

Welltold Story

Mandate: To create value for young people in Africa.

Graduation Lessons Learned:

1. Engagement and impact in our work is 100% dependent on authenticity, especially when our target is youth at the bottom of the pyramid, youth who absolutely do not see the world as we do.
2. Successful campaigns are designed, based on deep research, to ring true to the beneficiaries, they are based on insights and empathy and a laser-sharp focus on the actual perceptions and needs of the user.
3. When we fail to design in this way, we don't see results. When we get authenticity right, incredible transformative effects appear every time.

Scale: National operations in Kenya and Tanzania, with 70 staff in Nairobi and Dar es Salaam.

Budget: Approx. \$7m turn over.

Beneficiaries: Around 7,500,000 beneficiaries aged between 15-24, with an additional 3 million aged under 15.

HQ: Nairobi with one national office in Dar es Salaam.

Initiation: Since 2009.

Graduation work: We use popular mass-media on multiple interactive channels through the “Shujaaz” brand to reach over 50 per cent of all Kenyan youth and generate measurable positive outcomes in Financial Fitness, Health and Agency.

We have developed a research and media design methodology focused on building individual “Agency” alongside Financial Fitness and Health outcomes.

We participate in ongoing rigorous independent studies aimed at evaluating the impact of our programme on norm and behaviour changes, all of which find that youth in our audience experience:

1. Independent income exceeds expenses
2. Growing savings
3. Assets / investments
4. Feeling positive about oneself

We term this index as Financial Fitness.

In addition, several published longitudinal panel studies have found a direct correlation between exposure to Shujaaz media, improved financial fitness and positive reproductive health outcomes – including increased contraceptive use, delayed child birth and early marriage.

Future Plans: We are developing digital tools to extend our mission as more young Kenyans access the internet.

A key new approach launching in late 2018 is the “Hustla MBA” an online library of 750+ videos featuring successful young Kenyan hustlers sharing their business skills with peers through video and social media, based on modified international business school curricula.

Where do you want to be in 5 to 10 years?

We plan to grow and expand a suite of digital, and data-enabled tools like the Hustla MBA with which to enable African youth to prosper as they come online and enjoy more and cheaper access to the internet.

All our work is research based and drive; demonstrated, proven impact on social norms and individual livelihoods will continue to determine our strategy. We aim to maintain our national reach, and grow to new markets, retaining our youth focus. This is only an indirect component in our work at present. However, as we gather more data to support our designs and interventions we hope this can be used to support national and county policy.

We continue to publish and share all our research and innovations online, and we remain interested to work with other thought leaders in our field and we are continually growing along the lines above.