TOSTAN STRATEGY 2023-2030 OVERVIEW:
In Partnership for Community Well-being
Letter from Tostan Leadership

There is an often-quoted proverb that speaks to the power of partnership to bring about long-term, sustainable change: If you want to go fast, go alone. If you want to go far, go together.

We are at a significant moment in Tostan’s history, and together, we want to go further.

For over 30 years, Tostan has been privileged to work with thousands of communities across West Africa to support their journey towards their visions of community well-being, and to navigate many of the complex challenges faced globally, including poverty, lack of educational access, health and gender inequality.

Now, as we look ahead to 2030 and our collective ambition to achieve the Sustainable Development Goals, we are on the cusp of an ambitious journey towards our mission of dignity for all.

It is with great excitement that we share an overview of Tostan’s strategy 2023-2030: In partnership for community well-being.

Developed in collaboration with partner communities, local and national government and supporters from around the globe, this strategy will contribute to community well-being on a deeper, wider and more holistic scale.

We aim to enable breakthroughs in well-being for communities in entire regions of five West African countries, and mobilize a wider movement for community well-being with women and young leaders at the forefront of change.

Partnerships - with communities and with key actors in their ecosystem - are at the heart of realizing this potential.

In an ever-changing and often turbulent world, Tostan’s work is more urgent than ever. Supporting communities to solve the complex challenges they face requires interconnectedness and deep collaboration. We hope you are as inspired as we and Tostan’s partner communities are by the opportunities this strategy presents.

We invite you to walk with us on this journey that builds on the successes of the thousands of communities who continue to realize their visions for sustainable community well-being. Together, we will achieve dignity for all.

Tawféex ci-kaw ci-kanam - Well-being Onwards and Upwards!

The Tostan Board and Executive Team

Tostan’s Strategy 2023-2030 being presented in Soudiane, November 2022.
Glossary

Breakthrough: “Tostan” means “breakthrough” in Wolof. This is a local language widely spoken in many West African communities. We use the word breakthrough in this strategy to refer to achievements that bring about a new state and potential towards achieving improved community well-being.

Community well-being: The combination of social, cultural, political, economic, environmental, physical and educational conditions identified by individuals and their community as essential for them to be healthy, flourish and fulfill their own potential. You can read more about this on our website.

Ecosystem actors: People, organizations, departments and groups around communities and across multiple sectors and structures that influence community well-being. Including: government representatives, religious leaders, health practitioners, development practitioners and funders.

Sustainable Development Goals (SDGs): Also referred to as the Global Goals, the SDGs are 17 inter-linked goals set up in 2015 by the UN. They are a “shared blueprint for peace and prosperity for people and the planet, now and into the future” and are intended to be achieved by 2030.

1 Wiseman and Brasher, “Community Wellbeing in an Unwell World,” 358.
The Heart of our Work: Our Strategic Position

Women, girls, communities and local leaders have the potential to develop, realize and sustain their vision for community well-being. However, addressing complex challenges they face, such as access to resources, gender inequality and low government legitimacy, requires the engagement of an ecosystem of actors across multiple sectors from the local to the global level.

Tostan is at an inflection point. We are poised to significantly enhance our capacity to cultivate a movement for sustainable community well-being across entire countries. This means more inclusive, cohesive and resilient communities that are able to address the wide-ranging challenges the world is facing, and realize their visions for well-being at scale.

Tostan’s strategy to 2030 catalyzes systemic, sustainable improvements to community well-being by combining the power and resilience of communities with the capacities of a wide range of ecosystem actors.

Partnerships with actors in the broader ecosystem foster community leadership, impact and drive sustainability; both advancing community well-being and contributing to the Sustainable Development Goals.

We will galvanize government representatives, religious and traditional leaders, service providers, development practitioners and funders to support communities as they strive to improve their well-being; from economic empowerment to education; gender equality to governance.

This strategy 2023-2030 builds on the power of a respectful, holistic, human rights-based, participatory model of community-led development rooted in African culture. Crucially, it centers on the power of partnerships to bring to a new level Tostan’s contribution to the growth of a movement for sustainable community well-being.

For more information on Tostan’s impact, read our latest Annual Report

Tostan: Dignity for All

Our values:
Love, Integrity, Respect & Humility, Learning & Innovation, Sustainability, Passion & Pride in our work, Partnership & Dialogue

Our mission:
Tostan empowers communities to develop and realize their visions and catalyzes movements for sustainable community well-being.

Impact:
Since 1991, Tostan has engaged with over 3,000 communities, contributing to improving the lives of more than 5 million people, and shared the principles of its model with over 800 grassroots leaders and development partners. Evidence shows that communities who partner with Tostan make major advances to achieve their vision for sustainable community well-being. Leaders and partners who take part in the Tostan trainings regularly incorporate learnings into their programs and practices to more effectively support communities.
A strategy born out of Collaboration

Tostan created the strategy 2023-2030 through a deeply collaborative process. We worked with community members and partners from across 12 countries in 3 languages to define our collective goals. Our partners included women, young people, community members, religious leaders, government representatives, Tostan staff and civil society organization representatives. Tostan would like to thank everyone who co-created this strategy with us for their commitment, contributions and ongoing support.

“This is a real partnership, joining hands to move together toward the future. As a government partner, we know through this collaborative process that Tostan values us. We have an important role to play in monitoring this strategic plan as well as implementing with communities.”

Ana João Afonso Bagine, Regional Director of Planning and Statistics at the Ministry of Economy, Planning and Regional Integration, Bafata, Guinea Bissau

“This Foundation for a Just Society International (FJSI) was invited to offer perspectives and input during Tostan’s strategy development process, but what we truly value is the participation of a very wide range of stakeholders including funders, staff, partners, government officials and others. This reassures us that the new strategy reflects the needs and aspirations of the whole Tostan community. FJSI values our partnership with Tostan, and looks forward to learning more about the thoughtful and grounding work that will continue to empower generations throughout Africa.”

Deidre Lee, Director of Programs and Grants Management and Kate Bourne, Program Consultant, Foundation for a Just Society International

“Our participation in the strategy process means that we, the communities, are a part of Tostan just like Tostan is a part of us. Drawing on our experience with Tostan, we will collaborate to bring the standard of well-being to many more hundreds of communities.”

Mariama Seidi, Head Finance Officer, Community Management Committee representative and Peace Commission member, Mansaba, Guinea Bissau
By 2030, we will **double** our reach by expanding our **geographic presence**, enhancing **funding for communities**, and continuing **innovation for impact**.
Tostan’s Strategy 2023-2030

Strategic Goal
To enable breakthroughs in well-being for communities in entire regions of five West African countries, and mobilize a wider movement for community well-being with women and young leaders at the forefront of change.

Strategic Objectives
Tostan’s strategic objectives are deeply interconnected and reinforce each other.

Objective 1: Widen the partnership with networks of communities and contribute to a sustainable movement for community well-being in West Africa and beyond.

Objective 2: Expand engagement of the ecosystems of local, national and regional actors - including government officials, religious leaders, civil society and donors - by reinforcing their capacity and will to support community networks in their journey towards improved well-being.

Objective 3: Strengthen the connections of networks of partner communities to resources and to supportive structures, and promote collaboration that enables them to accelerate and sustain community well-being.

Three Phases of Tostan’s Strategy 2023-2030

Our strategy is phased to strengthen the foundations for breakthroughs for community well-being. Each phase builds on the preceding one, taking forward our strengths and innovations towards our vision.

Phase 1: 2023-2025
Consolidating & co-creating
$12 MILLION / YEAR

Strengthen the foundations for partnership and influencing, including refined, harmonized and responsive programs and systems. Expand and integrate our work with communities and government officials, build strategic partnerships and pilot new tools and mechanisms for building the movement for community well-being.

Phase 2: 2026-2028
Catalyzing
$15 MILLION / YEAR

Catalyze impact, evidence, influencing and pilots from district to global level. Grow our presence across the region through affiliates, partnerships, new mechanisms for sharing/advisory services and convenings.

Phase 3: 2028-2030
Sustaining
$18 MILLION / YEAR

Build long-term sustainability of a movement for community well-being. Engage in large-scale partnerships and establish the Community Well-Being Hub to support innovation, knowledge and leadership in policy and practice.
We know that when we work together, we can go further.

*Tostan is deeply committed to partnering at all levels for the realization of sustainable community well-being at scale.*

Join us and a myriad of partners around the world walking hand-in-hand with community partners on the journey to catalyze a movement for sustainable, community well-being across West Africa and beyond.

Together, we will achieve dignity for all.

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