

Strategic Plan

Our Story

At the base of an African basket, you find a simple cross-stitch pattern. A work of art and story evolves from the strategic placement of the first cross-stitch. **Global Give Back Circle started out like an African basket.**

Our cross-stitch was engineered to connect women & girls, mentors, local communities, and private / public sectors. After 20 years of weaving, and allowing innovation to disrupt in a good way, our basket continues to evolve, telling a story of **profound impact and transformation.**

Our Mindset

We are bold, innovative, intentional and sometimes scrappy in our approach to supporting women and girls to continue their education, find pathways to employment and know their value. We think **process vs. program**, and we focus on holistic outcomes.

We value the importance of **local partners and community ownership**, and the role of private / public sector engagement. We believe **giving back** is the one privilege we all share – positioning giving back at the foundation of our strategy for the past 20 years and placing HER in its center.

Our Approach



Our strategic approach has always been grounded around sustainability – moving swiftly and fearlessly to achieve maximum impact while reserving enough resources to get us through the rainy days. Our strategic compass is programmed to measure everything and make informed decisions based on data while staying open to the improbable, and to follow our North Star, keeping purpose in its light. In 2025, we shifted into scale up operations through our partnership with Mastercard Foundation. Twenty years of content creation, program refinement, and process standardization provides us with a best practice blueprint for successful expansion.

Our solid sustainability track record is achieved through partnership imbalance, whereby our partners believe they are getting much more than they are giving. We manage this through engagement models, like our Mentorship and Giving Circle models, which connect individuals to the needs of the women and girls we support, and engage them in the solution. Sustainability is also achieved through research and the provision of data that influences strategic thinking in health, tech, energy, food, consumer products, and financial sectors. We accomplish this through our innovative approach to research – our journalizing model.

Our five-year strategy is three pronged:

Mentoring & Scholarships

Supporting at-risk high school girls with life skills, mentorship, give back project guidance, coding and scholarships to higher education.

Workforce-Readiness

Providing skills training, mentorship, give back project guidance, work opportunities, and community support for rural young women through through HER Lab

Economic Inclusion

Connecting rural women to savings and loan platforms, entrepreneurship skills and commercial cooperative ownership through the HER Financial Freedom Program.

Our Programs



High School Model

Our high school model provides girls at our partner high schools with life skills workshops, a structured one-to-one mentoring program, guidance on how to implement give back projects and college/university scholarships. In Kenya we partner with four high schools, and in Rwanda we partner with one. Over the years, we piloted the high school model in India, China and South Africa. For economies of scale, we made the strategic decision to stay focused on Africa moving forward.

In Kenya, our strategic plan is to go narrow and deep, expanding the number of participants at each partner school, and working closely with the schools to seamlessly support girls to graduate college/university. In Rwanda, we will increase the number of partner schools to three over the next five years.



HER Lab

Our holistic approach for the workforce-readiness needs of young rural women is HER Lab, our economic empowerment incubator. HER Lab has been in operation in West Pokot, Kenya since 2013. Through our partnership with Mastercard Foundation, HER Lab is scaling up to other ASAL areas in Kenya – the next being Kajiado. HER Lab is a safe learning space for young rural women, embraced by the local communities it supports. In addition to classrooms, dormitories and dining facilities, HER Lab also hosts a media salon for storytelling, and a community center with convening capabilities.



HER Financial Freedom Program

Our third area of focus is the economic inclusion of rural women. It evolved as we listened to the voices of all rural women in and around the HER Lab campus, especially those unable to attend HER Lab due to the constraints of household/family duties. We learned that most were unbanked and in need of support to find dignified and fulfilling work. Through a partnership with Suze Orman, the HER Financial Freedom Program was launched in 2024, and over 700 rural women are operating their own Sacco (Savings and Credit Cooperative Organization) and becoming members of their own Women's Tea Cooperative.

