

Organisational Profile

1.0. ——Introduction & Background

## 1.2.VISION

Creating an African Society of Empowered Women.

## 1.3.MISSION

ZHEERA Trust is dedicated to promoting social change and justice for women and girls by creating opportunities and platforms that positively transform and build a society that upholds their rights and empowerment in addressing broad challenges at all levels.

## 1.4.ORGANISATIONAL HISTORY & BACKGROUND

ZHEERA is a Shona colloquial word that means "the road." The Trust was named Zheera by the founder, serving as a symbolic representation of her journey and struggles as a woman and single parent. It represented her experience and the different journeys she had undertaken as an individual who was married at age 21 and divorced within eight (8) months due to extreme difficulties and experiences of different forms of abuse. With the struggles associated with her journey during the marriage, stigmatisation associated with being divorced followed, and it dawned that many women are suffering from all these issues. Thus, Zheera was birthed with interest to recognise that every woman has her struggles and challenges in life that need to be confronted. The name signifies the organisation's understanding of the diverse paths and obstacles women face. Therefore, this explains where the organisation derives its commitment to standing with women throughout their unique journeys, advocating for their rights, and supporting their personal and societal development. It symbolises the organisation's approach to empowering women, walking alongside and supporting them, fostering a sense of solidarity and sisterhood and commitment to addressing their challenges.

ZHEERA Trust was formed in 2019 to support and build the capacities of women and girls, specifically focusing on providing knowledge about their sexual and reproductive health and rights (SRHR). ZHEERA utilises community dialogues and workshops as platforms for engagement with their target groups, primarily young girls and women. ZHEERA Trusts encourages women to navigate their paths while holding each other's hands by embracing the concept of the road or journey. The organisation values the importance of collective support, listening to one another, and finding solutions to the problems that affect women.

#### 1.5.CORE VALUES

Inclusion
Integrity
Empowerment
Justice
Equality
Solidarity
Hope

#### 1.6.0BJECTIVES AND GOALS

To promote gender equality

To promote sexual and reproductive health for women and the girl child

To promote social change and justice for women and the girl child

To facilitate measures that dismantle patriarchal systems.

To promote skills development, socio-economic empowerment, and political inclusivity



ZHEERA Trust utilises a multifaceted approach and methodology to engage with its target groups and achieve its objectives. The organisation employs the following strategies:

## **Community Dialogues**

ZHEERA Trust organises community dialogues to facilitate open discussions and exchange of ideas. These dialogues create a safe space for participants to share their experiences, challenges, and aspirations. Through community dialogues, the organisation fosters understanding, encourages empowerment, and identifies community-specific issues that require attention.

## **Training Workshops**

ZHEERA Trust conducts training workshops aimed at building the capacities of women and girls. These workshops cover various topics such as livelihood skills, sexual and reproductive health and rights (SRHR), and personal development. By providing practical knowledge and skills, ZHEERA empowers women to enhance their economic independence and make informed decisions about their health and well-being.

## **Talk Shows**

The organisation hosts talk shows that feature experts and guests who discuss important issues related to gender equality, women's rights, and social justice. These talk shows are designed to raise awareness, challenge societal norms, and stimulate critical thinking. By engaging in meaningful conversations, ZHEERA Trust aims to shift perspectives and inspire positive change.

## Storytelling

ZHEERA Trust recognises the power of storytelling in amplifying voices and sharing experiences. The organisation encourages women to share their stories through written narratives, spoken word, or artistic expressions. Storytelling provides a platform for women to reclaim their narratives, break the silence around gender-based violence, and inspire others with their journeys of resilience and triumph.

## **Magazine Publications**

ZHEERA Trust publishes a quarterly women's magazine (SheGlows Africa Magazine) as a platform for informative and inspiring content. The magazine covers various topics, including health, lifestyle, career, relationships, and personal development. Through its magazine publications, ZHEERA aims to provide educational resources, highlight success stories, and promote dialogue on issues affecting women and girls.

## **Music & Drama**

ZHEERA Trust recognises the power of music, dramas, and social media skits as a universal language conveying empowerment and social change messages. The organisation uses music, dramas, and social media skits to engage with its target groups, deliver key messages, and inspire individuals to take action. By incorporating music, dramas, and social media skits into their activities, ZHEERA aims to create a sense of unity, ignite passion, and encourage active participation in pursuing gender equality.

1.8. ——Organisational Culture, Climate & Diversity Our Culture

## **Our Culture**

Our organisation committed to equality may have a policy of non-discrimination based on race, ethnicity, gender, or socio-economic status.

## **Our Climate**

Our staff, members and volunteers are always willing and committed to helping each other out and strive to create a positive environment.

## **Diversity**

We are an organisation committed to diversity and have staff, members and volunteers from various backgrounds, including different races, ethnicities, genders, and socio-economic statuses.





# MyAge Trust









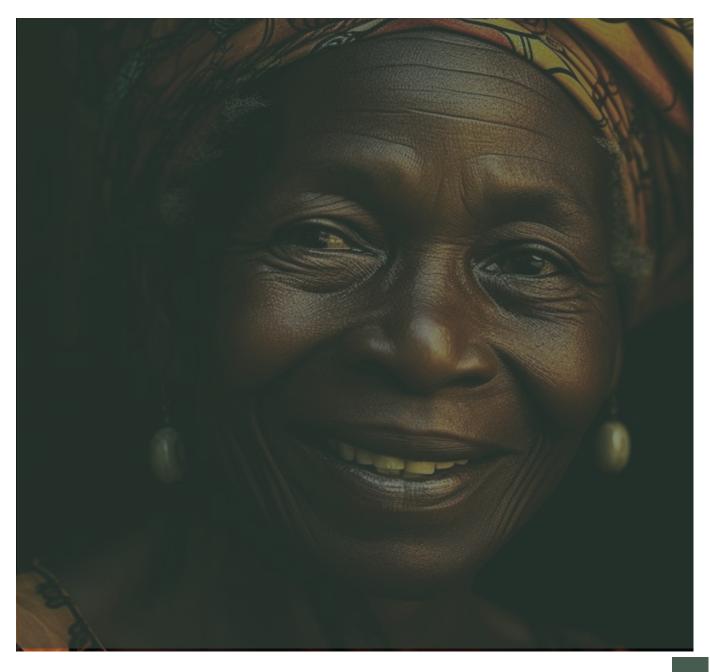






2.Portfolio of Evidence

2.1. ——— Introduction This portfolio of evidence is a collection of documents and artefacts demonstrating the ZHEERA Trust's commitment to promoting social change and justice for women and girls by creating opportunities and platforms that positively transform and build a society that upholds their rights and empowerment in addressing broad challenges at all levels. The portfolio includes reports, articles, presentations and testimonials highlighting the organisation's work in women's rights and awareness, entrepreneurship, mental health, women's health, and skills training and development. The portfolio is organised into three sections: evidence of programmes conducted, reflections on the programmes, and the conclusion summarising the key points and call to action. Zheera Trust is committed to continuous improvement and using its work to make a positive difference in the world. The portfolio of evidence is a way for the organisation to showcase its accomplishments and reaffirm its commitment to its mission and Sustainable Development Goals (SDGs), particularly Goal 5.



2.2. ———Evidence
2.2.1.Women's Rights and Awareness

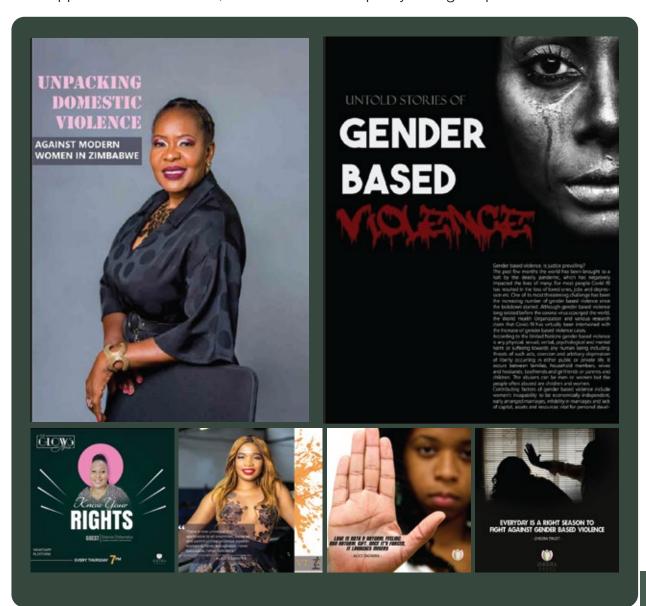
The organisation conducted four weeks of online awareness training via its SheGlows & Zheera WhatsApp Groups focusing on GBV, Sexual Harassment, Law of Inheritance, and Awareness on Women's Rights issues. These WhatsApp Groups with a total of 400 women from all over the country. The training covered the following topics:

- Gender-based violence (GBV)
- Sexual harassment
- Law of inheritance
- Awareness of women's rights

The training was delivered by a legal expert in Zimbabwe who founded Shamwari YeMwanasikana. The trainer used various training methods, including lectures, discussions, and exercises. The training was well-received by the participants. The participants said they learned a lot about GBV, sexual harassment, the law of inheritance, and women's rights. They also said that they felt empowered to take action to protect their rights.

#### **Articles**

The organisation developed a dedicated section on GBV-related issues to reflect on measures to combat GBV in its quarterly magazine SheGlows Africa magazine, which is now working on its 8th edition. The GBV articles reflect and highlight the organisation's work to raise awareness of GBV, to provide support to victims of GBV, and to advocate for policy change to prevent GBV.

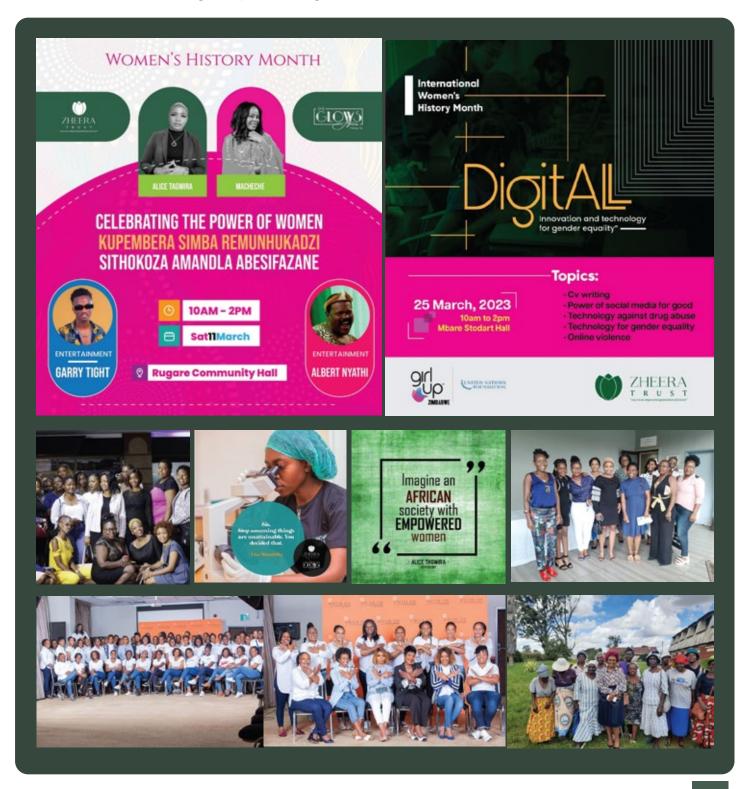


## **Presentation**

The organisation has presented its work on women's rights on different platforms, which include:

- · Harare Polytechnical College
- GirlUP
- Rugare Community in Harare

The presentations highlighted the organisation's work to provide access to empower women and girls through education, end stigmatisation against single mothers through awareness campaigns, and protect women's rights by equipping them with



## **Testimonials**

Women who benefited from the organisation's work on women's rights gave the following testimonials.



The organisation hosted an Entrepreneurship Mentorship Training Workshop for three (3) months, with two meetings every month and daily WhatsApp discussions. The topics included company registration processes, growth strategies, and market research. Thirty-three (33) women participated in the workshop, and 17 managed to register their companies.



The organisation continues to mentor women by engaging business experts in Zimbabwe to provide mentorship classes on topical issues such as Beyond Sales, Four Pillars in Business Building, Financial Literacy, Financial Independence and Your Money and Covid-19.

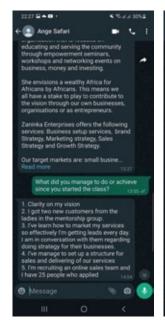
## **Article Publications**

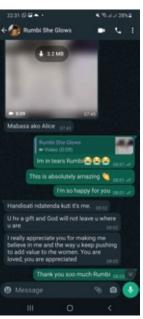
The organisation has also published articles on these programs in the SheGlows Africa magazine, titled "Spent Wisely" and "Bookkeeping".



## **Testimonials**

The following testimonials are from women who benefited from the entrepreneurship programs which have benefited from the organisation's work.









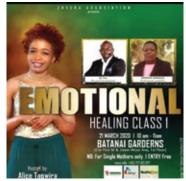
The organisation has conducted different mental health programmes for women. These programs include a one-day seminar on Emotional Healing, a one-month session titled "Tackling Mental Health Issues", a one-month session titled "Mending Your Broken Self", a three-month "Emotional Intelligence Mentorship" programme and a Facebook Live program on the "Alice Tagwira Show" page on "Dealing with Rejection". These programs have led to the initiative to provide continuous free psychological therapy sessions with qualified psychological therapists.











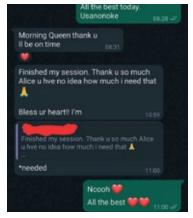


#### **Article Publications**

We have published several mental health issues in our SheGlows Africa magazine.

## **Testimonials**

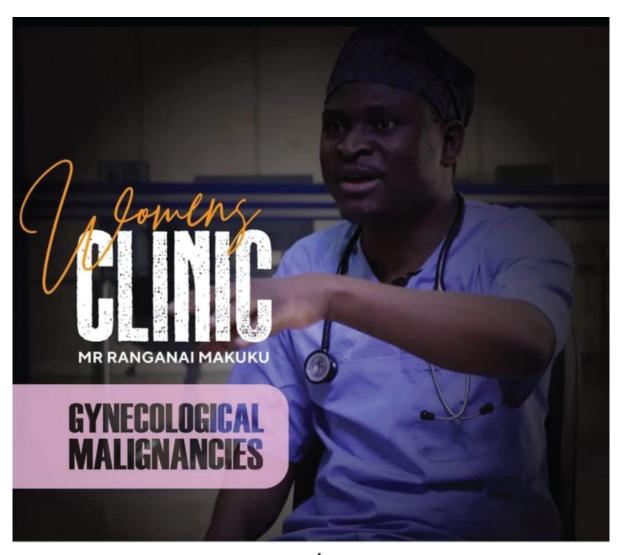
We have received testimonials from women who have benefited from our mental health programmes, especially the free counselling sessions.







The organisation has carried out several programmes on women's health. These included a four-month women's health program focusing on four topical issues: gynaecological malignancies, breast and cervical cancer awareness, HIV/STIs & STDs awareness, and Reproductive Health. Each programme was conducted for a month.





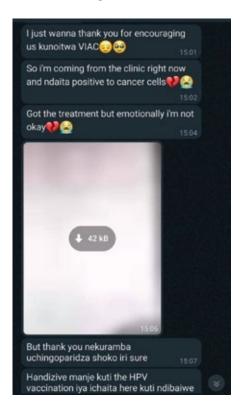
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#### **Testimonials**

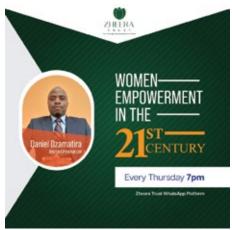
The following testimonials reflect on the impact of our training program on Women's Health.



## 2.2.5. Skills Training and Development

The organisation has committed to skills training and development by conducting different physical and virtual training workshops. We delivered four modules of training on Confidence Coaching, one-month long training on "Grooming & Etiquette", one-month training titled "Out of My Shell", one-month training on "Survival Mode", five classes of training on the "Values of Mentorship", one-month training on "Dealing with Men", one-month training on "Focused leadership", and one-month training in "Social Media Use & Al"











We have also hosted lunch dates and picnics conducting book reviews, networking and socio-economic discussions.







2.3. \_\_\_\_ Reflection Zheera Trust has made significant progress in its work to empower women in Zimbabwe. The organisation has provided training and support to women in various areas,



including women's rights, entrepreneurship, mental health, women's health, and skills training and development. The organisation's work has positively impacted the lives of many women in Zimbabwe. Women have reported feeling more empowered, confident, and able to control their lives. The organisation's work has received coverage from local newspapers such as The Herald, The Standard, DailyNews and NewsDay; on TV stations

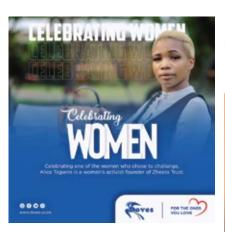
such as ZBC, 3KTv, and ZTN; and local radio stations namely StarFM, RadioZimbabwe, Classic263, CapiTalk and ZiFM.

The above evidence provided snippets of some of the key events and programmes that Zheera Trust has conducted and still conducts towards promoting gender equality, empowering women and girls, and ensuring social change and justice for women and girls in Zimbabwe. The organisation's work on women's rights has helped to raise awareness of violence against women and to provide support to victims of violence. These initiatives can be significant towards advocating for policy change to prevent violence against women. Zheera also promotes GBV awareness through music, drama and social media skits. We have produced two songs addressing GBV on national and radio broadcasting networks. We have done drama and social media skits with Zimbabwe's top social media influencers and actors, such as Admire Kuzhangaira, aka Bhutisi, Kudzai Chengedza, aka Mbuya VaPiyasoni, and Runakorwashe Makamure, aka Runako Tales

Zheera's entrepreneurship work has helped women start their own businesses and become more financially independent. It keeps supporting women to be influential entrepreneurs through mentorship and training to help defy the patriarchal norms of society, which are usually favourable towards men.

In addition, the organisation's work on mental health has helped women to get the support they need to deal with mental health issues, such as depression and anxiety. The continuous free counselling programme is the organisation's flagship towards promoting mental health for women and girls in Zimbabwe. Zheera Trust's work on women's health has helped women to get access to healthcare and to learn about important health issues, such as breast cancer and HIV/AIDS. We host blitz campaigns and take women in groups for cancer screening and related women's health examinations.

Zheera's commitment to skills training and development has helped women develop the skills they need to get jobs, building and managing their businesses, gaining current and relevant skills in navigating the modern-day society and relevant skills to help advance their careers. The organisation is grateful for the support of its donors and partners. The organisation could not do its work without the support of these individuals and organisations. The organisation is committed to continuing to empower women in Zimbabwe and create a more just and equitable society.











Alice Tagwira

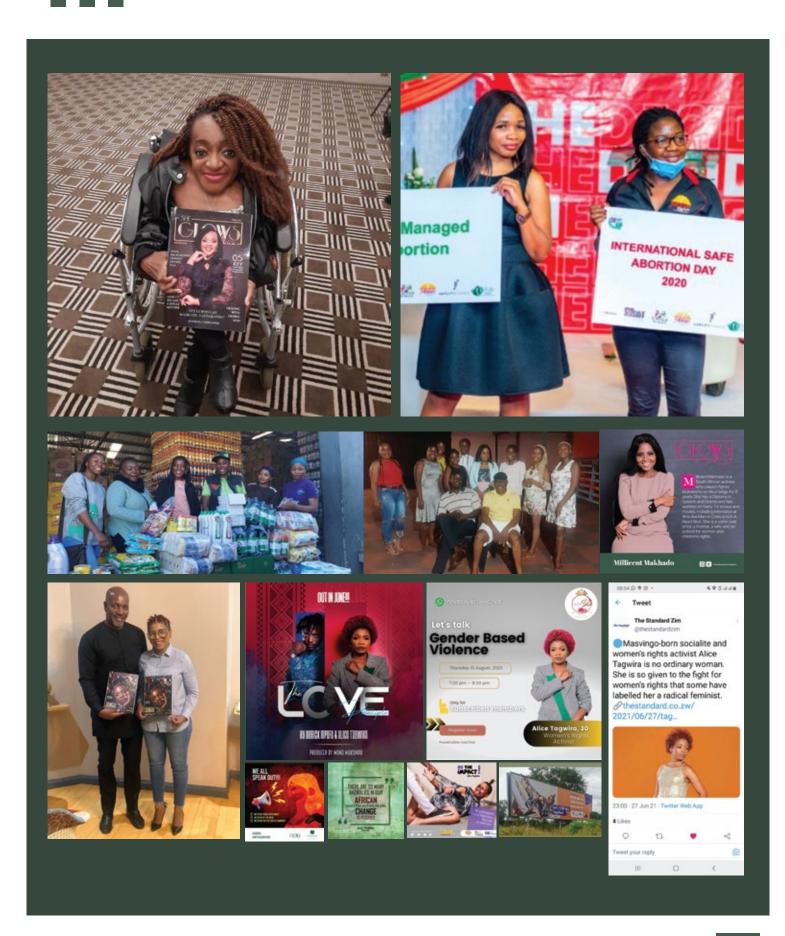












































# 2.4. ——— Conclusion

In conclusion, Zheera Trust has helped create jobs and contribute to Zimbabwe's economic development and is committed to continuing its work to empower women. It is driving its mission to help achieve SDG goal 5 through practical and significant efforts. Thus, It plans to expand its programs and reach more women in Zimbabwe and believes that empowering women is essential to the country's development and creating a more just and equitable society.

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