



# 5 Year (2024 - 2029) Strategic Roadmap

Join us on our Mission to Empower the Next Generation of Africa's Creatives and Innovators

Globalising the Kwathu Kollektive

# FOREWORD: Welcome to the Ntha Foundation

Greetings Partners and Stakeholders of the [Ntha Foundation](#),

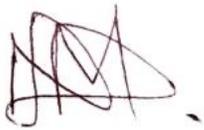
It is with great pleasure and enthusiasm that I extend a warm welcome to each and every one of you as we embark on an exciting journey towards realizing our collective vision for the future. As the founder of Ntha Foundation, I am immensely proud of the strides we have made over the past 5 years in our mission to drive positive change and empower Africa's upcoming creatives and innovators. I am ever-indebted for your unwavering support - \$374,000 in financing raised that has seen 2 innovation hubs set up in Malawi, and 1000+ trained and empowered.

Today, as we celebrate 5 years of Ntha Foundation, we also unveil our 5-year strategic roadmap, I am filled with optimism and anticipation for the transformative impact we will undoubtedly achieve together. This roadmap represents our commitment to youth empowerment, entrepreneurship development, advocacy, partnerships, content creation, job creation, and community engagement - pillars that are fundamental to our vision for a brighter, more inclusive future.

Over the years, we have witnessed the power of collaboration, innovation, and resilience within our community. Now, as we chart our course for the future, I am confident that our shared values, dedication, and passion will propel us towards even greater heights of success and impact.

I extend my heartfelt gratitude to each of you for your unwavering commitment and support. Together, let us continue to inspire, empower, and transform lives across Africa and beyond.

With gratitude and anticipation,



Nthanda Manduwi - Founder, Ntha Foundation



# The Next 5 Year 2024 - 2029

STRATEGIC ROADMAP



# BACKGROUND: About the Ntha Foundation



## Creativity & Innovation for Development, through Advocacy:

- Supports the youth in the intentional use of their creative talents - helping them innovate, and build their brands, thereby creating revenue and more job opportunities for other young creatives and innovators.
- Aims to be a bridge between development researchers, entrepreneurs and creatives - to create informative and engaging content that champions social change, creates businesses, curbs unemployment and eradicates poverty.

## Our Story

The [Ntha Foundation](#) is an education trust which fosters the use of creativity and innovation for Development through advocacy. The organisation was founded by [Nthanda Manduwi](#) in **2018**, and registered as a non-profit company (limited by guarantee) on the **12th of June 2020** in Malawi. Ntha Foundation invests in the education of youth, so they can utilise their creativity and innovation to advocate for social/development progression through strategic communication.

## Our Impact

Over the past **5 years**, we have partnered with the World Bank, the European Union, and GIZ as our main donors, mobilising **\$374,000** to set up **2 innovation hubs** in Malawi, creating an **award-winning** e-learning system, and train over **1,000** youth in digital, creative, advocacy, and entrepreneurship skills.



# KWATHU KOLLECTIVE: The People of Ntha Foundation



The **Kwathu Kollektive** stands at the heart of Ntha Foundation, embodying our ethos of creativity, innovation, and collaboration. Comprised of a diverse community of innovators, creatives, entrepreneurs, and changemakers, the Kwathu Kollektive represents the collective spirit and passion driving our mission forward.

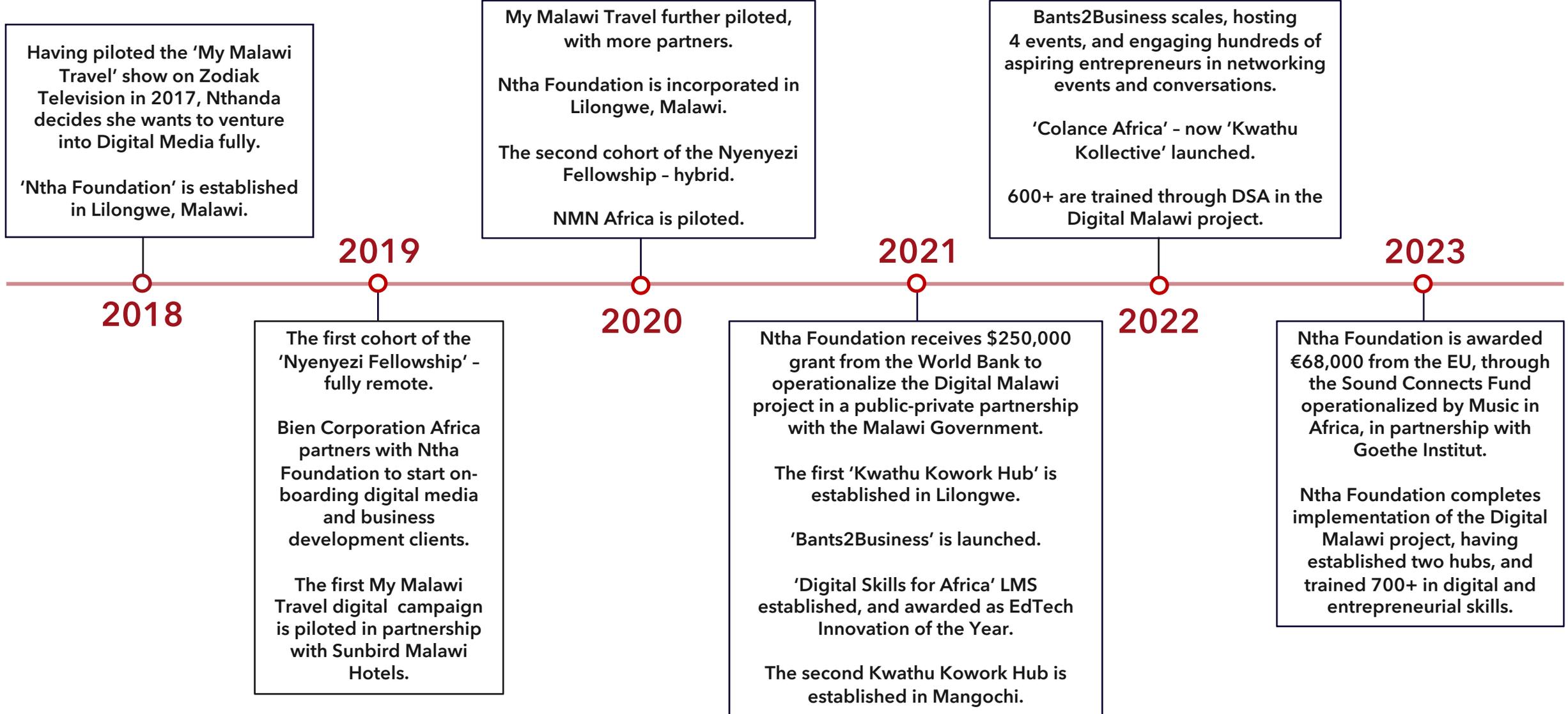
As the people of Ntha Foundation, the Kwathu Kollektive serves as a dynamic ecosystem where ideas are born, nurtured, and brought to fruition. It is a space where individuals come together to share knowledge, skills, and experiences, fostering a culture of learning, growth, and mutual support.

Through the Kwathu Kollektive, we harness the collective power of our community to drive positive change and innovation across Africa. Together, we collaborate on projects, initiatives, and campaigns that address pressing challenges and seize opportunities for impact.

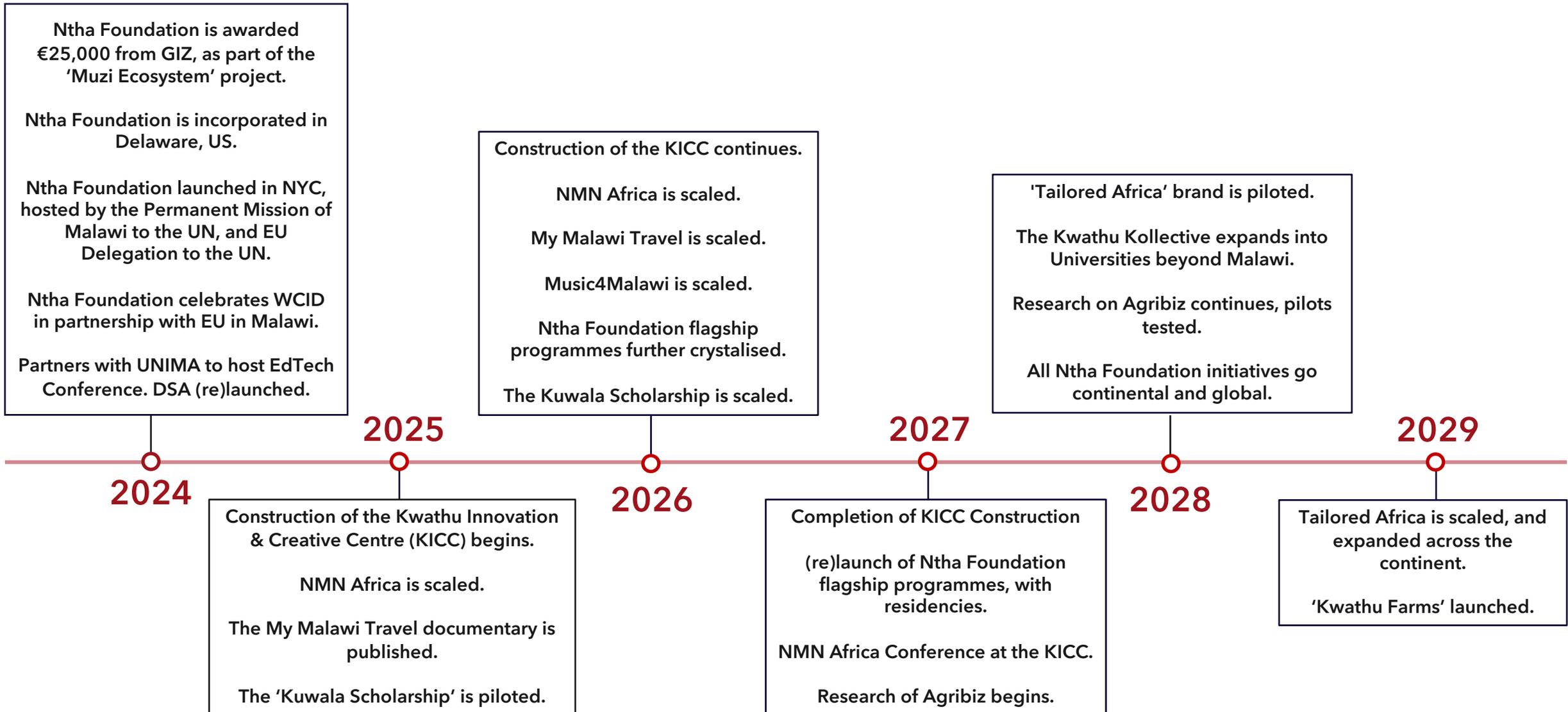
At its core, the Kwathu Kollektive represents the spirit of unity, creativity, and resilience that defines Ntha Foundation. As we embark on our 5-year strategic roadmap, we look to the Kwathu Kollektive as our greatest asset and source of inspiration, guiding us towards a future filled with possibility and transformation.

[www.nthafoundation.org](http://www.nthafoundation.org)

# THE PAST 5: Past and Present of Ntha Foundation



# THE NEXT 5: Future of Ntha Foundation



# STRATEGIC ROADMAP: 2024-2029: Future - Our Why



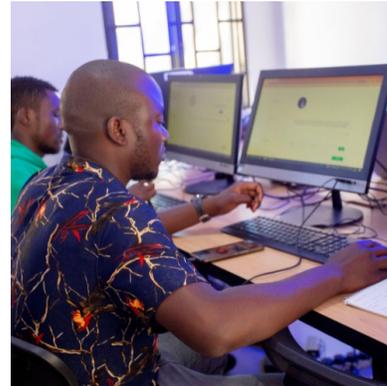
The Ntha Foundation is presently establishing its headquarters in the United States - with aspirations of taking their efforts continental, and global. The United States comes as an ideal choice to set up their headquarters, as it is the location that is the convergence of most development partners. The goal is to establish more global relations, and mobilise more resources towards efforts in Malawi, Africa, and beyond.

## Strategic Mission

To foster a culture of creativity, innovation, and education in Africa by providing resources, platforms, and training opportunities.

## Strategic Vision

Empowering African youth to drive innovation, creativity, and sustainable development across the continent.



# OUR WHY: Collective Values



## Why We Started

At the Ntha Foundation, our driving force is anchored in a profound belief in the transformative power of creativity, innovation, and education. Our unwavering commitment to nurturing talent, inspiring entrepreneurship, and advancing research stems from a deep-rooted conviction that every individual possesses unique gifts and potential waiting to be unlocked. We are driven by a collective passion to foster positive change and drive sustainable development across Africa.

## Why We Do What We Do

### 1. Advancing Research for the Betterment of Africa:

Advancing research is essential for identifying challenges, developing evidence-based solutions, and driving sustainable development across Africa. This underpins our commitment to innovation and informs the design and implementation of our programs and initiatives. It involves conducting studies, collaborating with researchers, and gathering data to gain insights into pressing issues and inform our strategies for positive impact.

### 2. Nurturing Talent:

Nurturing talent is crucial because it unlocks potential, fosters growth, and cultivates future leaders in Africa. This aligns with our mission to empower individuals by providing them with opportunities to develop their skills and abilities. It involves offering mentorship, training programs, and resources tailored to the unique needs of individuals to help them thrive and reach their full potential.

### 3. Inspiring Entrepreneurship:

Inspiring entrepreneurship is vital for driving innovation, creating job opportunities, and stimulating economic growth across Africa. This forms the core of our initiatives aimed at empowering aspiring entrepreneurs and fostering a culture of innovation and creativity. It entails organizing entrepreneurship workshops, providing access to funding, and offering mentorship to guide individuals through the process of starting and growing their businesses.

# OUR WHAT: Signature Solutions - Theory of Change

## 1. Youth Empowerment

Equipping young people with creative skills for personal and economic growth through tailored programmes and workshops.

## 2. Entrepreneurship Development

Providing comprehensive support to young entrepreneurs in creative industries, including mentorship and funding opportunities, to foster job creation and innovation.

## 3. Advocacy Campaigns

Raising awareness about the role of creativity and innovation in driving social and economic development, advocating for inclusive policies and programs.

## 4. Partnerships with Development Researchers

Collaborating with researchers to identify community challenges and develop innovative solutions through creative approaches.

## 5. Content Creation

Producing engaging content on various thematic areas, including education, women's empowerment, and climate resilience, to promote advocacy and education.

## 6. Job Creation Initiatives

Supporting the growth of creative businesses to create employment opportunities within creative industries and contribute to economic growth.

## 7. Community Engagement

Engaging with communities to co-create impactful solutions, addressing their needs and fostering sustainable development at the grassroots level.

# OUR HOW: Strategic Focus Areas

## How We Do What We DO

'Our How' serve as the guiding framework through which we translate our vision into tangible actions and outcomes. These strategic focus areas represent the cornerstone of our approach, outlining how we intend to achieve our overarching goals and make a meaningful impact in the communities we serve. From youth empowerment and entrepreneurship development to advocacy campaigns and community engagement, each focus area embodies our commitment to driving positive change and fostering sustainable development across Africa.

### Establishment of a Legal Presence in the United States of America:

- Incorporating in the US (Delaware)
- Establishing headquarters in the United States - with aspirations of taking their efforts continental, and global.

### Expansion of the 'Kwathu Collective':

- Constructing the Kwathu Collective HQ: the Kwathu Innovation & Creative Centre:
- Establishing Kwathu Kowork hubs in key African cities to broaden our reach and impact: Expansion into key innovation hubs in Africa with plans for further international expansion.

### Globalisation of 'Digital Skills for Africa':

- Scaling up the Digital Skills for Africa platform to reach a broader audience and address the growing demand for digital literacy.
- Strengthening partnerships with governments, NGOs, and private sector organizations to increase funding and support for the platform.

### Expansion of Ntha Foundation Flagship Programmes and Initiatives:

- Expansion of the Nyenyezi Fellowship program to include participants from other African countries, fostering cross-border collaboration and innovation.
- Partner with more Universities, and scale M'mawa Management trainings through DSA to more startups around Africa.
- Establish Bants2Business Communities in National Universities Across Africa.

# OUR WHERE: Kwathu Kowork Hubs



## Kwathu Kollektive:

'Kwathu' means 'home' or 'ours'. When the Ntha Foundation was established, it was clear that this mission was going to carry it forward. Nthanda sought out strategic partners and supporters who would share in this vision to transform Africa through Digitisation and Entrepreneurial development.

## Kwathu Kowork:

With funding from the World Bank, two tech hubs were established in Lilongwe and Mangochi.



## Kwathu Innovation & Creative Centre | Why Mangochi :

- The biggest challenge for the Kwathu Kollektive –what makes our work seem unsustainable is the cost of rentals. As our work serves the underserved, our revenue stream is hardly enough to be able to afford rentals in the capital of Malawi in Lilongwe, sustainably.
- At the same time, the eastern region has almost no tech hubs, widening the digital divide and leaving nearly 7 districts behind, as the world is vastly digitization.
- The KICC will stand in the gap, providing coworking and cocreation spaces for young innovators and creatives, equipping them with skills and resources to thrive in a digital world.

# YEAR BY YEAR: Implementation Plan



## Construction of the Kwathu Innovation & Creative Centre

The establishment of the Kwathu Innovation & Creative Centre stands as a pivotal initiative within the broader framework of the Ntha Foundation's strategic roadmap. This innovative hub serves as a beacon of creativity and entrepreneurship, poised to catalyze transformative change within the local community and beyond.

## Year 1

### Baseline Research

Conduct comprehensive baseline research to gather essential data and insights necessary for informing the strategic direction and implementation of the Ntha Foundation's initiatives. This research will involve data collection, surveys, and stakeholder consultations to assess the current landscape of youth empowerment, entrepreneurship, advocacy needs, and community engagement dynamics across target regions.

### Construction Planning

Embark on the groundbreaking ceremony for the Kwathu Innovation & Creative Centre (KICC), bringing together stakeholders, community leaders, and project partners to mark the start of this transformative initiative. Allocate resources to initiate the construction of the Kwathu Innovation & Creative Centre in Mangochi, Malawi. This state-of-the-art facility will serve as a flagship hub for the Kwathu Collective, providing coworking spaces, training facilities, and event venues to support entrepreneurship and innovation.

### Capacity Building

Conduct training sessions and workshops to enhance the skills and capabilities of staff members and community stakeholders involved in the Kwathu Collective. This includes training on project management, community engagement, and partnership development.

# Year 2-3



## Actualising the KICC Dream:

Years 2 and 3 will focus on making progress on the construction of the KICC, while further crystallising our offering as a hub.

- Construction commences
- Bien Africa media products are further tested and piloted.
- Ntha Foundation flagship programmes crystallised.
- The Kuwala Scholarship is piloted and scaled.

## Construction Commencement:

Initiate the construction of the Kwathu Innovation & Creative Centre (KICC) by conducting site preparation, finalizing architectural plans, and securing necessary permits. Engage with local contractors and suppliers to ensure timely and efficient execution of the construction process while actively involving the community in the project's development.



## Partnership Consolidation:

Strengthen partnerships with government agencies, corporate sponsors, and international development organisations to ensure the sustainability and scalability of the Kwathu Collective. This includes securing long-term funding commitments, establishing strategic alliances, and leveraging collective resources for maximum impact.

## New Initiatives:

Introduce new initiatives under the Kwathu Upgrade Programme, focusing on digital skills training, entrepreneurship development, and access to finance. These initiatives will leverage the infrastructure and resources of the Kwathu Collective to deliver impactful programming to a broader audience.

# Year 4-5



## Geographical Expansion:

Launch initiatives to expand the geographic reach of the Kwathu Kollektive, establishing satellite hubs in additional cities and regions across Africa. These hubs will replicate the model of the Kwathu Innovation & Creative Centre, serving as focal points for innovation, collaboration, and economic development.

## Impact Evaluation:

Conduct comprehensive evaluations and impact assessments to measure the effectiveness of Kwathu Kollektive initiatives and inform future strategies. This includes tracking key performance indicators, soliciting feedback from stakeholders, and documenting success stories and best practices.

## Work with Us - Get in Touch:

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# MANAGEMENT: The Team

## Management Team

Share with your employees the best way to get in touch with your HR team or representative. It's a great idea to share directions, policies and ways that your company offers HR support to your team and a safe place to share questions or concerns.



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# KPIs: Monitoring, Evaluation, Accountability, and Learning.

## Join the Collective:

*Become a supporter of our work. Help us realise the Kwathu Kollektive dream - creating the strongest network of creatives and innovators in Arica.*



## Establishment of KPIs

Create specific and measurable key performance indicators, specific to the infrastructural development, capacity building, geographical expansion, partner consolidation, and launch of new initiatives. Ensure adherence to budget, and stakeholder satisfaction with amenities and project delivery.

## Data Collection and Analysis

Collect and analyse both relevant quantitative and qualitative data.

## Regular Assessments & Reviews

Conduct quarterly assessments, annual evaluations, and external audits.

## Internal & External Reporting

Compile regular progress reports for both internal and external stakeholders, and share accordingly.





**We're happy to have you  
join us on our mission to  
empower the next generation  
of Africa's creatives and  
innovators. Welcome to the  
Ntha Foundation!**

Innovation and Creativity for Development through Advocacy

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