



Alliance for
community
action ▶▶

Strategic Plan 2022 – 2026

The Alliance for Community Action

www.acazambia.org



WHO WE ARE

Alliance for
community
action ►►

A non-governmental organisation turning 10 years in December 2023. We only started our work in 2014. All our resources and efforts are directed toward growing the routine demand and supply for public resource accountability in Zambia. When we speak about public resources, we go beyond finances to the full expanse of our shared good to include resources such as Zambia's democracy and constitutionalism. It is the ACA's belief that unless Zambians access the full benefit of their shared public resources, through an improvement of the standard of living and services the most vulnerable citizens enjoy, citizens will be disillusioned with their democracy which is an envy of others on the continent. The ACA, therefore, works to empower citizens to routinely demand, from an informed position, a quality of public services that reflects the accountable use of public resources.



www.acazambia.org

WHAT WE HAVE ACHIEVED SO FAR

This 2022–2026 strategic plan is the ACA's second after our 2016–2021 plan. We are very proud of what we achieved in our first strategic period. Specifically, it was a period in which the ACA punched well above its weight managing to maximise the use of limited resources to institute itself as one of the leading governance CSOs in Zambia. In the last strategic period, the ACA achieved the following:



Built the capacity of NGOs in the provinces leaving behind strong systems and increased financial resources.



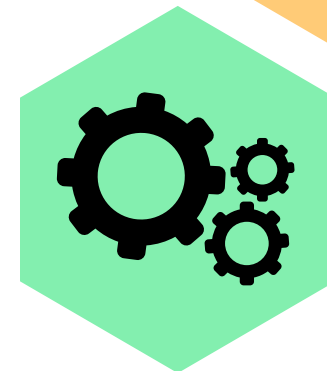
Developed internal advocacy training research skills to recognised expertise.



Had a board that has offered consistent oversight and leadership.

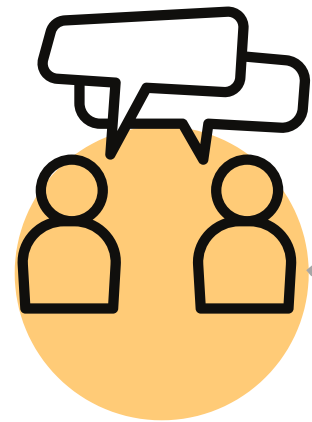


Achieved clean audits for the life of the organisation.

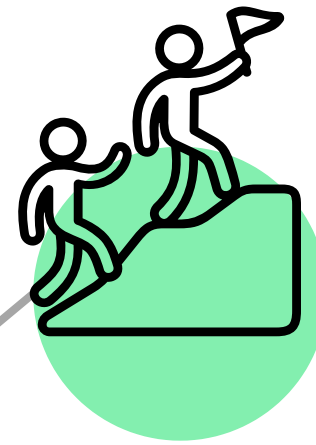


Developed strong internal systems and procedures leading to the organisation being asked to act as a fiscal sponsor for other organisations.

WHAT WE HAVE ACHIEVED SO FAR



Contributed to making public resource accountability an everyday conversation among Zambians.



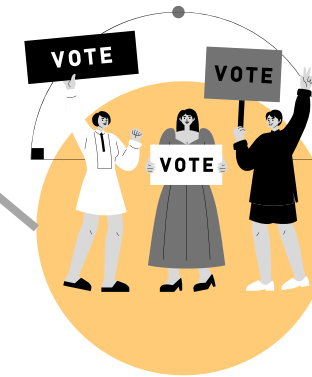
Was the leading CSO carrying out sustained social media advocacy with a reach of millions.



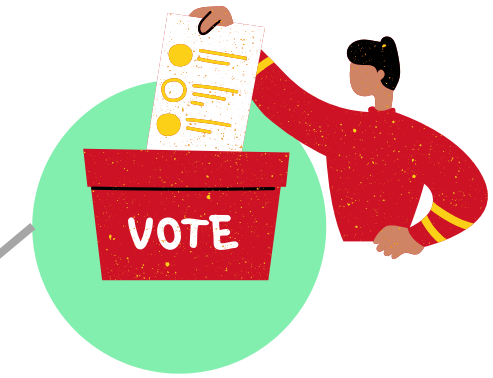
Led the CSO resistance to an attempt to implement an undemocratic amendment of the constitution.



Contributed to making of the reports of the Auditor General and Financial Intelligence Centre being routinely engaged with by the public.



Contributed to galvanising the youth vote ahead of the 2021 General Election.



Contributed to turning the 2021 General Election into an accountability event.

WHAT WE HAVE ACHIEVED SO FAR

Trained over 10,000 ordinary citizens in rights-based public resource accountability.



Trained and secured over 20 human rights defenders.



Trained over 500 citizen journalists.



Cooperated effectively with more than 20 other CSOs.



Trained over 100 duty bearers in rights-based accountability to public resource management and service delivery.



Developed strong relationships with more than 30 community and commercial radio stations across the country.



OUR DIGITAL FOOTPRINT



Facebook

- Over 54 Thousand users online follow the ACA Facebook page: [Alliance for Community Action Zambia](#).
- Over 1 million users reached every year.
- Our videos have recorded more than 2 million views.



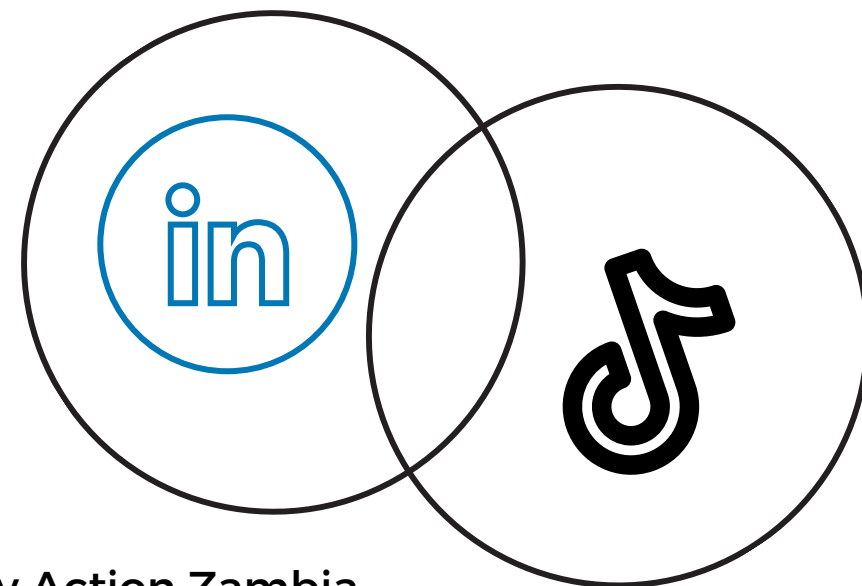
Instagram
@ZambiaAsks

- Over 500 Thousand users reached.



Twitter

- Over 10 Thousand users online follow the ACA Twitter Page: [@ZambiaAsks](#).
- Our advocacy campaigns have been widely engaged, generating over 500 Thousand Impressions every year.



LinkedIn

Alliance for Community Action Zambia

TikTok
@ZambiaAsks

- Over 200 users are now following the ACA's new social media platforms.



YouTube

Alliance for Community Action Zambia

- Our advocacy campaigns have been widely engaged, generating over 500 Thousand Impressions every year.

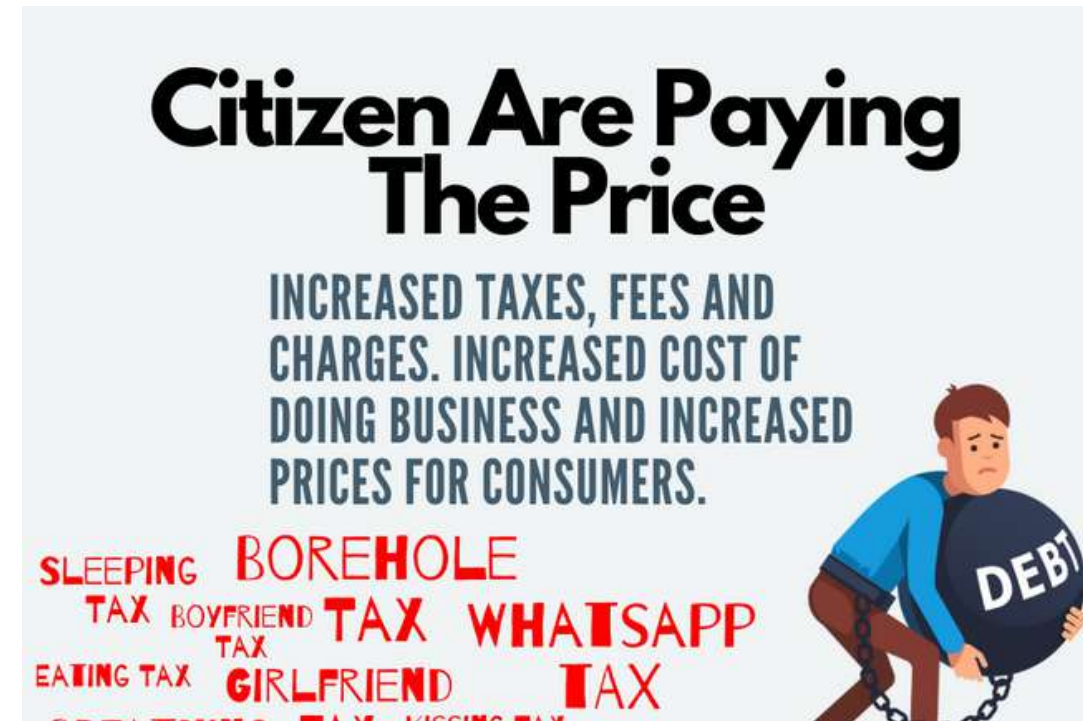
FROM SOCIAL MEDIA TO IMPACT

With a combined reach of over 10 million, the ACA has used its platforms (highlighted in the previous slide) and in partnership with volunteers to create disruptive social media campaigns, some of these include;



#YouthVote2021

- Set the Hashtag Trend and reached over 3.4 million users in 2020 alone.
- Over 30 digital volunteers were trained in voter education and elections advocacy.
- This contributed to turning the 2021 General Election into an accountability event.



#DebtConcernsMe

- This campaign contributed to raising awareness of Zambia's debt with the public and admission by the government that debt was a problem.
- The #DebtConcernsMe and #TheyBorrowWepay Hashtags were distributed by over 50 young volunteers the ACA trained.
- More than 100 educational infographics were created.



#Bill10MustFall

- This campaign opposed the unpopular constitutional amendment efforts of 2019 to 2020.
- Educational videos, graphics and animations were distributed online through social media blitzes and our digital volunteers.
- The campaign ultimately contributed to the fall of Bill 10 through strong citizen vigilance.

MEET SOME OF OUR BENEFICIARIES



Martha Nshimbi

Public Relations Manager – ZANACO FC

The 2017 Speak Up Zambia Project program marked the start of my career in journalism. Through it, I managed to get work at a radio station because of the experience I got from the project and I currently work for one of the biggest football clubs in Zambia as a Media and Public Relations Manager. I am also pursuing my Bachelor's Degree in Mass Communication and Public Relations. at Cavendish University.



Risa Lupapula

Civil Society and Accountability Advisor – GIZ

I attended a graduate training on social accountability conducted by the Alliance for Community Action (ACA) in 2020. As a result of the training, I have gained a better understanding of human rights and development and also gained a keen interest in governance and advocacy issues, which has contributed to my employment with the ACA as a project Assistant and now with GIZ as a Civil Society and Accountability Advisor.



Victoria Kayeye

Reporter – Diamond TV

The Alliance for Community Action (ACA) has helped me become a star in the media, turning what was just a dream into reality. The ACA is just that stone I needed to change my life, the sky is indeed not the limit. I will forever be grateful for the opportunity given to me to be trained as a citizen journalist in 2017. I am happy to continue speaking for the voiceless.

MEET SOME OF OUR BENEFICIARIES



Nyambe Jere

Programs Officer – PANOS Southern Africa

The ACA graduate trainee program played an essential role in building my knowledge, skills and understanding of public resources management and accountability. I am well-informed and actively play my role and take deliberate steps to participate in programs of good governance and accountability. As a result of the training, I positively contribute to programs that involve engagements in communities, as well as regional and international mechanisms.



Brian Mwanza

National Deputy President – Activista Zambia

My journey with the ACA has been one of the best experiences of my life. It has been both an opportunity to learn and a platform for personal and professional growth. It has created an opportunity for me to engage with diverse communities and civic leaders hence broadening my perspective and honing my skills in Social Accountability and digital advocacy.



Misheck Chilekwa

Activist / Volunteer – LIZU

In 2018, I attended the ACA Youth Indaba and learned about the significance of Social Accountability and ills of Zambia's Debt. My attendance to that Conference has empowered me to foster more responsible and sustainable practices in both personal and professional spheres especially in changing the narrative in my community. I don't regret being a part of those bringing about change like the ACA.

MEET SOME OF OUR BENEFICIARIES



Voilet Chifunda

Presenter – Hype FM and ZNBC

I am a citizen journalist trained by the Alliance for Community Action under the speak up girls project. I would describe my experience on the project as “Self discovery”. This is because it helped me to discover who I am and what I love to do which is story telling. Through the tasks and mentorship that I got, I discovered that I am a good story teller, hence that prompt me to get into the media industry and further my studies . I’m currently doing my bachelor’s degree in mass communication at the information and communication university.



Gabriel Josias Muuba

Reporter – Diamond TV

The ACA Facebook live shows on Zambia's Debt situation helped to me have indepth understanding of role of citizens in Debt management. Additionally, they motivated me to develop interest in doing business and general economic stories.



Mr Fredrick M'kandawire

Station Manager – ISO Community Radio, Isoka

The radio station has benefited in so many ways from (ACA) in programming and News content generation. After training citizen journalists in social accountability reporting through the Speak Up Zambia Project from 2017 to 2019, the ACA is currently supporting the radio station in the sensitization of the citizens on the Access to Information Bill under the USAID Open Spaces Zambia Project, which is implementing an initiative that seeks to connect access to information, and freedom of expression with people’s daily pressing concerns.

MEET SOME OF OUR BENEFICIARIES



Racheal Chama

Citizen - Mpika

My name is Racheal Chama, from Mpika District. In 2021, I attended the ACA Town Hall Meetings where I learned the significance of budgeting at personal, community, and national levels. This empowered me to make important personal choices with limited resources as the government should also do. As a single mother, I can now budget on my own. No regrets about being part of the change brought about by the ACA. Thank you.



Mr. Silack Kachingwe

Community Leader - Mpika

In 2021, I attended the ACA Town Hall Meetings and gained valuable insights into needs identification and prioritization. Empowered with this knowledge, I can now identify and prioritize needs at both personal and community levels. As a community leader in, Kanchibiya district, I have become a useful instrument in driving positive change. I take pride in being part of the transformative efforts led by the ACA, and I have no regrets in this journey.



Mr. Chimuka Chiyamba

Director - KNC Radio and TV, Kabwe

Our partnership with the Alliance for Community Action has been instrumental in achieving our mission. We firmly believe that when people become involved in governance issues, accountability increases. Our primary focus as the media is to report on corruption in the country and hold individuals in positions of power accountable. Together with organisations such as the Alliance for Community Action, we strive to bring about positive change and foster a more accountable society.

PARTNERS THAT HELPED US REACH THESE MILESTONES

act:onaid

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Canada

**fi FRONT LINE
DEFENDERS**

Internews
Local voices. Global change.

Hivos
people unlimited



DAI
Shaping a more livable world.



Diakonia
People Change the World

NORWEGIAN CHURCH AID
actalliance

CIVICUS

**OPEN
SOCIETY**

**U.S. EMBASSY
Zambia**

NDI
NATIONAL
DEMOCRATIC
INSTITUTE



**FREE
PRESS
UNLIMITED**

KIVU INTERNATIONAL

PSAM
Public Service
Accountability
Monitor

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Our Current Strategy 2022-2026

Our vision remains:

A Zambia where all her citizens enjoy the full and equitable benefit of all her public resources.

Our mission is:

"To strengthen the demand and supply for public resource accountability in Zambia with emphasis on instituting that demand in the general public".





Our Current Strategy 2022-2026

We have plans for this strategic period which we are very excited about. The board and staff of the ACA are determined to build on the gains of and lessons from the last strategic period. Convinced that the organisation has done well in inculcating the appreciation of the importance of rights-based demand accountability in the informed public, our focus for the next strategic period is the people left behind residents of rural areas as well as young people in institutions of learning. We have chosen the rural parts of the rural area as our focus because this is the demography that is extremely marginalised in service delivery and CSO advocacy work. It is also the demography that is consistently manipulated by politicians during elections.



Our Current Strategy 2022-2026

Young people in institutions of learning represent the future of informed Zambia. The ACA would like to take advantage of a more open civic space to capacitate them as active citizens. It is our view that carrying our awareness-raising projects in schools provides millions of young people that will be more difficult and expensive to reach when they graduate.

For this period, therefore, our

Overall Objective is: *The culture of monitoring and demanding transparency and accountability in the use of public resources is introduced to and developed in everyday Zambians with a special focus on marginalised groups and young people in institutions of learning.*

The results we are pursuing



Build the Capacity of 1,000 learners in the rights-based approach to PRM in targeted learning institutions in the life of the strategy.



Citizens in rural areas, with emphasis on women and the youths, engage with policies, decision making and emerging issues, affecting the effective utilization of public resources using CDF as an entry point.



Duty bearers in targeted areas are responsive to citizen engagement for improved PRM accountability with an emphasis on PRM.

What we need to fly



Ability to retain our expert and committed staff.

To develop a new set of skilled young people for sustainability.

Resources to enable us reach the deep rural areas.

To build our own office on the land we have already acquired in Ngwerere area of Lusaka.

Acquisition of offroad vehicle to reduce car hire costs.



Support for our consultancy services: ACA provides consultancy services on social accountability training, research, strategic planning, and proposal writing. Proceeds from consultancy work are reinvested in expanding our work.

OUR BUDGET

Thematic Areas	2022 ZMW	2023 ZMW	2024 ZMW	2025 ZMW	2026 ZMW	Grand Total ZMW
Capacity Building of Communities, Media and Duty Bearers	3,500,000	3,500,000	4,000,000	4,500,000	5,000,000	20,500,000
Policy Analysis and Research	-	1,100,000	1,100,000	1,100,000	1,100,000	4,400,000
Organisational Development and Growth	557,897	200,000	200,000	200,000	200,000	1,357,897
Strategic Alliance Building	-	180,000	180,000	180,000	180,000	720,000
Strategic use of the Media and Advocacy	920,780	1,081,350	1,081,350	1,081,350	1,081,350	5,246,180
Operations and Administration	941,673	1,786,960	1,965,656	2,162,222	2,378,444	9,234,954
Equipments	107,500	228,000	900,000	150,000	150,000	1,535,500
Staff Costs	2,914,103	3,407,239	4,921,040	5,413,144	5,954,459	22,609,985
Total	8,941,953	11,483,549	14,348,046	14,786,716	16,044,252	65,604,516

Contact us



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Thank You

For your support!