protection Action Plan, while in Shinyanga, Tanzania, our advocacy contributed to the integration of child safeguarding measures in the Municipal Social Welfare strategic framework. These milestones are helping to ensure the long-term safety, well-being, and development of vulnerable children across the region.



From Struggles to Hope: A Journey to Education and Empowerment

Life has never been easy for my family and me. I live in Teso North with my parents, and siblings. My father works as a cow herder, earning very little while my mother does gardening. This small income is barely enough for food, let alone my school fees.

I love school, but I was often sent home because we couldn't afford the fees. I remember staying out of school for five weeks, the longest I had ever missed. To help, I worked fetching water, making bricks, and farming. The work was exhausting, and I constantly worried about my future.

One day, an ICS-SP mentor and a child protection volunteer noticed my struggles. They reported my case, and through the Action Against Child Labour project, my school fees was paid for two years, and I received school supplies, uniforms, and shoes. Since then, my life has changed. I no longer have to work to pay for school, and my grades have improved. Today, I walk with confidence. I am in school, I am learning, and I have hope. My dream is to become a flying doctor and help my family and others in need.

Through the Action Against Child Labour (AACL) project, implemented in Busia County, ICS-SP, works to eliminate child labour by addressing its root causes including poverty, limited access to education, and lack of awareness on child rights. It engages caregivers, schools, local leaders, and children themselves to build protective environments. Over the years, the project has supported thousands of children like me across Kenya and Tanzania providing school reintegration support, psychosocial services, vocational training, and referrals to health and protection services.

Fostering community engagement in safety promotion initiatives:

This year, we have witnessed the power of community-driven change in promoting safety and protection for children and women. Through strong partnerships with local governments, religious leaders, and community stakeholders, we have trained 160 leaders and strengthened 53 child protection committees, creating a network of dedicated advocates for child, girls and women's rights.

Our community-level awareness campaigns and dialogues have reached 13,000 households, empowering caregivers and local residents with vital knowledge on child protection, women's rights, and sustainable development. By equipping communities with the tools they need to safeguard their most vulnerable members, we are strengthening local gatekeeping mechanisms and building a foundation of trust and resilience. This collaborative approach is not only transforming communities it is sparking a collective movement where every individual plays a vital role in creating safer, more nurturing environments for children and women to flourish. Together, we are building a future where protection, dignity, and opportunity are accessible to all.



Amplifying the visibility, voice and self-determination of girls rescued from child domestic work

Nancy was just 17 years when she was rescued from a life of child domestic work, where she spent long hours cleaning, cooking, and caring for a family who treated her more like a servant than a child. Her life had been one of isolation and hardship, far removed from her dreams of education and independence. But all of that changed when she was brought into our program, where she was given a safe space to heal and the opportunity to rebuild her future. Through intensive life skills and entrepreneurship training, Nancy learned essential skills ranging from financial literacy to confidence-building that empowered her to take control of her life. She discovered a talent for tailoring and began to apply her skills in creating beautiful, hand-made clothes. As her confidence grew, so did her sense of self-worth. Nancy now runs her own small tailoring business, supporting herself and dreaming of expanding her work to help other young women escape similar situations.

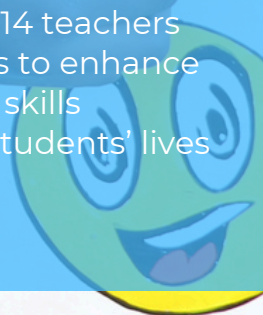
Today, Nancy is a shining example of what's possible when young girls are given the tools, resources, and support they need to break free from the cycle of exploitation. However, the reality is that 8.5% of young people in Kenya remain at risk of child domestic work. Our organization is actively working to rescue 3,217 of young people from these vulnerable situations in Kisumu County, ensuring they have the opportunity to thrive and build brighter futures for themselves and their communities.

Empowering children to protect and care for themselves through life skills education

Life skills education, through the Malezi Mema Elimu Bora project at Busidibu Primary School, has empowered students like Mary to express themselves, manage stress, and support others. Her classmates applied their learning by starting a school garden, selling vegetables to fund school fees and buy uniforms for peers in need positively transforming both individual lives and the school community.

Mary shares a deeply personal story: "I am proud because my fellow learners recognized my need and bought me a new school uniform, which my grandmother could not afford. Thanks to the ICS SP, I have also learned to save money. Now, I use my savings to buy lunch for my younger sister in Grade 5." Her story exemplifies how life skills education can break the cycle of poverty and build a supportive, resilient community. It's not just about learning how to manage finances or deal with stress; it's about instilling values of empathy, teamwork, and responsibility, which have turned their school into a better place for everyone.

In 2024, over 5,707 learners have benefitted from value-based life skills education. Despite the Government of Kenya's efforts to introduce life skills education, more support is needed to equip teachers to deliver experiential, real-life lessons. Through the Whole School Approach, the organization is working with 814 teachers and mentors in 54 primary schools to enhance the accessibility and impact of life skills education transforming not only students' lives but also their communities.



Transforming harmful traditions and customs:

In 2024, we have made bold strides in transforming harmful traditions and customs that perpetuate violence against children, early marriage, and intimate partner violence. By working closely with local communities and leaders, we confronted the root causes of these deeply entrenched practices and sparked meaningful conversations that challenge outdated norms. Through intentional and purposeful approaches to changing social norms, we have ignited enduring, positive transformations for children, women, and their families.

By fostering understanding and empowering communities to embrace healthier, more equitable values, we are creating a future where violence is no longer seen as acceptable, and every child and woman can thrive in a safe and supportive environment. Together, we are rewriting the narrative one where compassion, respect, and protection are at the heart of every community. This transformative work continues to inspire hope, ignite change, and pave the way for a brighter tomorrow.



Rewriting Norms, Restoring Dignity: A Community-Led Transformation in Kore Location, Kisumu

Violence against children and women (VACW) in Kenya remains a deeply entrenched issue, often driven by long-standing social and gender norms that justify harmful practices. In many communities, such norms are upheld and reinforced by influential leaders who view these practices as essential aspects of cultural identity.

In response, ICS SP launched the Fanikisha Uajibikaji Nyanjani (FUN) initiative in 2021. The strategy aims to prevent VACW by transforming harmful norms through community-led change, by engaging community influencers. In 2023, ICS SP identified a village chairman who practiced these harmful practices. He believed physical punishment was essential for disciplining children, domestic chores were women's work, and men should maintain unquestioned authority in the household.

Although resistant at first, the chairman agreed to attend a five-day workshop with other local leaders. The workshop, focused on sharing knowledge, co-designing positive norms, and creating space for reflection. He began to see the negative impact of harmful practices on his community and appreciated the value of adopting more equitable, non-violent approaches.

By June 2024, he had been trained as a change agent. With support he started promoting alternative norms that support the rights and wellbeing of women and children. His transformation encourage fellow men to adopt similar changes in behavior and attitude.

The case of Kore Location showcases the power of engaging the right influencers and the importance of culturally respectful approaches to social norm change. It highlights that transformation is possible even among the most resistant individuals when interventions are rooted in empathy, community participation, and sustained engagement. Through FUN, ICS SP has shown that turning traditional gatekeepers into champions for change can significantly shift attitudes and behaviors, paving the way for safer, more inclusive communities.

Public service delivery systems change:

This year, we have empowered 860+ government officials, enhancing their capacity to deliver high-quality services for children, young people, and families. Through our advocacy, we successfully integrated child, women, and family-centered approaches into healthcare, education, child protection, and social services.

These changes ensure that the needs of children and their families are now systematically prioritized across essential service sectors, paving the way for a more inclusive and supportive system that transforms lives and builds brighter futures for all. Through these efforts, we continue to create a safer, more nurturing environment for children, equipping communities and policymakers with the tools to protect and uplift the next generation.



I Can See Impactful Initiatives

CHILD PROTECTION AND VIOLENCE PREVENTION

We are committed to ensuring the safety and well-being of children by addressing violence, exploitation, and harmful gender norms. Our work includes gender-transformative parenting programs to foster caring, equitable relationships and prevent violence. We combat child labor through advocacy, awareness, and direct support while promoting family-based care to prevent unnecessary institutionalization. By strengthening family livelihoods, we help parents secure sustainable incomes to meet their children's basic needs. Additionally, we empower adolescent girls by challenging harmful societal norms, promoting education, HIV prevention, and mental health support. Our goal is to create lasting, positive change for children and families.

EARLY CHILDHOOD DEVELOPMENT

We empower parents and caregivers, including young parents, to provide nurturing care through safety, responsive caregiving, and early learning opportunities. Our approach promotes responsive parenting to strengthen emotional bonds, resilience, and holistic child development. We advocate for learning through play, fostering creativity, problem-solving, and cognitive growth in engaging ways. Additionally, we enhance the capacity of the Early Childhood Development (ECD) workforce, ensuring families receive integrated services such as healthcare, nutrition, and child protection. By strengthening coordination among service providers, we create a supportive environment where young children can thrive and reach their full potential.

EDUCATION AND LEARNING

We promote inclusive, participatory, and safe learning environments by uniting school leaders, teachers, parents, and communities to prevent violence and enhance education. Through life skills mentorship, we empower children with knowledge on abuse prevention and reporting.

We train teachers to recognize and address child protection concerns, fostering positive discipline and peer support. Our Skillful Parenting Program equips parents with effective parenting strategies, strengthening home-school collaboration. Additionally, we support school leadership in developing policies and systems to prevent violence, engage communities, and create safer, more supportive schools where children can thrive academically and socially.

GENDER & SOCIAL NORMS TRANSFORMATION

We take a gender-transformative approach to parenting, challenging harmful gender norms and power imbalances that undermine nurturing care and contribute to violence against children and women. Our work supports women and girls' rights by equipping them with knowledge, resources, and skills to make healthy choices, prevent violence, and access social and educational support. We also promote men's roles as equitable, nonviolent caregivers, fostering family well-being and gender equality.

I Can See Commitment

Safeguarding is at the heart of everything we do. Across all our projects, we have implemented key measures to protect our beneficiaries from harm. Through specialized training, every staff member has completed online courses in child safeguarding and the Prevention of Sexual Exploitation and Abuse (PSEA). We also conduct regular refresher sessions quarterly for our project teams and monthly for our community workforce ensuring that safeguarding remains a shared responsibility. Ethical standards are deeply embedded in our work, with clear codes of conduct integrated into workforce contracts, systematic consent processes for working with minors, and continuous reinforcement of protective policies. Transparency and accountability are equally crucial to our approach.

We have strengthened our feedback management systems by integrating a complaint and response module within MS Dynamics, establishing toll-free reporting lines, and creating accessible channels for feedback collection and response. Our projects, from MaMEB to ECD Kuimarisha and NPPP, have adopted innovative feedback mechanisms, including child-friendly "Speak Out" boxes in schools, dialogue forums, and reflection meetings to ensure that participant voices are heard and respected. Whether addressing operational challenges, improving workforce well-being, or managing sensitive incidents with integrity, we remain committed to fostering safe, ethical, and responsive program environments.



Building a Strong, Agile, and Capable Organization

“As we continue to evolve and grow, we are not just building an organization we are cultivating a community of change-makers who are driven by passion and equipped with the tools to protect and uplift those we serve.”

— Beatrice Ogutu, Executive Director

At the heart of our mission to safeguard the well-being and rights of children, young people, and women is a strong, capable, and adaptive team of 44 staff. In 2024, we invested in our staff's growth, ensuring they are equipped with the skills and knowledge needed to drive meaningful change. Our team participated in specialized courses on social norms change, survivor-centered approaches, communications, and Monitoring, Evaluation, Accountability, and Learning (MEAL), enabling us to be more responsive and impactful in our work.

In addition, our second-tier senior leadership underwent targeted leadership training and mentorship, fostering a culture of growth, resilience, and visionary leadership. To further strengthen our operational capabilities, we upgraded our financial and operational management systems, safeguarding and accountability for affected persons frameworks, ensuring we remain transparent, efficient, and accountable in our work.



**A culture of
growth,
resilience, and
visionary
leadership**

Where We Work



Kenya

Busia, Garissa, Kakamega, Kiambu, Kilifi, Kisumu, Machakos, Nairobi, Nyamira, Siaya, Turkana, Wajir



Tanzania

Dodoma, Kilimanjaro, Mwanza, Shinyanga



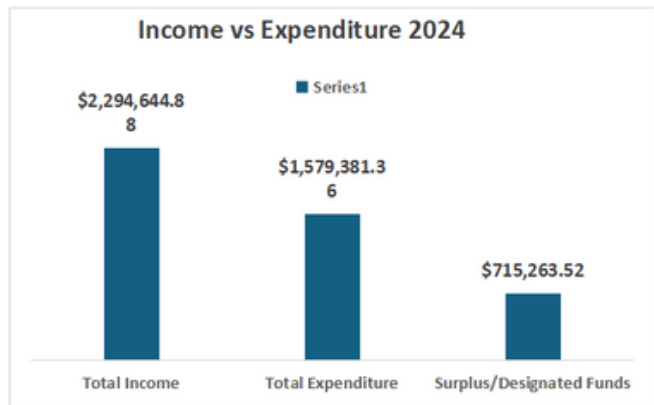
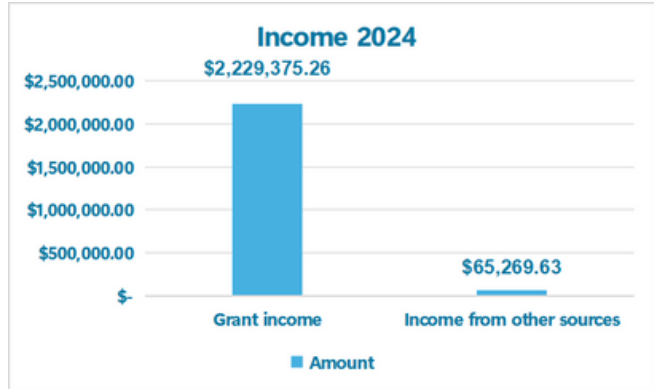
Cote d' Ivoire

Agboville, Nawa

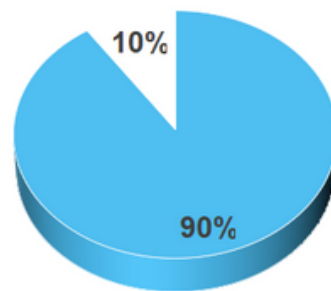


Financials

INCOME	AMOUNT
Grant income	\$2,229,375.26
Income from other sources	\$65,269.63
Total Income	\$2,294,644.88
EXPENDITURE	AMOUNT
Program Costs	\$1,428,922.24
Management and administration costs	\$150,459.12
Total Expenditure	\$1,579,381.36
DETAILS	AMOUNT
Total Income	\$2,294,644.88
Total Expenditure	\$1,579,381.36
Surplus/Designated Funds	\$715,263.52



Expenditure 2024



■ Program Costs ■ Management and administration costs

I Can See Fruitful Collaborations



CONRAD N.



"Coming together is a beginning. Keeping together is progress. Working together is success."

- Henry Ford



**Invest
now!**



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