



# **STRATEGIC PLAN**

2021-2025

# FORWARD



For 20 years, CFK has proudly served the informal settlement of Kibera, providing affordable and reliable primary health care services and long-term youth leadership development. Our commitment to our core principles remains as steadfast today as it has been over the past two decades, even as we seek to expand our services. The development of CFK's Strategic Plan covering the period 2021-2025 followed a participatory process in which many stakeholders took part. The plan builds upon CFK's strong community-based public health foundation by positioning the organization for continued

success within Kenya and the Africa region. This Strategic Plan sets us on a new course of growth and impact. CFK has identified the priority counties of Nairobi, Kiambu, Kajiado, Nakuru, Machakos, Kisumu, Kilifi and Mombasa for the first phase of expansion. It is expected 2 million people will directly benefit from CFK's initiatives over the next five years.

This Strategic Plan therefore provides a long-term view of how CFK can play a role in challenging the status quo nationally and globally. CFK's progress is a testament to the hard work carried out in Kenya by the stakeholders, communities and staff whose valuable input has been incorporated in this plan.

I wish to thank you all for your participation. As we look back on our years of success, and forward to the opportunities before us, we stand proud of the many youth, families, community volunteers, partners, donors and staff who continue to support CFK. We still have enormous challenges ahead, but we have established a firm foundation for greater success in the future.

**Hillary Omala**

A handwritten signature in blue ink that reads "Omala".

Executive Director

# MISSION, VISION & VALUES

## MISSION

CFK improves public health and economic prosperity in informal settlements

MISSION

## VISION

Healthy informal settlements where community members have voice and opportunity



VALUES

## VALUES

- Teamwork
- Integrity
- Community
- Excellence
- Dignity
- Innovation

VISION

# ABOUT CFK

Established in 2001, CFK works in partnership with communities to fight extreme poverty through an innovative, community-based platform focused on long-term youth leadership development and life-saving public health.

Over the past 20 years, CFK has grown from a local program implementing sports for change initiatives to an organization that focuses on primary health care for everyone in the community, young health and wellness targeting youth between the ages of 10 and 24 years and girls' empowerment targeting adolescent girls and young women between the ages of 10 and 24 years. CFK's approach to community development has been rooted in the conviction that sustainable impact and solutions to poverty are only possible when the communities that suffer its effects are the real changemakers.

CFK encourages community participation in programing, including planning, implementation and evaluation. CFK works together with teams of Community Health Volunteers (CHVs), Youth Peer Providers (YPPs) and hundreds of volunteers involved in community mobilization and sensitization, peer education and service provision at the household level. CFK's success has been a result of forging strong partnerships with players drawn from all sectors, including the private sector, national government,



county government, faith-based organizations (FBOs), civil service organizations (CSOs), local communities and individuals. These networks have served to ensure the longevity, effectiveness and sustainability of the programs CFK implements. CFK's team of development professionals who are experienced in developing and managing youth-centered programs, partnerships, research and health care provision, play a key role in delivering positive impact to the targeted communities.



## GOALS

- 1** Establish and maintain primary health care and public health research programs in informal settlements.  
.....
- 2** Broaden CFK's scope of coverage to replicate its public health model.  
.....  
Partner with communities to improve youth education, health and social-economic factors that contribute to economic stability, leadership potential, and physical, emotional, and mental health.  
.....
- 4** Build a credible, durable organization.

# OBJECTIVES



## Goal 1

- Leverage Kibera Population Based Infectious Disease Surveillance (PBIDS) data to inform public health interventions.
- Provide affordable and high-quality primary health care services.
- Leverage Community Health Volunteers (CHVs) to promote community-led health interventions.



## Goal 2

- Increase and maintain collaborations and partnerships with organizations leading in the advancement of public health in Africa.
- Improve evidence-based best practices that advance public health in African informal settlements.
- Influence public policy by advocating for existing and emerging community health needs.



## Goal 3

- Engage youth in constructive programs in education, sports, work readiness, leadership and entrepreneurship development.
- Create and maintain safe spaces offering psychosocial support, leadership training, sexual reproductive health education and services to vulnerable adolescent girls and young women.
- Integrate sexual reproductive health services with education, advocacy and mentorship programs.



## Goal 4

- Foster a commitment to CFK's organizational community-based approach to development and provide opportunities for stakeholder engagement in quality improvement.
- Services strive to exceed evidence-based, best practice standards of excellence.
- Ensure accountability and quality of service delivery in all programs and management systems.
- Increase awareness and recognition of our services and brand with communities and stakeholders.
- Build and maintain an innovative, competent and diverse Board and staff workforce.
- Maintain and build measurement, evaluation and research capacity across the organization.

# EXPANSION TO NEW COUNTIES

where operations will be spread



## 7 NEW COUNTIES

Kisumu

Nakuru

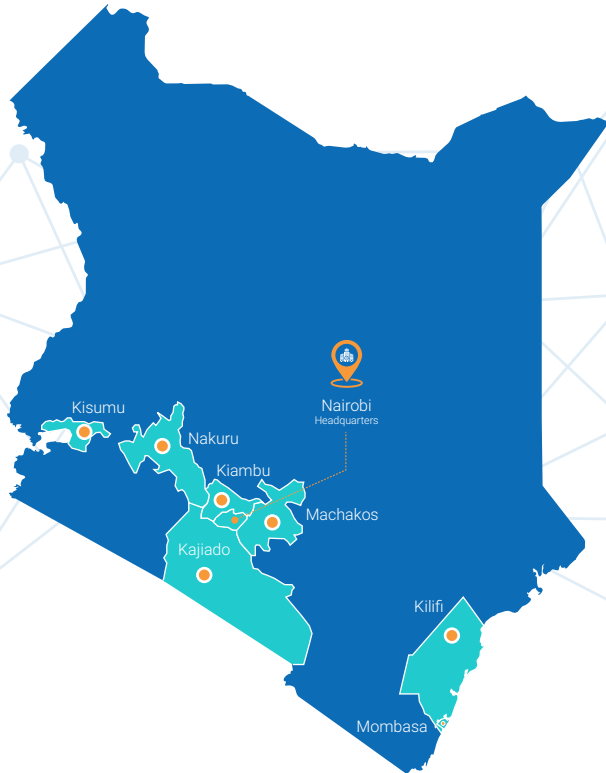
Kiambu

Kajiado

Machakos

Mombasa

Kilifi



**Over 2 Million**  
lives impacted directly

**10 Million**  
lives impacted indirectly



## CONTACT US:

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