

Consolidated 2021 Annual Report



ራዲም ዘ ጀነሬሽን

Redeem The Generation

Table of Contents

	Pages
1.....	O
rganizational Summary Sheet	3
2.....	S
ituational Analysis	4
3.....	P
rogram Execution During the Reporting Period	5
3.1.....	P
roject Facts	5
3.1.1.....	Y
outh Leadership and Engagement Accesses for Development.....	5
3.1.2.....	C
reating and Strengthening an Enabling Environment for Expanding Quality RH/FP Service Provision	9
3.1.3.....	V
oter Education for Young People in 2021 Ethiopian Election	11
3.1.4.....	P
rofessional Healthcare Services for Economically Disadvantaged Women and Children in Ethiopia	12
3.1.5.....	S
aving Lives and protection of Civilians Displaced in Afar Regional State	13
3.2.....	S
ystem strengthening.....	14
4.....	F
inancial overview	14
5.....	M
ajor challenges encountered	14
6.....	L
essons learned	15

1. Organizational Summary Sheet

Summary about Redeem the Generation, Thematic Area, program pillars, target group, and human resource:

About Redeem the Generation	Redeem the Generation /RtG/ is Non-governmental, non-profit, and non-partisan; Youth focused local civil society organization established in 2001. Officially registered by Ethiopian Civil Society Organization Authority with reg. No. 0826.																															
Thematic area:	Five thematic areas governing RtG interventions; <ul style="list-style-type: none"> ▪ Education ▪ Health ▪ Environment and climate change ▪ Resilient livelihoods ▪ Good Governance 																															
Program pillars:	Redeem the Generation have three programs pillars (3Ps) that are mutually reinforcing to each other and respond to the comprehensive and ever evolving development needs of the youth. <ol style="list-style-type: none"> 1. Empower: Empower the youth in a comprehensive and sustainable manner. 2. Enable: Create enabled communities, local actors and policies and system through a number of capacity building, research and advocacy interventions. 3. Emerge: Take up emerging issues and new realities – respond to them, pilot trials, lessen their negative impacts, promote their positive impacts and be a pioneer in introducing new development approaches. 																															
Target group:	In all program implementation; gender sensitivity and inclusion of compound vulnerable groups such as young people, women and girls, elders, children and others are considered as the targeted group.																															
Human resource	<table border="1"> <thead> <tr> <th rowspan="2"></th> <th colspan="2">Gender</th> <th colspan="2">Station</th> <th colspan="3">Qualification</th> </tr> <tr> <th>M</th> <th>F</th> <th>Addis Ababa</th> <th>Field</th> <th>MA</th> <th>Degree</th> <th>Certificate</th> </tr> </thead> <tbody> <tr> <td></td> <td>11</td> <td>4</td> <td>9</td> <td>6</td> <td>5</td> <td>6</td> <td>4</td> </tr> <tr> <td>Total</td> <td colspan="7" style="text-align: center;">15</td> </tr> </tbody> </table>		Gender		Station		Qualification			M	F	Addis Ababa	Field	MA	Degree	Certificate		11	4	9	6	5	6	4	Total	15						
	Gender		Station		Qualification																											
	M	F	Addis Ababa	Field	MA	Degree	Certificate																									
	11	4	9	6	5	6	4																									
Total	15																															
Reporting period:	From January 2021 to December 31 2021																															
Prepared by : Name & position Address:	Fiseha Tsegaye , RtG Program Coordinator Email: fisehatsegaye@gmail.com Cell phone: +2519 3009 8219 or +251 920 193 119																															

2. Situational Analysis

The process of identification and discussion of factors that affect organizational performance positively and/ or negatively helps us to draw actions to be taken in reducing risk and increase likelihood of being successful. Towards this end, we did a context analysis using SLOT approach for the year 2021. To have a clear insight about our approaches the following operational definition gives you a brief description:-

- Strength: Any aspects/ factors that make it likely for us to succeed.
- Limitations: Factors that may make it difficult for us to succeed
- Opportunities: Factors that are outside of our control that could help our success
- Threats: External factors that could harm our performance if they were to take place.

Reflection of staffs via discussion session and desk review of technical, financial and monitoring report were applied as a source of information. Some of the discussion points raised during the discussion session presented here:

- How do you evaluate the relevance of the projects with target groups and engagement of boundary partners?
- What kind of approaches and procedures followed towards the project implantation?
- Challenges encountered related to social, economic, political, and geographical factors during project implementations?
- What factors have been observed as helpful in the project implementation?
- What risks were identified, that will hinder the smooth implementation of the project?

The result of the discussion presented in the following session:

Strengths

- Consultation of relevant and right stakeholders in every steps
- Value for money
- Working with local government structures; like establishment of Project Advisory Committee (PAC) and monthly updated the status of the project by the project staffs (achievements, challenges, plan of action)
- On time project inception phase
- Established field office and hired qualified project staff.
- Developed and guided by project implementation guideline
- Invite relevant stakeholders in every project activity (inception to evaluation)
- Consultation of relevant gov't structures
- Implementing activity in a logical order
- Following organizational policy and procedures
- Actively engaged in social media
- Working on updating policy and procedures
- Continuous project budget auditing

Limitation

- Limited staff number that lead to overstretching

Opportunities

- Cooperative government officials
- Government office are assigning a resource person as per our need without any reservation
- Working with experienced NGOs

Threat:

- High expectation of donors staffs as well as the target group.
- Engagement of all relevant government officials in the process of 2021 Ethiopian election.
- Difficulties in accessing ethio-telecom network and electricity at field level
- Security issues in some project area leads to restriction of motorbike transport

3. Program Execution during the Reporting Period**3.1. Project Facts****3.1.1. Youth Leadership and Engagement Accesses for Development**

Project Name	Youth Leadership and Engagement Access for Development (Youth - LEAD)
Contractor	The Civil Society Support Programme Phase Two (CSSP2)
Donor	<ul style="list-style-type: none"> - Financed by People of the United Kingdom, Ireland, Sweden and Norway. - Managed by the British Council, PACT UK and Social Development Direct
Start- month and year	November, 2019
End- month and year	March 14, 2023
Geographic area <i>[region, zone & woreda]</i>	<ul style="list-style-type: none"> - Amhara: Bahirdar Town, Fasilo and Gish Abay Sub city - Afar: Zone three Awash Administrative town, - Benishangul Gumuz: Assosa city, 2 woredas - Oromia: Adama Town, Geda Sub city and - Addis Ababa: Yeka and Bole Sub city
Brief Description about the project <i>Objective, expected outcome and major intervention areas</i>	Youth Leadership and Engagement Access for Development (Youth-LEAD) project is a civil society support program two (CSSP II). Currently, the project is under an extension period. In the previous period, the project was implemented in a coalition of Redeem the Generation in Friendship Support Association, Save Your Holy Land Association, Delasalle Community Development Organization, Eshet Children and Youth Development Organization, and Pro-poor Ethiopia Development Organization. It has one strategic theme; young people and two sub-themes; substance abuse and youth voice.

	<p>It has two specific objectives:</p> <ul style="list-style-type: none"> - Advocate the adverse effects of Khat and service improvement for survivors and vulnerable groups and - Amplify youth voice on conflict prevention, peace building, peaceful coexistence and some of the major economic and social challenges. <p>Project intervention model to achieve the proposed objectives:</p> <ul style="list-style-type: none"> - Evidence based - Mobilize large number of boundary Partners, - Enhanced Citizen State engagement and - Adapt Youth friendly platform <p>In every intervention Human Right Based Approach (HRBA), Innovativeness, Inclusiveness, Gender sensitivity and safeguarding are considered in all courses of the action.</p>
<p>Results and key achievements</p>	<p>Over the past two years the project has achieved promising results that broadly categorized in to three areas and it could be scaled up and deepen to next project period.</p> <p><i>1. Promote evidence based discussion and advocacy on legal framework and practice change on khat</i></p> <ul style="list-style-type: none"> ▪ Evidence captured via field research at federal and regional level and disk review. ▪ Organized productive validation and dissemination workshops at different level and media outreach ▪ Ensured participatory and inclusiveness of all boundary partners in due process and approach ▪ Create an opportunity to join the national taskforce working on prevention of illegal drugs including khat and its effects. <p><i>National taskforce</i></p> <ul style="list-style-type: none"> ▪ It is an initiative combatting Khat and its effects established by MoWSA. Personality development directorate under this ministry is responsible for overseeing its efforts against harmful traditional practices and illegal drugs. It has ratified a 5-year strategic plan starting from 2018-2022. ▪ Nearly 25 organizations are the member of this initiative from all government sector office and non-government actors. RtG is one of the active members engaged in supporting and continuation existing efforts. ▪ Beside of taskforce engagement, It gives us a chance to host national

dialogues such as ten years youth development perspective plan and establishment of CSOs council among youth led and youth focused NGOs

Under this result formation of lobby group is one of the key achievements. This group will work on persuade legislators such as members of parliament government officials at all levels, politicians or other decision makers. Members of this lobby group representing different professional association and community structures. Interim members of the group are listed below:-

- Ethiopian Women's Federation (EWF)
- Inter-Religious Council of Ethiopia
- Ethiopian Psychological Association (EPA)
- Ethiopian Media Association (EMA)
- Ethiopian Youth Federation (EYF)
- Ethiopian Public Health Association (EPHA)
- Ethiopian Civil Society Organization council (ECSOC)
- Consortium of Christian Relief and Development Association (CCRDA)
- Ethiopian Teachers Association (ETA)
- Ethiopian Women Lawyers Association
- Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD)
- Aha Psychological Service PLC
- Ethiopian Economic Association
- Ethiopian University Student Council
- Meqoamia Community Development Organization (MCDO)

2. *Enhanced Citizen-State engagement to improve regulatory mechanisms and service quality provision.*

- Participatory Video (PV) was selected tool for citizen- state engagement.

Participatory Video(PV)

- Participatory Video is a set of techniques to involve a group or community in shaping and creating their own film.

- Making a video is easy and accessible, and great way of bringing people together to explore issues, voice concerns and tell stories.
- The approach is very empowering, enabling community to take action to solve their own problems and also to communicate their needs and ideas to decision-makers.
- Through this process the project realizes
 - Mobilization 360,000 ETB by the government for psychosocial support of 100 khat survivor in Afar
 - Restriction of billboard advertise on khat particularly in Oromia region /Adama (Geda Sub city)
 - Initiate and ratification of community bylaw in Benishangul Gumuz (Assosa woreda) and Amhara (Bahir Dar town)

3. Create youth friendly platform to amplify their voice in the area of peace building, conflict resolution and other emerging issues

Youth friendly platform

- Use drawing art to amplify youth voice and organized national art competition among individual contestant, which was held on September 21 2020 and awarded on the international peace day.
- The approach was very powerful; nearly 117 art works were submitted. The platform is scaled up and undergoing into group art competition.

Organized an interface session among youth and state to have informative and solution based dialogue.

This opportunity helps the youth to appeal their issues such as;

- The positive role of youth in some national issues were overlooked
- The structural reform of the new ministry gives less attention for youth when it changes its name from ministry of women children and youth to ministry of women and social.
- Reflect their concern in the upcoming national consciences and other youth concern like employability, good governance, democratization process and etc
- Ministry of Peace has taken a lead in every process

Total budget	16,318,637.91 ETB
---------------------	-------------------

3.1.2. Creating and Strengthening an Enabling Environment for Expanding Quality
RH/FP Service Provision

Project Name	Creating and Strengthening an Enabling Environment for Expanding Quality RH/FP Service Provision
Contractor	CCRDA
Donor	David & Lucile Packard Foundation
Start- month and year	January 2021
End- month and year	December 2022
Geographic area [region, zone & woreda]	Oromia national regional state, Arsi zone, Jeju woreda
Brief Description about the project <i>Objective, expected outcome and major intervention areas</i>	<p>Unmet need for FP shows the gap between women’s reproductive intentions and their contraceptive behavior. In principle, this indicator may range from 0 to 100. Unmet need levels of 25% or more are considered very high, and values of 5% or less are regarded as very low. High levels of unmet need may indicate that women are not empowered to use contraception because they lack access to health care or are unable to negotiate FP with their partner or related to other factors such as cultural and/or religious factors. Purpose of the project is to improve access and utilization of quality FP/RH service and enhance constructive engagement of citizens and government to check the conduct and performance on FP/RH service deliver.</p> <p>It has three specific objectives;</p> <ul style="list-style-type: none"> ▪ To reduce socio-cultural barriers of RH/FP and increase demand and utilization of quality FP/RH services ▪ To improve quality of FP/RH service at Health Facility level and ▪ To enhance accountability and responsiveness of health facilities for quality FP/RH service. <p>People who are vulnerable and victims of FP/ RH risk in and out of schools, Elders, Women, Youth, PWDs, key government sector office, service providers, religious and community leaders, media professionals, youth association/clubs, school community, existing community-based structures and health professionals (HEW)</p>
Results and key achievements	<p><i>1. Organized community mobilization dialogues and events towards improvement of FP/RH</i></p> <ul style="list-style-type: none"> ▪ Established and/ or strengthen 30 reproductive health (RH) school clubs ▪ Organized monthly school awareness campaign ▪ Organized male motivators follow up session at woreda level (3 male motivator per kebele for 12 month (one session in every other

month))

- Organized event (drama skits, songs and dance performances reflecting different issues, which affect youth) by FP/RH club at 29 kebele and organize voluntary service in the community.
- Established community conversation group and conduct continuous community conversations on RH, HTP and FP barriers as an interface between health workers, traditional leaders, parents and youth
- Organized graduation ceremony for community conversation participants
- Organized woreda level forum for 145 youth to amplify youth voice related to sexual and reproductive health (SRH) issues.
- Facilitated dialogue session organized by 5 CBOs and 5 FBOs

2. Capacity building for institution and different community groups

- Trained 60 teachers working in the 5 high schools and 25 primary schools to deliver FP/ RH information, and referral arrangement.
- Trained 87 male motivator to support and influence husbands to have Knowledge or support FP/contraception and RH
- Trained 50 youth ambassadors in collaboration with woreda health office on prevention of STIs/HIV/AIDS, awareness on FP/RH and referral linkage
- Established and equipped FP/RH Club (by 50 youth ambassadors) and trained on how to reach community and basic skills to organize event.
- Trained community conversation facilitators and note takers from the community itself
- Trained 66 health Extension workers and supervisors at health center and health post level on modern FP/ RH services such as Ejection & Implant as per the standard, quality and comprehensive FP/RH service provision and monitoring tools (willow box and tickler)..
- Equipped 13 health post with necessary supplies (such as condom and other contraceptives devices)

	<ul style="list-style-type: none"> ▪ Trained 150 members of CBOs and FBOs on the adverse effect of HTP practice in the woreda. <p>3. Enhanced citizen state engagement for accountability and responsiveness of health center.</p> <ul style="list-style-type: none"> ▪ Participatory video training and production session was organized for 60 participants. During the training, the trainees have got a skill on how to capture evidence from the field and produce 10 minutes videos to show evidence on the interface meeting at health center and woreda level. ▪ Developed four joint action plans at the four Health center level and form one woreda level social accountability committee to follow the social accountability process.
Total budget	6,528,875.00

3.1.3. Voter Education for Young People in 2021 Ethiopian Election

	Project Name	Voter Education for Young People through Forum Theater in 2021 Ethiopian Election
	Contractor	European Center for Electoral Support /ECES/ PEV project
	Donor	EU
	Start- month and year	April 2021
	End- month and year	June 2021
	Geographic area <i>[region, zone & woreda]</i>	11 sub cities of Addis Ababa (Yaka, Bole, Akaki Kaliti, Lideta, Addis Ketema, Kirkose, Arada, Gulel, Lemi Kura, Kolfe Kerano and Nefas Silk Lafeto)
	Brief Description about the project <i>Objective, expected outcome and major intervention areas</i>	The overall objective is to strengthen the Ethiopian democratic process through raising awareness on the significance of electoral processes among Ethiopian voters and increase their participation in the elections. The project used to create medium of art to raise awareness about voter education. The project was focused on specialized messages using the medium of art (forum theater). Financed by ECES under PEV Ethiopia (Prevention, Mitigation and Management of Election-related Conflicts and Potential Violence in Ethiopia). This action helps Civil Society Organizations part of the Coalition of Ethiopian Civil Society Organizations for Election (CECOE) working closely with NEBE in mainstreaming civic and voter education to all demographics. The messages towards first-time voters, women, persons with disabilities and marginalized groups must be accurately reflected in all civic and voter education materials, targeting this segment of the electorate specifically.
	Results and key	1. Organized training on basic concept and ethical consideration of

achievements	<p style="text-align: center;"><i>voter education and forum Theater</i></p> <p>Purpose of the training was Build the capacity of actors on basic concept of voter education and ethical consideration of Forum Theater. At the end of the training, all actors were equipped with basic concept of Forum Theater, and voter education.</p> <p>2. Voter education using forum theater</p> <p>Organized 27 forum theaters for young people resident in 11 sub cities of Addis Ababa. A total of 1298 youth were directly participated in the forum theater. From the total number 37 % (480) and 63% (817) were female and male participant respectively. As per the plan 22 forum theaters were organized in 11 sub city (2 form theater per sub city by Amharic language) and the remining five forum theaters were organized in peri urban areas using Oromifa Addis Ababa).</p> <p>The approach helps us to reach out large number of young people direct and staging in front of young people that face a problem, in order to create a learning environment for the young people. The message of the script was focused on the role of young people in the electoral process and promotes registration and increase voter turnout rate.</p> <p>3. Voter education using Street camping</p> <p>One of the approached used to mobilize youth in the electoral process was voter education using street camping. We had a total of six days street camping throughout Addis Ababa using youth friendly approaches like circus illustration and music. This approach helps us to reach out the general public beside of young people.</p> <p>4. Voter education using social media</p> <p>In addition to forum theater and street camping, we used YouTube channels to reach young people and disseminate voter education messages and share forum theater in the ARTS. Through these channels more than 16,000 (sixteen thousand) viewers were reached out in cost effective way.</p>
Total budget	1,500,000.00

3.1.4. Professional Healthcare Services for Economically Disadvantaged Women and Children in Ethiopia

Project Name	Professional Healthcare Services for Economically Disadvantaged Women and Children in Ethiopia
---------------------	--

	Contractor	Ethiopian Healthcare Network (EHN)
	Donor	Individual Philanthropist
	Start- month and year	January 2013
	End- month and year	December 2021
	Geographic area <i>[region, zone & woreda]</i>	Addis Ababa
	Brief Description about the project <i>Objective, expected outcome and major intervention areas</i>	<p>Provide professional healthcare services based on the referral slip given by the relevant stakeholders including but not limited to physical examination, laboratory examination; radiological examination, bacteriological, psychological, basic health education as applicable; Refer patients for referral services for healthcare services beyond the capacity of the Service Provider;</p> <p>Provide the applicable professional healthcare services available in the facility of the Service Provider; Purchase and provide medicine for beneficiary patients cost to Recommend the select beneficiaries of the healthcare services in collaboration with relevant stakeholders and Refer beneficiaries to the Service Provider to receive professional healthcare services;</p>
	Results and key achievements	<p>More than 20,000 economically disadvantaged women and children were supported by providing service including</p> <ul style="list-style-type: none"> ▪ physical, laboratory, radiological examination, bacteriological, psychological, basic health education as applicable; ▪ Refer patients for referral services for healthcare services beyond the capacity of the Service Provider
	Total budget	6,000,000 ETB

3.1.5. Saving Lives and protection of Civilians Displaced in Afar Regional State

	Project Name	Saving Lives and protection of Civilians Displaced in Afar Regional State
	Contractor	Action Aid
	Donor	Start Fund
	Start- month and year	August 2021
	End- month and year	September 2021
	Geographic area <i>[region, zone & woreda]</i>	- AFAR National Regional State, for displaced people from Gulina, Aura, Ewa, Teru and Yalo conflict Woredas
	Brief Description about the project <i>Objective, expected outcome and major intervention areas</i>	The general objective of the project was provide in-kind support for 1000 vulnerable household and Cash for 550 households displaced form the aforementioned conflict woredas in afar national regional state.

Results and key achievements	<ol style="list-style-type: none"> 1. In kind support for 1000 household such as dignity pads for 2000 girls and women, plastic wash plates (2 per HH for 1000 HHs), jerrican (1 twenty liter per HH for 1000 HHs), plastic sheet (1 sheet per HH for 800 HH) and water purifier chemical for 1000 HHs. 2. Cash support: Provision of cash for 550 HHs (3500 ETB per household)
Total budget	4,027,985.00

3.2. System Strengthening

- Revised and developed system document: one of the major activities under the reporting period is revising system document as per the current standard and organizational needs
 - Revised human resource manual: The purpose of this manual is to ensure that the Organization's short term and long-term human resource requirements are met through human resource planning. The human resource planning will help to acquire the right manpower at the right quantity, at the right quality, at the right time and from the right source.
 - Safeguarding Manual: The organization committed to devising and implementing the policy and procedures to ensure that no harm comes to people as programmes and operations.
 - Social media manual: The purpose of this manual is to guide how to use social medias channels to disseminate information regarding organizational progress
- Mentorship program: The purpose of mentoring is to tap into the existing knowledge, skills, and experience of senior or high performing employees and transfer these skills to newer or less experienced employees in order to advance their careers. In the reporting period RtG has facilitated a mentorship program in collaboration with CSSP2 and social development direct. Safeguarding, leadership, media engagement and grant and financial management were selected and assigned mentees to the staffs.

4. Financial Overview

A total income of the year estimated as 19,717,275.19 ETB from CCRDA, CSSP2, Action Aid, British council, Ethiopian health network, ESAP and ECES. 17% of the budget was admin cost and the remaining 83% goes to operational cost.

5. Major Challenges Encountered

- Sensitivity of selected issues (Khat)
- COVID 19 pandemic it leads to pivoting of activities
- Organizational limited capacity of advocacy
- Security issues in some part of project area
- Engagement of all relevant government officials in the process of 2021 Ethiopian election. Difficulties to meet the officer and venue space

- Difficulties in accessing Ethio-telecom network at field office
- Security issues related to students that hinder the implementation of school intervention

6. Lessons Learned

- Consultation of relevant and right stakeholders is very important from inception to implementation of every activities
- VFM
- Advocacy is a process rather than a product