



ADMF Annual Report 2025

INNOVATION

INCLUSION

INCOMES

Annual Report 2025

Innovation · Inclusion · Incomes

PART ONE

Innovation

- › AI or Die Tour
- › Africa AI Village — Paris
- › AI Academy — First Cohort
- › Africa Media Festival 2025

PART TWO

Inclusion

- › Ganjisha Creators SkillUp
- › Alice Digital School
- › Mastercard Sanara Animation
- › Kilifi Creative Economy

PART THREE

Incomes

- › ADMI Alumni Data
- › Ganjisha Endline Evaluation
- › Kilifi Earnings Uplift

From Promise to Proof

2025 was a year that tested our ambitions and rewarded our conviction. Across four quarters, the Africa Digital Media Foundation reached into every corner of Kenya from Nairobi boardrooms to remote county hubs and went further still, to Paris, to Washington and onto the global stage of the AI conversation.

We trained 7,837 young creators across all 47 Kenyan counties. We graduated Kenya's first AI and Digital Transformation cohort. We launched a free AI Learning Hub backed by the Australian High Commission and sent our leaders to shape the continent's AI narrative.

To our partners, funders, mentors and the extraordinary young Africans who show up every day with curiosity and courage, thank you. You are why this work matters.

Dr. Laila Macharia

CHAIR, ADMI FOUNDATION



2025 At a Glance

A Year of Bold Action & Measurable Change

7,837

YOUTH TRAINED

Ganjisha Content Programme

47/47

KENYAN COUNTIES

Full national coverage

87%

GRADUATE EMPLOYMENT

Within 6 months of graduation

10

COUNTRIES

AI or Die Tour

110

KILIFI YOUTH

Creative Economy

20

AI GRADUATES

Kenya's First Cohort

3×

INCOME UPLIFT

Average — Ganjisha

KES 20M+

SCHOLARSHIPS

Awarded in 2025

PART ONE

Innovation

2025 was the year ADMF stepped decisively into the global AI conversation — not as observers, but as co-authors of Africa's digital future.

AI OR DIE TOUR

PARIS AI SUMMIT

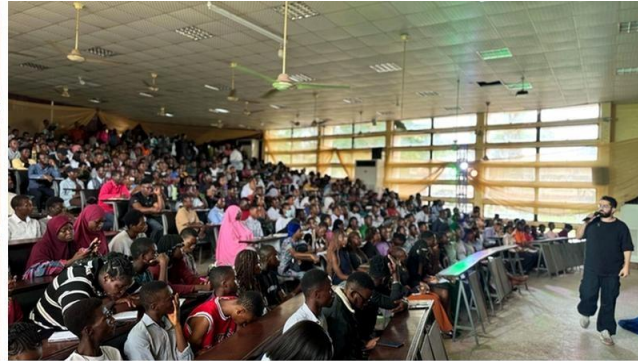
KENYA SCHOOL OF GOVT

AI ACADEMY

AFRICA MEDIA FESTIVAL



Strathmore University, Nairobi



University of Ibadan, Ibadan, Nigeria

A Continental Awakening

The AI or Die Tour headlined by Swedish AI guru Alexander Morad and co-sponsored by ADMF completed its journey across ten African countries in Q2, leaving a wave of energy and transformation in its wake.

Each stop delivered an electrifying workshop, demystifying AI for students, entrepreneurs, creatives, and business leaders. From Harare to Nairobi to Abidjan, the tour united communities around one urgent message: AI is not the future. It is now.

"AI will not solve everything — but it will evolve everything."

ALEXANDER MORAD — AI OR DIE TOUR



10,000+

PARTICIPANTS

Students, entrepreneurs, creatives

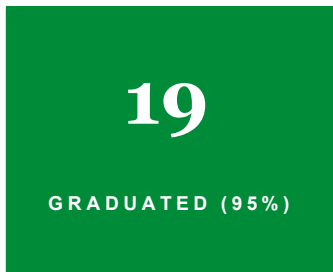
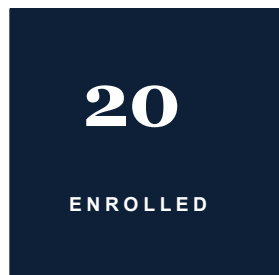
10

COUNTRIES

Across 2 continents

Tour stops included Strathmore University Nairobi, University of Ibadan Nigeria, Harare, Abidjan and seven additional African cities.

Kenya's First AI Certificate Cohort



Twenty learners completed an intensive mentorship-driven programme covering AI ethics, data literacy, machine learning, and generative AI for content creation. Every graduate transitioned into a guaranteed internship placement via ADMI network — this cohort is the first of a growing pipeline of AI-ready talent for Africa.



Australia Awards — AU\$4,100 grant won Q2

AI Learning Hub — Launched Q3

A free online platform making foundational AI knowledge accessible across Africa. Built with support from an Australian High Commission grant, the Hub delivers sector-specific training for Work, Education, Creatives, Business, and Government.

lms.admi.africa

Africa at the Centre of the Global AI Conversation

Africa AI Village — Paris AI Action Summit

AI Action Summit · Paris, Q1 2025



ADMF joined the Africa AI Village on the sidelines of the Paris AI Action Summit. Mukui Mbindyo, Head of Partnerships, explored the intersection of youth, opportunity, and online safety in the AI age.

Kenya School of Government

#AccelerateAction · Nairobi, Q1 2025



ADMF Chair Dr. Laila Macharia joined a high-level panel alongside Ambassador Philip Thigo and Data Commissioner Immaculate Kassait to examine AI opportunities for Kenya.

Africa Media Festival 2025 · Where Creativity Meets AI

ADMF lit up the stage drawing creatives, tech enthusiasts, and media leaders from across the continent. Benjamin Waitaha presented on "AI for Creative Practitioners" how AI revolutionises digital creativity without replacing human voice.

Impact

For the first time, ADMF and ADMI touched every single Kenyan county. We opened new pathways in informal settlements and built an animation pipeline for the continent. Google.org + DOT Kenya + ADMI/ADMF · 18 months · Completed March 2025

GANJISHA: 47 COUNTIES

KILIFI CREATIVE ECONOMY

ALICE DIGITAL SCHOOL

SANARA ANIMATION

IMPACT · GANJISHA CREATORS SKILLUP

47 Counties. 7,837 Youth. One National Mission.

7,837

TOTAL YOUTH TRAINED

Ganjisha Content Programme

47/47

COUNTIES COVERED

Full national coverage

3,937

WOMEN REACHED

50% of participants

135

COMMUNITY HOSTS

34

FACILITATORS

111

WITH DISABILITIES

"I see myself a hero... I have gained a lot of confidence. I call myself an expert in digital content creation."

"I got a chance to make a poster for the governor's event, it has helped me a lot in generating income."

GANJISHA GRADUATES

Mastercard Sanara Animation

Backed by the Mastercard Foundation, Sanara is building Africa's next generation of animators with a bold inclusion mandate.



Focus: 70% women · 10% refugees · 5% persons with disabilities

We successfully reached youth across the country through Government ICT hubs, TVET institutions, and community halls as delivery centres, supported by 34 trusted community facilitators in every county, while offering free, inclusive training in both rural and urban areas, complemented by 8 masterclasses led by established Kenyan content creators.

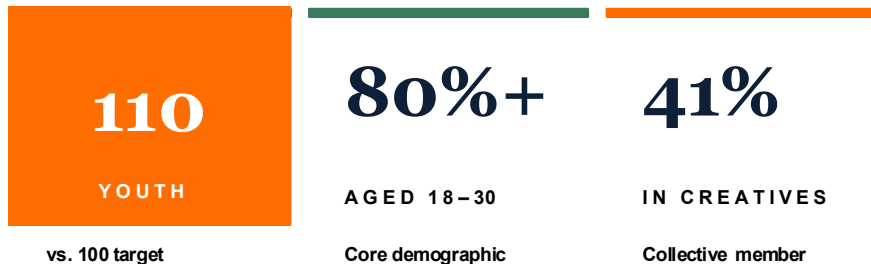
Alice Digital School

70+

High school students in Korogocho, Utawala, and Rombo gaining training in social media, content creation, and digital literacy.

Turning informal settlements into innovation hubs.

Kilifi Creative Economy Programme



Incomes

In 2025, we moved beyond output measurement, generating robust cross-programme evidence that demonstrates how our interventions are driving tangible improvements in livelihoods.



ADMI ALUMNI DATA

GANJISHA ENDLINE EVALUATION

KILIFI EARNINGS UPLIFT

The Long Arc of Income Growth

The 2025 ADMI Impact Evaluation Report documents a clear income trajectory for graduates of ADMI's diploma programmes.

KES 20K

YEAR 1 MONTHLY INCOME

Most fragile period

KES 75K

YEAR 3 MONTHLY INCOME

Range: KES 50K–100K

87%

EMPLOYED IN 6 MONTHS

Well above Kenya per capita

The trajectory is steep: by Year 3, alumni report monthly incomes of KES 50,000–100,000 well above Kenya's per capita income. Around 70% engage in freelance work or run their own small creative businesses.

"A proactive videographer can make in a weekend wedding shoot what an entry-level employee earns in a month."

EMPLOYER SURVEY — ADMI IMPACT REPORT 2025

ROI for Families

An ADMI two-year diploma costs ~KES 870,000. By Year 3, a graduate earning KES 75,000/month will recover their entire tuition investment in a single year.

What the Data Shows

Indicator	Baseline	Endline	Change
Average monthly income (KES)	2,600	7,766	+199%
Participants monetizing content	5%	28%	+23 pts
Digital skills: advanced / intermediate	7%	85%	+78 pts
Confidence in digital content creation	46%	75%	+29 pts

Independent endline evaluation by DOT Kenya — 47 counties, mixed-methods research.

Kilifi Earnings Uplift

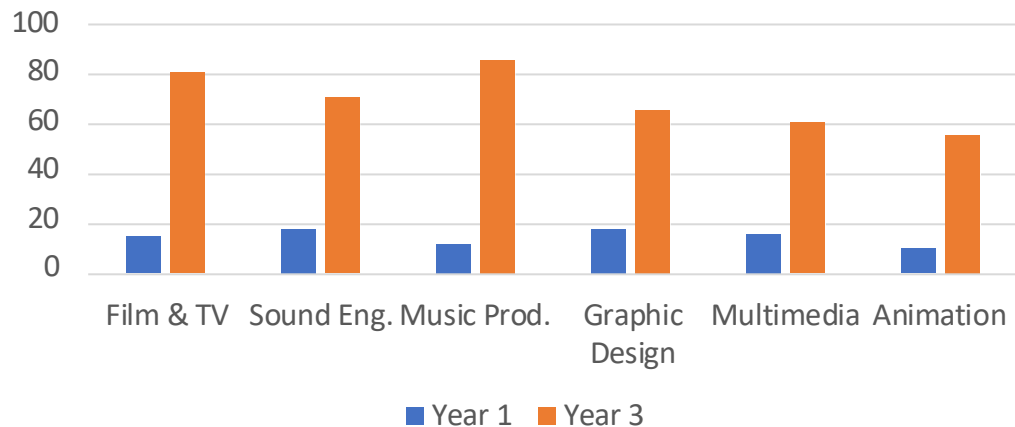


Monthly creative earnings increased ~50% on average. The median income doubled from KES 5,000 to KES 10,000. Every youth with zero earnings before training is now generating income, some earning up to KES 45,000/month.

ADMI Alumni — The Income Trajectory

From the 2025 ADMI Impact Report — alumni and employer surveys across 6 creative disciplines

Monthly Income (KES '000) — Year 1 vs Year 3



KES 20K

Typical Year 1 income

KES 50–100K

Typical Year 3 income

87%

Employed within 6 months

- Income grows 5x+ from Year 1 to Year 3 — well above national averages for Kenyan graduates
- ~70% of alumni freelance or run their own business by Year 3, often out-earning salaried peers
- Alumni who access international markets earn even more — ADMI training is globally competitive

Ganjisha — Measured Income & Skills Outcomes

Independent endline evaluation · DOT Kenya · 267 surveys · 14 focus groups

Before

KES 2,600



After

KES 7,766

Average Monthly Income

Before

5%



After

28%

Earning from Content

Before

7%



After

85%

Advanced/Intermediate Skills

Before

46%



After

75%

Confidence Level

What this tells us — and where the work continues

- Income nearly tripled (KES 2,600 → KES 7,766 avg) — a meaningful livelihood shift in 18 months
- Gender gap persists: men monetize at 34% vs 21% for women — a priority for 2026 redesign
- 73% of participants still actively creating · 87% continue to influence peers in their communities

Kilifi — Early Evidence of Income Uplift

Kilifi Creative Economy Insights Report · 109 creatives surveyed · 5 focus groups · employer research

KES 5–10K

Pre-training monthly income

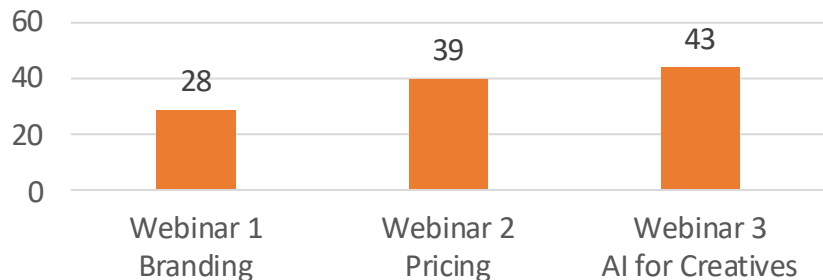
KES 14K

Post-training monthly income

80%

Trainees with higher incomes

Webinar Attendance — Growing Demand



What we learned

- Median income doubled: KES 5,000 → KES 10,000/month
- Every youth with zero earnings before is now generating income
- Some trainees now earn KES 45,000/month — almost 5× the local baseline
- Growing attendance signals word-of-mouth demand and relevance
- All trainees on AI LMS platform + Ganjisha alumni community

"I have improved my income and I am now employed full time due to the skills I got."

— Kilifi programme participant

PARTNERS & SUPPORTERS

None of This Was Possible Alone

We are grateful to every organisation that believes, alongside us, in Africa's creative future.

"Thank you. You are why this work matters."

DR. LAILA MACHARIA



Google.org

Ganjisha Content Programme support



Mastercard Foundation

Sanara Animation Programme



Australian High Commission

AI Learning Hub — AU\$4,100 grant



Digital Opportunity Trust (DOT)

Kenya

Ganjisha co-implementer, 47 counties



HEVA Fund · Buni Media · ADA

Animation

Sanara programme partners



Kenya School of Government

AI leadership & policy dialogue



AMCHAM
KENYA

American Chamber of Commerce

U.S.–Kenya Creative Economy Forum



Challenge Fund for Youth

Employment

Kilifi Creative Economy Programme



Shortlist Futures

Kilifi Creative Economy partner



Twins International / Alice for

Children

Alice Digital School Pilot

Scale What Works. Deepen What Transforms.



Scale AI Learning Hub

01

From 100 pilot users to thousands of African professionals with sector-specific AI education.



Counties Ecosystem Building

02

Move from training to income: equipment, creator networks, and earning pathways via VumiGigs.



AI Policy & Advocacy

03

Shape continental AI conversations with African voices at the table — as authors, not guests.



Alumni Network & Incomes

04

Build networks and income pathways for 7,837+ graduates, especially women underrepresented in monetization.



Africa Digital Media Foundation

"Building Africa's digital future, one creator at a time."

INNOVATION

INCLUSION

INCOMES

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