



CLUB RAFIKI STRATEGY 2025-2030





FOREWORD

Club Rafiki, founded in 1974, has served for over 50 years. It has been supporting and advancing its local community, especially focusing on youth, with a strong emphasis on empowering girls and young women. The center has worked continuously to enhance the social, moral, health, educational and economic development of young people.

Throughout its history, Club Rafiki has promoted the talent of youth, improved knowledge of sexual and reproductive health, and provided training and meaningful activities, contributing to a better future for them and Rwanda.

The Club achieves its goals through sport, recreation, health services, education, cultural events, and entertainment.

Rwanda's population is some 13.2million. In 2052, it is projected to be 23.6million of which 8.4 million will be 14-35 years of age. These data emphasize the importance of investing in our young people's development (RPHC5, 2022).



WHO WE ARE

"Rafiki" is Swahili for "friend," reflecting our commitment to friendship, community and support. Club Rafiki is more than just a name, it represents a space where people come together, connect, and uplift one another, especially those from disadvantaged backgrounds. Our core values are inclusivity, solidarity and empowerment, creating a welcoming environment for everyone.

The Club is registered in Rwanda as a local non-governmental organization, legally led by its Executive Organ. Overheads remain low, focusing on providing on-ground activities for young people. We have eight staff members and a team of youth volunteers. Over the years, the Club has developed significant partnerships and supporters, enabling an expanded program of activities as resources allow.

The Club attracts youth from many backgrounds and its programs include:

- Sexual and reproductive health education including pregnancy and HIV testing and counseling
- ICT training and digital literacy
- Youth empowerment, job seeking and entrepreneurship support
- An Urban Dance School
- A community library with study and research facilities
- Art, painting and drawing for children
- Language and literacy classes (English and Kinyarwanda)
- Tailoring, handicraft and music classes
- Indoor sport and recreation (including karate, kung-fu, boxing, badminton, chess, table tennis and traditional games)
- Outdoor sport (such as basketball, volleyball and playground activities)
- Cultural activities

The Club is also a venue for community meetings, campaigns, competitions and social events.



OUR GUIDING PRINCIPLES

We are dedicated to building a positive and supportive environment where everyone is welcomed, respected and valued. We focus on being honest, fair and open in everything we do. We take responsibility for our actions and always strive to do better.

1. Empowerment - Unlocking the Potential of Youth

We believe in the power of young people to shape their futures and their communities. By providing resources, opportunities and support, we empower youth to realize their full potential, to build their confidence and for them to become agents of positive change.

2. Innovation - Encouraging Creativity and Growth

We foster an environment where new ideas flourish and creative thinking is celebrated. By embracing innovation, we continuously evolve, adapt and grow ensuring that our initiatives remain dynamic, impactful and forward thinking

3. Collaboration - Building Strong Partnerships for Impact

We understand that meaningful change happens when we work together. Building strong partnerships with individuals, organizations and communities, creates lasting impacts, amplifying our reach and cultivating a shared purpose.

FUTURE DIRECTIONS AND PRIORITIES

Goal 1

Promote Youth Health and Well-being

Action Commitments:

- Provide sexual and reproductive health education through training, peer education and outreach including to rural areas.
- Offer HIV/AIDS, STDs and pregnancy voluntary counseling and testing (VCT) services.
- Produce educational material such as films, flyers and banners to build awareness on key health topics.
- Strengthen partnerships with government institutions and stakeholders to expand health initiatives and reach more young people.
- Promote sport and recreational activities to support physical health, mental well-being and community engagement.
- Educate youth on responsible decision-making about their sexual health and drug use.

Goal 2

Foster Innovation, Talent Development and Economic Opportunities for Youth

Action Commitments:

- Enhance initiatives, which promote talent, build leadership skills and encourage entrepreneurship and self-reliance.
- Organize and facilitate participation in competitions and friendly events, which connect them with successful individuals through mentoring and inspiration.
- Expand digital literacy programs, provide access to ICT services and offer vocational training in areas including tailoring and handicrafts.
- Support youth start-up initiatives, promote financial literacy and encourage saving and small business creation, especially in rural communities.
- Use social media, filmmaking, storytelling and writing workshops to engage youth and improve their communication skills.
- Strengthen community libraries and create spaces for showcasing youth capabilities.

Action Commitments:

- Equip staff and volunteers with skills to enhance service delivery while maintaining strong ethical standards.
- Build financial sustainability, including through self-generated income, to reduce reliance on external grants and ensure long-term growth.
- Collaborate with partners and government institutions to improve service delivery, expand outreach, and promote knowledge exchange.
- Expand and improve Club facilities to accommodate more youth, offer diverse programs and create safe, youth-friendly environments.
- Extend outreach services in rural areas, providing skills training to empower rural youth to support their peers and communities.
- Renovate existing physical spaces and introduce new initiatives that foster inclusivity, innovation and community engagement within and beyond the club.

PRIORITY AREAS

Our priority areas of focus are:

1. Youth empowerment and inclusion:

Promote equal opportunities for youth, especially for girls and young women, including those in rural areas, through education, leadership development, rights advocacy and programs that encourage gender equality and economic independence,.

2. Skills development and cultural protection:

Provide capacity-building initiatives such as training, mentorship and lifelong skills development while fostering an appreciation for our Rwandan cultural heritage.

3. Organizational growth and infrastructure development:

Strengthen internal governance, improve sustainability and expand facilities to better support youth programs, community services and long-term development goals.




CONCLUSION

Club Rafiki creates a supportive, engaging and transformative environment for young people. Its initiatives will continue to play a significant role in youth empowerment, community development and national progress. By investing in young people's talents, education, health and economic well-being, the Club builds a brighter and more prosperous future for Rwandan youth.



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