



Changing You, Transforming All!



ANNUAL REPORT 2025

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Acronyms and Abbreviations

ASRHR	-----	Adolescent Sexual and Reproductive health and Rights
AU-CEVAWG	-----	African Union Convention on Ending Violence Against Women and Girls
CHU	-----	Community Health Unit
CSC	-----	Community Score Cards
EVAWG	-----	Ending Violence Against Women and Girls
FGM/C	-----	Female Genital Mutilation/Cutting
GBV	-----	Gender-Based Violence
GTA	-----	Gender Transformative Approaches
MHPSS	-----	Mental Health and Psychosocial Support
MSMEs	-----	Micro, Small and Medium Enterprises
PADV	-----	Protection Against Domestic Violence Act
SOA	-----	Sexual Offences Act.
RMNCAH	-----	Reproductive Maternal, Newborn, Child, and Adolescent Health
SAA	-----	Social Analysis and Action
SASA	-----	Start, Awareness, Support, and Action
SRHR	-----	Sexual and reproductive health and rights
TFGBV	-----	Technology-facilitated gender-based violence
TWG	-----	Technical Working Group
UHC	-----	Universal Health Coverage
VCAT	-----	Values Clarification and Attitude Transformation
WOBN	-----	Women on Boards Network
WROs	-----	Women's Rights Organisations
YSLA	-----	Youth Saving and Loans Associations

From Executive Director's Desk



The year 2025 was marked by profound challenges in the pursuit of gender equality. We witnessed continued femicide and GBV including TFGBV cases, shrinking of civic spaces, significant funding cuts from bilateral development partners, and the unsettling rise of anti-gender movements determined to roll back hard-won gains in women's rights and gender equality. These realities tested our resilience, yet they also reaffirmed the urgency and necessity of our mission.

In the face of these headwinds, our Center for Rights, Education and Awareness (CREAW) team remained steadfast in advancing gender justice ensuring that dignity, equity, and rights are not merely aspirations but lived realities for women and girls across Kenya.

A milestone worth celebrating is the deepening of survivor-centered, rights-based, focused interventions. These efforts have strengthened prevention and response to violence against women and girls, expanded

adolescent-responsive sexual and reproductive health interventions in Marsabit, Narok, Tharaka Nithi, West Pokot and unlocked new pathways for women's economic empowerment.

Together, these achievements underscore our commitment to holistic change and reinforce CREAM's credibility as a trusted feminist voice in policy advocacy, service delivery, and resourcing of Women's Rights Organisations, movements and collectives.

Looking ahead, I am energized by the opportunities to deepen our impact. In 2026, we will continue to strengthen partnerships, foster innovation, survivor economic reintegration, and multi-year, trust-based support to grassroots feminist organisations/ Off-the-tarmac organizations. Our shared journey reminds us that progress is possible when we combine our strengths, amplify marginalized voices, and act with purpose and conviction.

I extend my heartfelt gratitude to our 'A' team and board at CREAM, development partners, and our networks who have walked this journey with us. Your trust and support have been pivotal to our achievements. As we look ahead, CREAM remains steadfast in its vision: a society where women and girls live free from violence, enjoy equal rights, and thrive in inclusive development.

It is my pleasure to present the 2025 Annual Report, which captures the strides we have made, reflections and the transformative impact of our collective efforts.

In Solidarity
Wangeci Wachira

Executive Summary

In 2025, we remained steadfast in its vision of a just society where women and girls are valued, respected, enjoy their full rights, and live in dignity.

In a year marked by shrinking civic space, funding contractions, and rising anti-rights movements, CREAM advanced its mission through survivor-centred support, systems strengthening, and grassroots feminist leadership.

Overall, we directly reached **23,799** people across Kenya, strengthening prevention and response to Gender-Based Violence (GBV), expanding adolescent-responsive Sexual and reproductive health and rights (SRHR), deepening women's economic empowerment, and resourcing Women's Rights Organisations (WROs) to lead change within their communities.

Under our Ending Violence Against Women and Girls (EVAWG) pillar, **7,965** survivors accessed legal and psychosocial support, including **6,490** who received direct services and **1,475** supported through our toll-free line.

A holistic case management approach linked survivors to economic strengthening and life-skills support, reinforcing long-term safety and autonomy.

Beyond direct response, we reached approximately **one million** individuals through activism, radio, and digital prevention campaigns that challenged harmful norms, promoted survivor-centred justice, and strengthened public accountability around violence.

In parallel, **1,213** service providers were trained on survivor-centred approaches, contributing to improved case handling and stronger referral systems. Our SRHR programming strengthened adolescent-responsive health systems across six counties.

710 healthcare providers were equipped to deliver respectful, youth-friendly services, and Community Scorecards institutionalized accountability in **59 health facilities**, leading to extended service hours, improved commodity availability, and more dignified care. Community dialogue processes engaged adolescents, caregivers, elders, and faith leaders, contributing to shifts in perception toward contraception, consent, FGM/C, and early marriage.

Through feminist sub-granting, CREAM channelled **KES 334,960,675 in sub-grants with KES 31.5 million directed to flexible funding for 24 WROs**. This has enabled partners to respond rapidly to emerging crises without being constrained by rigid project budgets.

Women's economic empowerment interventions trained **4,129 women** in entrepreneurship and financial literacy, provided over **KES 27.5 million** in grants and **KES 4.2 million** in affordable loans, and expanded skilling pathways for adolescent girls and young women. Evidence from our integrated model shows that linking economic strengthening to survivor support improves justice retention and long-term protection outcomes.

Our 2025 experience reaffirms that holistic, survivor-centred programming delivers stronger outcomes, youth-led accountability accelerates access to reproductive health services, integrated outreach is essential in marginalized contexts. As we look ahead, CREAM will continue to advocate for safety and protection of women and girls, survivor economic reintegration, adolescent-responsive health systems, and multi-year support to WROs ensuring that women and girls remain at the centre of transformative and lasting change.

How CREAMW is Changing The Lives of Women and Girls

OVERALL DIRECT REACH **23,799** PEOPLE ACROSS KENYA

EVANG



Survivors Supported

7,965

WITH ACCESS TO JUSTICE

42%

increase in cases reported from 2024 showing a willingness to report incidences and seek assistance



1,213

Individual GBV service providers trained on survivor centered approaches which resulted in more structured case handling, and stronger service linkages



3,236

Community champions, male allies, religious leaders engaged in dialogues to shift perceptions around harmful gender and social norms



6,490

DIRECT PHYSICAL SUPPORT



1,475

GBV TOLL-FREE LEGAL AND COUNSELLING SUPPORT



LEGAL

2,289



COUNSELING

4,201



990,800

Individuals indirectly reached through GBV prevention messaging, conducted through activism, social media and radio engagements



9

Policy and advocacy engagements around ending and responding to violence against women, SRHR strategic action plan.

SRHR



1,123

Adolescents trained on life skills strengthening their self-awareness, decision-making, and sexual and reproductive health (SRH).



710

healthcare providers trained and coached on Adolescent and Youth-Friendly Services, leading to improved adolescent responsive services.



4,278

Community members engaged through dialogue to shift perception around SRHR



409

Adolescents enhanced financial literacy and entrepreneurship skills through gender-responsive Youth Saving and Loans Associations (YSLA) programing, building a foundation for sustainable savings, loaning practices, and income generation, particularly for girls.



KSH 2.2M

Shared out through **31** Youth Savings and Loans Associations

Resourcing of WROs

KES 334,960,675

in sub-grants



24

WROs strengthened through multiyear funding of Kes 31.5 million and institutional capacity building



10

WROs have secured additional funding from new donors due to improved proposal development, reporting capacity and improved visibility.

WEE



130

Young women trained on entrepreneurship and financial literacy received Kes **4.2 million** in concessional loans



2,145

Young women who are GBV survivors were financially strengthened through provision of **KES27,550,370** in business grants



564

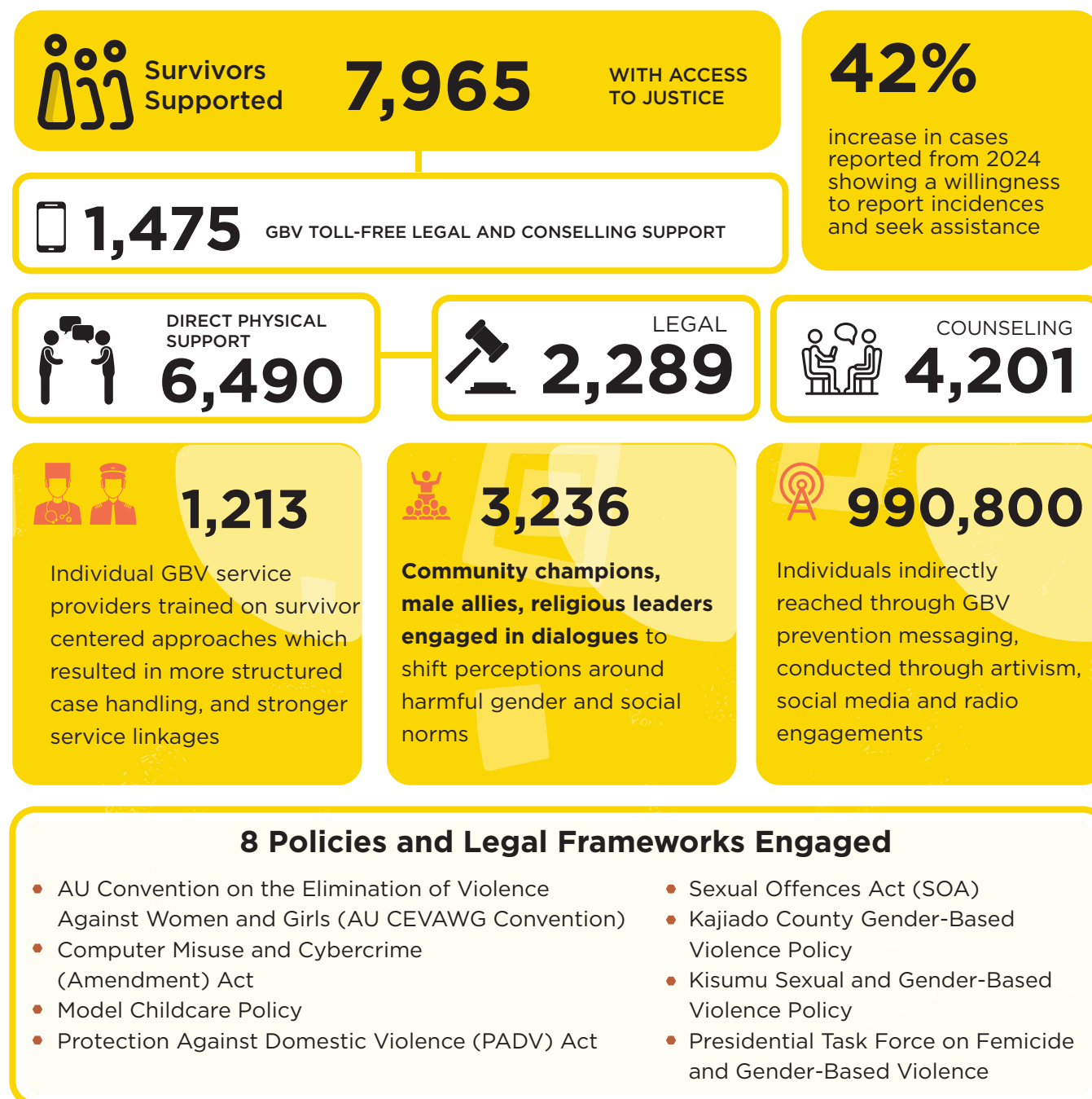
Adolescent girls and young women skilled in vocational training with 16 transitioning to self-employment/formal employment and 40 on industrial attachment.

Preventing and Responding to Violence Against Women and Girls

In 2025, We deepened its efforts to End Violence Against Women and Girls (EVAWG), advancing a survivor-centred, rights-based approach grounded in justice, dignity, prevention, and resilience.

Through integrated, high-impact inter-

ventions implemented across Kenya, CREAM addressed the structural and social drivers of violence by challenging harmful gender norms, strengthening legal and policy frameworks, and expanding access to quality prevention, protection, and response services for women and girls.



Story of Change: Sophie's Journey From Silence to Justice

In 2019, Sophie*, then 17 years old, sought medical and psychosocial care at a Gender Violence Recovery Centre in Nairobi County after surviving defilement. Recognizing the need for legal redress, a counsellor referred her to CREAM, where she was supported to pursue justice while accompanied by her aunt and mother.

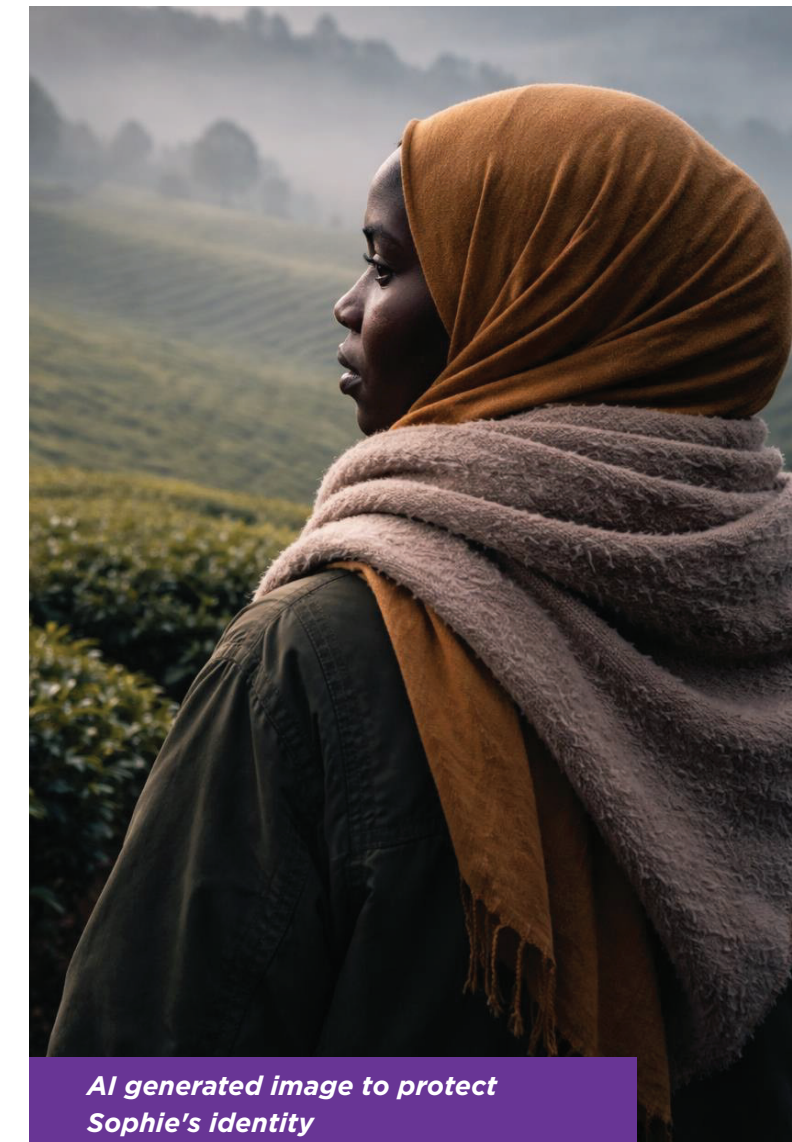
We assigned a case manager who supported Sophie to formally report the case at Gikambura Police Station and facilitated her linkage to our legal team. She received comprehensive legal counsel, including guidance on court procedures and trial preparedness.

CREAW's legal officers consistently attended court hearings, held briefs, and actively followed up to ensure the case progressed without delay.

In 2025, after years of persistence, the case concluded successfully. The perpetrator was convicted and sentenced to 25 years' imprisonment, a significant affirmation of survivor-centered justice.

For Sophie, the conviction marked a turning point. Once silenced by trauma, she found the strength to reclaim her voice, an important step in her healing journey.

For her aunt and mother, who had stood by her through intimidation and mockery while the accused was out on bail, the judgment brought long-awaited closure and restored their faith in the justice system.



Sophie's case shows the transformative power of legal support, survivor-centered accompaniment, and family solidarity in securing justice and advancing healing for survivors of sexual violence.

**Name changed to protect identity.*



Championing Sexual Reproductive Health and Rights

In 2025, our SRHR interventions focused on embedding rights-based advocacy, gender-transformative social norms change, and survivor-centered care within an SRHR multi-sector network. Operating across Marsabit, Narok, Wajir, Nairobi, Tharaka Nithi and West Pokot counties, our approach integrated community-led interventions, youth driven accountability, facility-level quality improvement, ensuring that SRHR is not only accessible but dignified and inclusive.

Result

1,123

Adolescents trained on life skills strengthening their self-awareness, decision-making, and sexual and reproductive health (SRH).

710

healthcare providers trained and coached on Adolescent and Youth-Friendly Services, Values Clarification and Attitude Transformation (VCAT), Mental Health and Psychosocial Support (MHPSS), leading to improved adolescent responsive services.

409

Adolescents enhanced financial literacy and entrepreneurship skills through gender-responsive Youth Saving and Loans Associations (YSLA) programming, building a foundation for sustainable savings, loaning practices, and income generation, particularly for girls.

KSH 2.2M

Shared out through **31 Youth Savings and Loans Associations**

4,278

Community members engaged through dialogue to shift perception around SRHR

1

Advocacy and Policy influence: Nairobi County's SRHR/Reproductive Maternal, Newborn, Child, and Adolescent Health (RMNCAH) strategic action plan

59

Rolled out Community Score Cards (CSC) in 59 supported link facilities leading to improved access to adolescent-friendly services, increased inclusivity in maternity care, expanded psychosocial support for adolescents as well as improved provider attitudes and more respectful, youth-friendly services

Story of Change: From Awareness to Advocacy in Adolescent Health

Jared Combo, a Sub-County Public Health Coordinator in Makadara, was aware of the challenges facing adolescents' health but unsure of how to address them effectively. He had witnessed how young people, especially teenage girls, were often met with judgment and stigma when seeking sexual and reproductive health services. Health facilities, though intended to be safe havens, had become intimidating spaces where adolescents felt unwelcome. Jared knew change was needed, but the path forward wasn't clear.

That changed when he became involved in an SRHR program implemented by CREAM. Through the project's Value Clarification and Attitude Transformation (VCAT) training, Jared experienced personal and professional awakening. The sessions challenged him to reflect deeply on his own beliefs, biases, and leadership approach. "It wasn't just about improving services," he recalls. "It was about transforming how we see and treat young people."

The training gave Jared the tools and confidence to lead differently. He realized that creating adolescent responsive health systems required more than just technical knowledge, it demanded empathy, inclusivity, and a shared commitment across all levels of staff. With this new perspective, Jared led a roll-out of VCAT training at Makadara Sub-county project link facilities of Lungalunga and Kaloleni. Importantly, he ensured that everyone from clinicians to cleaners and security guards was included.



Jared Combo (center) during a session

"Every person in a facility shapes a young person's experience," he explains. "We couldn't afford to leave anyone behind."

Jared narrates how staff began to show greater empathy and understanding, and adolescents started returning to the facilities not just for treatment, but for support. The once cold and clinical environment transformed into a welcoming space where young people felt seen, heard, and respected. For Jared, this was more than a professional success, it was a personal transformation.

Today, Jared is a vocal advocate for adolescent health and rights. He is pushing for the VCAT model to be scaled across other facilities that are not project link facilities, using his own journey as a powerful example of what's possible when leadership is rooted in reflection and compassion.

Resourcing of Women's Rights Organisations, Movements and Collectives

In 2025 we provided Ksh **334,960,675** in subgrants where Ksh **31.5 Million** in flexible multi-year funding and institutional capacity strengthening was given to **24 WROs**. This support has enabled them to lead transformative work within their communities.

Our approach prioritized capacity strengthening, mutual accountability, and collaborative learning to build sustainable feminist ecosystems and deepen the impact of women's rights movements across the targeted geographies of implementation.

Result

01

As a result of providing multi-year flexible funding combined with tailored capacity strengthening, women's rights organizations have demonstrated stronger institutional resilience, expanded reach, and deeper community impact. Organizations have strengthened governance systems, financial management, safeguarding protocols, monitoring and evaluation practices, improving accountability and credibility with communities and donors.

02

Flexible funding has enabled partners to respond rapidly to emerging crises such as spikes in gender-based violence and climate-related shocks, without being constrained by rigid project budgets.

03

10 WROs

have secured additional funding from new donors due to improved proposal development, reporting capacity and improved visibility.

Story of Change: Shifting Power to Grassroots Leadership



EmpowerNet's Executive Director engages community members

Through CREAM's feminist sub-granting and capacity-sharing model, EmpowerNet, a Women's Rights Organisation based in Kilifi County, has emerged as a key driver of community-led responses to GBV and SRHR in Matsangoni Ward.

With flexible funding and technical support from CREAM, EmpowerNet sustained consistent community engagement and facilitated targeted dialogues that brought together critical local gatekeepers including boda boda chairpersons, religious leaders, and teachers. Rather than positioning these actors as passive participants, EmpowerNet supported them to take action on prevention, monitoring, and reporting of abuse within their spheres of influence.

One such initiative was a community surveillance system dubbed Tunza project developed by Mama Amina, a participant in EmpowerNet's trainings.

The system addressed persistent barriers such as delayed reporting and fragmented information, challenges that had previously undermined access to justice for survivors. As a result, reporting became more timely, structured, and actionable.

The effectiveness of this localised model received a special mention at county level. During a community engagement session, the Assistant County Commissioner for Kilifi County, Madam Precious Randu, publicly encouraged EmpowerNet to scale its work, noting the tangible impact of the approach and urging expansion of the Tunza Project to two additional wards namely Kibarani and Tezo.

"The work EmpowerNet is doing shows how community-led action can strengthen protection and accountability at the local level," she noted.

Women's Economic Empowerment

In 2025, we advanced women's economic empowerment by strengthening the skills, knowledge, and opportunities of women and girls, particularly survivors of GBV and those at risk, to access dignified work and sustainable income.

Through advocacy-led and investment-focused approaches, we

addressed structural barriers within financial systems, strengthened institutional capacity to promote women's economic rights, and engaged communities to shift norms that limit women's economic independence.

We have partnered with diverse skilling institutions to provide skilling in non-traditional trades for vulnerable women and girls.



Young women entrepreneurs received **KES 4,227,000** in concessional loans to boost their business and strengthen their economic resilience.



Young women who are GBV survivors received **KES27,550,370** in business grants leading to strengthened financial inclusion



Adolescent girls and young women skilled in vocational training with 16 transitioning to self-employment/formal employment and 40 on industrial attachment.

Story of Change: Building a New Future, One Brushstroke at a Time

For as long as she can remember, Victoria Mumbua has always had an eye for detail, especially when it came to painted walls. She would notice the uneven strokes, the bumps, the cracks and silently think, "I could do better." That quiet curiosity led her to Buildher, one of the partners under the Jasiri Program, which equips young women with hands-on skills to help them participate meaningfully in the world of work. At Buildher she is learning painting and decoration.

As a mother of two, Victoria juggles motherhood, studies, and an internship that runs six days a week. Her days begin at dawn and end after sunset leaving home at 6 a.m., attending classes from 8 a.m. to 5 p.m., then heading home to care for her children.

By the time she walks through the door, she's exhausted. "Sometimes I feel like I'm losing touch with them," she says quietly. "If someone told me one of them misbehaved, I wouldn't even know whether to believe it or not."

The demanding schedule has also strained her social life. But Victoria now sees that as a blessing. "Before Build her, I didn't know how to say no," she admits. "Now I have boundaries. I know what matters."

Through the Buildher's training, Victoria is learning not only painting and decoration techniques but also discipline, financial literacy, and resilience. The program has given her access to trainers who challenge her to stay



Victoria Mumbua during a skilling session

consistent, and to mental health support that helps her cope with the emotional toll of her journey. Her sister occasionally helps her with food, rent, and school fees, but Victoria has learned to hold on to her bigger goal to complete her training and secure sustainable employment.

There are moments when she feels like giving up. "I've wanted to leave this program a million times," she laughs. "Every week I say I'm done. But then wonder what would happen should I quit."

She finds motivation in the women she meets at construction sites who tell her they earn Ksh 2,000 a day. "It reminds me that there's something better waiting on the other side of this hard work," she says.

Today, Victoria speaks with quiet confidence and determination. She's learning to see beyond the struggles of the present to the promise of independence and stability ahead.

"I'm not just learning how to paint walls," she says with a smile. "I'm learning how to rebuild my life."

IN FOCUS:

A Positive Revolution for Young Mothers



For months, the newly constructed maternity wing at Riruta Hospital in Dagoretti South stood unused. Fully equipped yet closed due to bureaucratic delays and contractor handover challenges. Meanwhile, adolescent mothers, who account for nearly three out of every ten births in the area, continued traveling long distances to deliver their babies.

Misconceptions that adolescent girls should only give birth in higher-level hospitals further discouraged them from using local facilities.

The turning point came in June 2024 when adolescents from Riruta raised a powerful question during a CREAM-led Community Score Card (CSC) issue-generation forum: “Why should young mothers walk for miles to deliver their babies when there’s a maternity wing right here in Riruta?”

Through the CSC process, adolescents, community health promoters, and healthcare workers analyzed the challenge and developed a joint action

plan. A Technical Working Group was formed to identify what was needed to operationalize the facility, including beds, privacy curtains, essential supplies, food for mothers, and support for midwives.

Determined to drive change, adolescents and community health promoters mobilized local traders and residents through a market food drive. Community members donated maize flour, vegetables, milk, and sugar to support mothers during their stay. Combined with technical support from the Sub-County Health Management Team, these efforts led to the successful reopening of the Riruta maternity wing in 2025.

The change was immediate. Antenatal attendance increased, and of the first ten deliveries recorded, three were by adolescent mothers, an early sign of growing trust in the facility.

Today, Riruta Hospital stands as a model youth-friendly health facility, demonstrating how youth-led advocacy and community collaboration can transform access to dignified maternal healthcare.



Learnings

01

When economic empowerment is combined with timely, survivor-centered support, it leads to lasting protection and improved justice outcomes. Our case management and referral pathways enabled 6,490 survivors to access immediate legal, psychosocial, medical, shelter, and protection services, but only 47.3% transitioned to longer-term safety and economic stability. Data shows that the survivors who received economic strengthening support (grants/loans/skilling/in-kind) had better safe-exit outcomes, stronger retention in the justice process, and improved recovery

03

Additional support is necessary to ensure that young vulnerable women effectively participate in skilling programs. This includes understanding and addressing gendered barriers that limit their participation such as time poverty created by the burden of care work, lack of transport facilitation to the training centers and reasonable stipends.

03

By supporting the WROs including facilitating women to sit in decision making spaces, we are witnessing emerging leaders within their communities and potentially women who can take leadership in the 2027 elections. This then creates a pipeline for female political leadership.

02

Transitioning women-led MSMEs from grant financing to concessional loans requires a more deliberate and tailored design. We are increasing support to grantees to ensure their startups are a going concern and are well positioned to take up loans and grow their businesses.

This will entail stronger business development support, mentoring and access to affordable credit that can be leveraged as working capital.

04

Combining sexual reproductive health and economic empowerment interventions delivers stronger, longer-lasting outcomes than addressing either in isolation. Integrating SRHR education with youth savings and loaning creates a synergy that strengthens adolescent empowerment holistically. This dual approach is critical to reduce vulnerability and fostering sustainable pathways for entrepreneurship for youth.

Looking Ahead: Our Plans for 2026

Preventing and Responding to Violence Against Women and Girls

By the end of 2025, Kenya's struggle to end violence against women and girls remains urgent. Over the past two years, the country recorded a disturbing rise in femicides, with at least 170 women killed in 2024 (AfricaUncensored, 2025)¹, the highest annual toll on record, and new reporting suggesting the trend has continued despite national outrage and formation of a national GBV and Femicide task force.

Violence is not only physical. Technology-facilitated gender-based violence (TFGBV) has surged, with reports showing that around 64 % of female students experienced digital abuse, including harassment, stalking, and non-consensual image sharing. (UNFPA, 2024)²

While we have noted an increase in reporting abuse, accessing services and community members speaking out against harmful norms, the challenges persist. Harmful societal norms, economic insecurity, and weak enforcement continue to leave many survivors trapped in cycles of abuse. Kenya's

women and girls need sustained action across protection, justice, digital safety, and economic empowerment to sustain lasting safety and dignity.

Our Immediate priorities within this theme:

- Digital case management and tracking systems to strengthen data quality, streamline reporting, and improve accountability across GBV response pathways.
- Trauma-informed group therapy models that foster peer connection, collective healing, and survivor-led support among women with shared experiences.
- Survivor economic reintegration pathways to reduce dependency, strengthen autonomy, and lower the risk of returning to abusive situations.
- Institutional TFGBV reporting mechanisms established and strengthened within institutions of higher learning to improve access to safe, survivor-centered reporting and response.

Championing Sexual Reproductive Health and Rights

In Northern ASAL counties, pastoral mobility and vast distances severely limit continuity of SRHR services, making routine facility visits impractical. Deeply rooted cultural norms sustain FGM/C and child marriage, often viewed as rites of passage. Seasonal migration and cross border migration, disrupts school attendance and community surveillance, increasing vulnerability of adolescent girls to harmful practices and unplanned pregnancies.

Persistent FGM/C ceremony cycles in counties such as Narok tied with seasonal economic pressures, heighten risks of child marriage and adolescent pregnancy. Social expectations around initiation rites and dowry practices reinforce gender inequality. Limited parental engagement and gaps in age-appropriate sexuality education further constrain adolescents' ability to make informed choices about their bodies and futures.

Additionally, urban poverty and overcrowding in informal settlements continue to create barriers to privacy and dignity in SRHR care. Provider bias against unmarried youth seeking contraception, combined with inconsistent commodity availability, undermines trust and uptake of adolescent-friendly services.

Our Immediate priorities within this theme:

- Strengthen gender transformative programming by expanding SAA model and Gender Transformative Approaches (GTA) including male engagement to deepen community shifts in harmful norms impacting adolescent SRHR.
- Strengthen youth-friendly service provision in link facilities, expand health care provider mentorship, respectful care, and VCAT to institutionalize adolescent-responsive health systems.
- Deepen accountability and data use by institutionalizing quarterly commodity scorecards in link facilities, strengthening facility led community feedback loops (CSC, youth advisory structures, digital channels), to ensure reliability of SRHR services and equitable access for adolescents.
- Continue facilitating adolescent girls' transition in TVET and vocational pathways, strengthen linkages to YSLA groups, life skills, and market-aligned skilling especially for out-of-school girls and young mothers.

Femicide in Kenya: 2024 Was the Worst Year on Record,
<https://africauncensored.online/blog/2025/01/24/femicide-in-kenya-2024-was-the-worst-year-on-record/>

Rapid Study on Technology Facilitated Gender Based Violence in Tertiary Institutions.
https://kenya.unfpa.org/sites/default/files/pub-pdf/tf_gbv_report_web_1.pdf

Looking Ahead: Our Plans for 2026

Resourcing of Women's Rights Organisations, Movements and Collectives

The global landscape for gender equality funding is currently facing a significant retraction as international donor interest moves away from gender equality and inclusion work.

This shift in priorities has led to a stagnation of dedicated gender-transformative funds, leaving WROs to compete for a shrinking pool of resources.

This environment is further complicated by a rising global "anti-rights" movement, which has made funding for feminist advocacy and reproductive rights politically sensitive and increasingly precarious.

Rather than receiving flexible support, many organizations are trapped in highly project-based, short-term grants that prioritize rigid administrative compliance over genuine social impact.

Our Immediate priorities within this theme:

- Support WROs to strategically pivot toward institutional resilience by ensuring interventions are intersectional, thus remaining central to emerging issues.
- Prioritize securing multi-year core funding to cushion WROs from fluctuating donor interests.
- Advocate for trust-based philanthropy model as a strategy that supports WROs to grow, be innovative, accountable and sustainable

Women's Economic Empowerment

Throughout 2025, CREAM accelerated its efforts to disrupt structural and gendered barriers limiting women's economic participation through the financial inclusion and skilling components. GBV in all its forms remained a significant driver of women's economic exclusion, restricting their access to and meaningful utilization of economic and training opportunities to thrive.

While our targeted investments in high-impact interventions yielded measurable gains, persistent structural constraints continue to limit transformative outcomes.

In addition, young women transitioning into work further report that employers often prioritize higher academic qualifications over technical and vocational certifications, narrowing their job placement expectations.

Moreover, only a small number of technical training institutions have integrated pathways that link skills development with structured job placement opportunities, thus constraining young women's progression into meaningful economic participation.

Finally, rooted power imbalances within households, communities, and institutions continue to exacerbate inequalities that undermine women's ability to earn stable incomes, build assets, and withstand economic shocks.

Our Immediate priorities within this theme:

- Strengthen financial inclusion by increasing support to grantees to ensure their startups are a going concern and are well positioned to take up loans and grow their businesses. This will entail stronger business development support, mentoring and access to affordable credit that can be leveraged as working capital.
- Focus on expanding partnerships with accredited technical training institutions with structured pathways to employment/self-employment and industrial attachments.

Recognitions

This year came with moments of reflection, pride, and celebration for CREAM. We are deeply honored to have our work recognized through two prestigious awards, affirming our long-standing commitment to advancing women's leadership, gender equality, and human rights in Kenya and beyond.

Governance and Human Rights Award – 2025 NGO Awards

CREAW was awarded the Governance and Human Rights Award at the 2025 NGO Awards, a recognition that speaks to decades of intentional, values-driven work.

This honor reflects our unwavering commitment to promoting women's leadership, protecting human rights, and strengthening governance structures that center dignity, equity, and justice. It is also a powerful reminder that this work is never done alone. The progress we continue to make is possible because of the solidarity, trust, and support of our partners, allies, and communities.



CREAW team receiving the Governance and Human Rights Award at our offices

1st Runner-Up: Organization of the Year – WOBN Awards

At the 5th Annual Women on Boards Network (WOBN) Awards Gala, CREAM was recognized as 1st Runner-Up in the Organization of the Year category.

This recognition celebrates our continued efforts to uplift and empower women leaders within CREAM, across the communities we serve, and among the many incredible women we work alongside every day. For over two

decades, women's and girls' rights have been at the heart of our mission. Our approach has always been bold, innovative, and holistic, driven by the belief that women's voices must be heard loudly and clearly.

These awards are a testament to our vision of a just society where women and girls are valued, respected, enjoy their full rights, and live in dignity.



CREAW team accepts the organisation of the year – 1st Runner Up award at the WOBN gala

We extend our sincere gratitude to our staff, partners, supporters, and communities who continue to walk this journey with us. These awards belong to all of

you who believe in the power of collective action and feminist leadership.

As we celebrate these milestones, we remain grounded in our purpose and energized for the work ahead.

Our Partners

- State Department For Gender and Affirmative Action
- Directorate of Children Services
- National Police Service
- The Judiciary
- County governments
- Ministry of Health
- Council of Governors(CoG)
- Reproductive Health Network Kenya (RHNK)
- Centre for Study of the Adolescents (CSA)
- Hope worldwide Kenya (HWWK)
- Zamara Foundation
- Centre for Reproductive Rights (CRR)
- Nairobi County Youth Advisory Council
- MOYOTE
- Network for Adolescent and Youth of Africa (NAYA)
- Grassroots Organizations Operating Together in Sisterhood (GROOTS)
- Collaborative Centre for Gender and Development (CCGD)
- Advocates For Social Change Kenya (ADSOCK)
- Centre for Domestic Training and Development (CTD)
- Community Advocacy and Awareness (CRAWN) Trust
- URAIA Trust
- Agency for Empowerment of Pastoralists (AFEOP)
- Kenya Pipeline Foundation
- Morendat Institute of Oil and Gas
- BuildHer
- Light for the World
- Rozaria Memorial Trust
- University of Nairobi
- Kenyatta University
- Riara University
- JKUAT
- Rafiki Bank
- Letshego
- Papyrus-Humentum
- Beacon of Hope & Beacon Technical Training Institute
- Chixz Auto Garage & Services Ltd
- Mathare Children's Fund Panairobi
- Teenage Mums Empowerment
- Topsy Beauty Academy
- Cate Beauty Training Organisation
- Badili Afrika
- Nairobi Women's Gender Violence Recovery Center (GVRC)
- HAK-1195
- Family Bridge of Hope
- Global Action for women With Disability
- Strategic Community Development
- Sauti ya Wanawake Pwani
- Mombasa Young Mothers
- Muslim Women Advancement for Rights & Protection
- EmpowerNET Organization
- Kiengu Women challenged to challenge
- Elimisha Vijana Initiative
- One Digital Vision
- The Good Shepherd Program
- Golden Women Voices
- Inua Mama Mjane CBO
- Educate a Rural Girl
- Go Tharaka Girl Initiative
- Afya Afrika
- Peace & Prosperity Initiative
- From Community Interventions
- Young Women Leaders Chapter
- Usikimye CBO
- Endorois Indeginous Women Empowerment Network
- Okoa Sasa
- Kikambala Rescue Center
- Ripples International
- St Mary Nursing and Rescue Center
- Maisha Girls Safe House
- Kenya Women and Children's Wellness Center
- Neema GBV Rescue Center

Our Partners





SAFEGUARDING

We uphold the highest safeguarding standards.
Report any abuse, exploitation
safely on our toll free line **+254 704338759**,
Email: **Safeguarding@creawkenya.org**

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