



**Kenya Young Professionals Forum (KYPF)**

# **Strategic Roadmap 2025–2030**





Uniting Young Professionals  
for Community Development,  
Leadership, and Transformation

## Introduction

This Strategic Roadmap provides a comprehensive framework to guide the Kenya Young Professionals Forum (GYPF) in achieving its mandate of uniting young professionals for community development, leadership, and transformation. It consolidates the deliberations from the Safari Park meeting held on 12th September 2025 and provides clear direction on vision, mission, values, goals, activities, timelines, and accountability structures.



# Strategic Roadmap 2025–2030

# Organizational Compass



## **Mission**

To mobilize and empower young professionals through collaboration, mentorship, innovation, and inclusive engagement, creating opportunities that uplift communities and transform Kenya.



## **Vision**

A vibrant, united, and empowered community of young professionals driving sustainable solutions in Kenya.



## **Core Values**

Integrity – Upholding honesty and transparency in all engagements.  
Inclusivity – Ensuring gender balance and equal participation.  
Bipartisanship – Remaining politically neutral and professionally focused.  
Collaboration – Driving partnerships over competition.  
Innovation – Leveraging technology and creativity to deliver solutions.  
Community First – Prioritizing the needs of the community above personal interests.



## **Strategic Objectives (2025–2030)**

- Position KYPF as a thought-leader on youth-driven policy and community solutions.
- Develop and launch a digital membership and networking platform.
- Recruit, mentor, and empower young female professionals.
- Drive structured grassroots engagement across Kenya, specifically in the counties.
- Establish a strong and functional leadership structure and build a sustainable resource mobilization and financial framework.

## **Key Objectives & Workstreams**

- **Membership Platform**
  - Build a user-friendly platform for member registration, networking, and knowledge sharing, roll out mobile app integration for accessibility.
- **Female Professional Engagement**
  - Recruit at least 200 young female professionals in the first 1 year.
  - Establish a mentorship program pairing senior professionals with young women.
- **Grassroots & National Engagement**
  - Organize quarterly forums in Kisii.
  - Expand outreach to Nairobi, Mombasa, and other counties within 1 year.

- **Leadership Development & Mentorship**
  - Biannual leadership trainings.
  - Mentorship circles facilitated by industry leaders.
- **Policy Advocacy & Public Engagement**
  - Position KYPF as a platform for policy dialogue.
  - Publish annual policy briefs addressing youth, employment, and community development.
- **Resource Mobilization**
  - Develop partnerships with potential donors
  - Create a membership subscription model.
  - Annual fundraising gala and sponsorship drive

## **Key Activities & Workstreams**

- **Objective 1: Build a Digital Membership, Scouting, and Networking Platform**
  - Establish a professional scouting initiative across Kenya (teachers, farmers, boda boda riders, health workers, traders, and other professionals).
  - Launch a digital portal and app for member registration and professional profiles.
  - Integrate services like job boards, grassroots project calls, and business opportunities.
- **Objective 2: Expand Grassroots Engagement and Professional Inclusion**
  - Organize farmer forums, boda boda empowerment programs, and market linkage events.
  - Mobilize teachers, health professionals, and traders as part of structured grassroots programs.
  - Establish county-level chapters (Nairobi, Mombasa, Nyamira, and beyond) to expand the network in the counties.

- **Objective 3: Advance Mentorship, Education, and Leadership Development**

- Partner with universities, TVETs, and professional bodies to mentor students and young professionals.
- Run mentorship fellowships pairing youth with senior leaders across sectors.
- Offer leadership bootcamps, grassroots training, and mentorship circles (with strong inclusion of women professionals).

- **Objective 4: Policy Advocacy and Public Engagement**

- Document grassroots voices (farmers, teachers, boda boda, traders) into annual policy and media highlights/briefs.
- Convene dialogues on youth, education, and professional inclusion in development.
- Run a communications strategy using local radio, social media, and community press to drive solutions-focused debates.

- **Objective 5: Strengthen Resource Mobilization and Financial Sustainability**

- Partner with key actors- Relevant government sectors through CSR, NGOs and private sector CSR budgets.
- Organize structured membership contributions and annual fundraising events to sustain programs.

# GYPF One-Year Workplan (Oct 2025 – Sept 2026)

## Objective 1: Build a Digital Membership, Scouting, and Networking Platform

Qtr	Key Activities	Responsible Lead	Expected Outcome
Q1	Conduct nationwide scouting exercise (teachers, farmers, boda boda, health workers, traders)	Leadership Team	Database of 1,000 professionals & workers
Q2	Launch Phase I of digital membership portal (registration + profiles)	Leadership Team	500 professionals onboarded
Q3	Add community mapping & directory of professionals by sector	Leadership Team	Active sector-based directory

## Objective 2: Expand Grassroots Engagement and Professional Inclusion

Qtr	Key Activities	Responsible Lead	Expected Outcome
Q1	Organize first grassroots Farmer & Teacher Engagement Forum in 2 counties.	Chairperson + Organizing Sec.	200 farmers + 100 teachers engaged
Q2	Hold Boda Boda Empowerment Workshop (safety + financial literacy). Leverage sporting events.	Chairperson + Organizing Sec.	300 riders trained
Q3	Market linkage event in two counties (professionals + traders)	Chairperson + Organizing Sec.	100 traders + 50 professionals linked
Q4	Expand to 4 new county chapters (Kisii, Mombasa, Nyamira & Nairobi)	Leadership Team	4 fully functional county chapters



## Objective 3: Advance Mentorship, Education, and Leadership Development

Qtr	Key Activities	Responsible Lead	Expected Outcome
Q1	Launch mentorship program with universities & TVETs	Chairperson + Organizing Sec.	Students engaged with professionals
Q3	Establish 5 mentorship circles (teachers, farmers, women, boda boda, traders)	Chairperson + Organizing Sec.	200 mentees supported
Q4	Annual Leadership Bootcamp	Leadership Team	50 more leaders trained

## Objective 4: Policy Advocacy and Public Engagement

Qtr	Key Activities	Responsible Lead	Expected Outcome
Q1	Hold policy dialogue on youth, teachers & farmers in governance Publish first policy brief (Youth, Teachers, and Grassroots Voices)	Leadership Team	100 stakeholders engaged
Q3	Radio talk shows & social media campaign on community solutions	Leadership Team	100,000+ people reached
Q4	Host national policy roundtable (farmers, teachers, health care etc)	Leadership Team	Joint communiqué produced

## Objective 5: Strengthen Resource Mobilization and Financial Sustainability

Qtr	Key Activities	Responsible Lead	Expected Outcome
Q1	Draft Resource Mobilization Strategy & initiate engagement with partners & corporates	Leadership Team + Treasurer	Strategy documents
Q2	Launch membership contribution model (students, teachers, farmers, professionals)	Treasurer + Secretariat	300 members registered & contributing
Q3	Hold first corporate engagement forum	Chairperson + Treasurer	Partnerships and pledges
Q4	Organize first Annual Fundraising Gala	Leadership Team	Raise funds to sustain projects

### Governance & Leadership

- **Chairperson** - Provides overall leadership.
- **Vice Chairperson** - Supports the chair in overall leadership and Gender inclusion & mentorship.
- **Secretary**- Documentation & coordination.
- **Assistant Secretary** - Supports in documentation & coordination.
- **Treasurer** - Resource mobilization & financial oversight.
- **Organizing Secretary** - Events & membership management.
- **Communication Secretary**- Collate, organize, package and support dissemination of communication materials.
- **Research Lead**- Knowledge, strategy, and policy advocacy.

## **Monitoring & Evaluation (M&E)**

- Quarterly Progress Reviews – Led by Secretariat.
- Annual General Meetings – Reporting to members and stakeholders.

## **Key Performance Indicators (KPIs):**

- Number of registered members + Number of female professionals engaged
- Amount of funds mobilized for grassroots engagement
- Number of grassroots/national events held + Number of people impacted.
- Published community impact reports and media engagements

## **Risk Management**

<b>Risk</b>	<b>Mitigation</b>
Politicization of the Forum	Maintain bipartisanship and emphasize professional focus in all activities
Resource Constraints	Diversify funding sources (corporates, diaspora, development partners, membership contributions)
Low Female Participation	Implement targeted outreach campaigns and structured mentorship programs for women



**The Kenya Young Professionals Forum (KYPF)** stands at a historic moment to transform community engagement and national development. This Strategic Roadmap provides a bold and clear path for the next one year and beyond. Through unity, inclusivity, and professionalism, the Forum will strengthen Kenyan young professional, their communities and inspire national transformation.



**Uniting Young Professionals!**





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