

Kita Kourou

Mali

Positive changes are happening in Kita Kourou. Learn more about how we're supporting children and girls' rights through our collaborative, equality-driven work.

This year, more young people are able to access accurate information and resources on sexual and reproductive health and rights. Girls' rights and protection are promoted through community awareness-raising projects such as peer education.

In addition, Village Savings and Loan Associations (VSLA) are empowering women with the tools to invest in their economic futures through income-generating activities. Through these associations, women take leadership roles in their community.

With education, resources and leadership skills, young people in Kita Kourou are making changes in their communities—and working to improve their futures.



Children's club members in a collective writing session.

"We learned to talk to each other without taboos. Thus, many of us are well-oriented in matters of sexual and reproductive health."

— Assetou (17)



Impact in Numbers

328

teachers trained in Early Childhood Education

264

women's business plans developed

490

community leaders advocated for children's rights

Investing in the Future



NAME:

Tata

AGE:

29 years old

DREAMS TO BE:

An entrepreneur



“From a former Sponsored Family, I benefited from training. As a result, I became conscious about social problems that threaten our societies.”

Meet Tata

Like many women in Mali, Tata is building a stronger future for herself and her family.

Tata is a former Sponsored Child who now lives with her husband. She enjoys walking and chatting with her friends in her spare time.

Creating Opportunity for Independence

In Tata's community, many girls do not work due to the lack of training and income-generating opportunities. Instead, they marry early and manage the household work.

Raising awareness is key to creating community change and challenging restrictive gender norms. As campaigns promoted the importance of educating girls, young women like Tata saw their chance to become financially independent.

Tata enrolled at a vocational school where she studied tailoring for two years. Today these tailoring skills are the foundation of her small business, which helps support her family's needs. Along with other tailors, Tata participated in an awareness programme focused on youth entrepreneurship.

Empowering the Next Generation

And Tata is not the only young woman to invest in her future. Through campaigns carried out by youth, in partnership with Plan International, more girls and women are aware of their rights.

New classrooms are enabling more pupils—especially girls—to attend school, and vocational training at job centres provides the opportunity to learn marketable skills. With successful entrepreneurs like Tata leading by example, young people can plan for a future of economic independence.



Tata with her sewing machine.

We Work With 8,000 Sponsored Children in Kita Kourou

Projects That Support Lasting Change

Economic Independence

With Village Savings and Loan Associations (VSLA), women are challenging gender norms through economic empowerment.

This year, 1,500 members of 60 VSLAs learned how to establish VSLA groups. They trained on their roles and responsibilities as well as management techniques. In addition, 60 new VSLA groups were supported with kits containing items like notebooks and calculators.

VSLAs empower women economically—and they also strengthen women's engagement and participation in community decision-making. Nahan is the President of her local VSLA. She says, "The VSLA initiative has brought cohesion, understanding and mutual aid among women. This was an opportunity for women to fully devote themselves to their income-generating activities." Participant Mariam agrees, "This money allowed me to contribute to the family's expenses and cover the children's health costs."



Mariam, with the goat she bought with her savings.

60

meetings held to implement the VSLA programme



Binta giving feedback about training on rights and reproductive sexual health.

Empowering Youth

Young people are gaining vital knowledge about sexual and reproductive health and their rights.

In Kita Kourou, many young people—especially girls—have limited access to reliable information on sexual and reproductive health.

This year, initiatives promoted girls' rights through educational talks, radio broadcast messages and by training 648 members of protection committees in 72 sponsored villages. In addition, 25 young people, including activists, were trained on reproductive rights and sexual health.

The project helps challenge restrictive gender norms by promoting adolescents' sexual and reproductive health rights through education and advocacy at the community level. Young people gained leadership skills through networking and acting as peer educators in their community.



Binta participated in a three-day session on reproductive health.

"I participated as a peer educator in my village, training on rights and sexual reproductive health. I led awareness sessions with students and children."

— Binta (15)

You're Supporting a More Equal Future



Today's children become tomorrow's leaders.

Together, we're working to create a more just world.

In the coming year, we will continue raising awareness on health and gender-based violence through community campaigns. We will support Early Childhood Development (ECD) centres by training educators and improving resources. To enhance infrastructure, three new classrooms and toilets will be built and equipped.

We will partner with organizations to establish Village Savings and Loan Associations (VSLAs) in 72 villages, empowering members to save and invest in small businesses.

Additionally, we will provide professional training for 30 young women in marketable trades, equipping them with skills for stable livelihoods. These initiatives aim to strengthen education, health, and economic empowerment in our communities.

Message from Plan Staff

"Thanks to donations and partnership work, the projects carried out this year have contributed to promoting the rights of children, young people and particularly girls and their communities; hundreds of children have found their way back to school."



Hawa Traore,
Programme Area
Manager, Kita
Kourou

The Plan Effect

Sponsored children are at the centre of everything we do, and they help plan our programmes based on what's important to them. Sponsors' donations are a gateway into a community. This helps build trust and credibility to attract even more funds from new sources. This makes more sustainable programmes possible in sponsorship communities. This powerful synergy is something we call The Plan Effect.

Progress in Numbers

94

women promoted
solar kits in rural
areas

10

community cereal
banks equipped

44

youth trained in
renewable
energies

4

villages
participated in 16
Days of Activism