



BEYOND WOODWORK & CRAFT PBO
Three-Year Strategic Framework (2026–2028)

Strengthening Youth Empowerment, Skills Development, Community Inclusion, and Institutional Sustainability

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Strategic Pillar	Strategic Objective	Key Strategic Initiatives (2026–2028)	Expected Outcome by 2028
1. Youth Empowerment & Education Support	To strengthen safe, practical, and inclusive support for vulnerable children and youth	Expand the Mtwapa Youth Empowerment Programme; strengthen sports-for-development activities; integrate life skills, mentorship, and education-linked support; improve participation of girls and children with disabilities	More vulnerable children and youth reached with structured support, improved confidence, inclusion, and stronger pathways to learning and development
2. Skills Development & Livelihood Pathways	To improve transition from youth engagement into skills and self-reliance	Grow vocational exposure in woodworking, crafts, entrepreneurship, and green enterprise; build pathways to apprenticeships and income opportunities; link youth to practical employability support	Increased access to practical skills, livelihood readiness, and dignified future opportunities for youth and young adults
3. Community Inclusion & Family Engagement	To strengthen community ownership and support systems around children and youth	Deepen engagement with parents, guardians, local leaders, coaches, and community groups; organize community forums and outreach events; strengthen volunteerism and local participation	Stronger community trust, local ownership, and more supportive environments for children and youth

4. Institutional Strengthening & Governance	To build a stronger, accountable, and sustainable organization	Formalize policies and systems; strengthen governance and leadership structures; improve monitoring, documentation, and reporting; operationalize PBO bank account and core administrative systems	More credible, organized, and accountable institution with stronger capacity to manage programmes and partnerships
5. Partnerships, Resource Mobilization & Sustainability	To diversify support and grow the organization sustainably	Build partnerships with schools, NGOs, sports actors, TVETs, and funders; develop a fundraising plan; pursue grants and strategic collaborations; strengthen visibility and communication	Increased funding opportunities, stronger partnerships, and improved long-term sustainability of programmes
6. Community Resilience & Innovation	To pilot locally relevant solutions for wider community wellbeing	Develop community-based innovation initiatives linked to environment, resilience, and livelihoods where relevant; test scalable grassroots solutions based on community needs	Broader community impact beyond youth activities, with emerging models for resilience and local development

Implementation Horizon

Year	Focus
2026	Organizational strengthening, programme stabilization, systems and partnership development
2027	Programme expansion, deeper community engagement, stronger skills and education pathways
2028	Consolidation, sustainability, scale-up readiness, and stronger long-term impact