



Turning Point Magazine

Transforming Everyday

Well-Being & Lifestyle / Culture & Lives / Technology / Health
Living & Thriving Education & Human Experience Innovative Evolution Wellness & Vitality

Turning Point

Transforming Everyday

Magazine

March Issue | 02



Spotlight
Women Changemakers
In Africa & Beyond

Giving Back to the
Community

Betty Adera

From The End of the Road
to Reshaping Women's Futures



+ My Natural Hair Journey, From Hate to Love

Executive Summary

At the heart of every transformation is a story, one that begins in struggle, rises through resilience, and unfolds in triumph. Turning Point Magazine Africa is more than a quarterly publication, it is a platform of possibility. Born from the need to amplify unheard voices and document the pulse of progress across the continent, Turning Point curates powerful narratives from communities often overlooked, yet deeply rooted in solutions and innovation.

In a continent teeming with diversity, creativity, and courage, Turning Point stands as a storyteller, a connector, and a catalyst. We weave together the journeys of grassroots movements, bold NGO initiatives, local changemakers, and visionary leaders who are redefining the landscape of humanitarian and social development. Whether it's a youth-led climate initiative in Nairobi, a women's cooperative transforming health outcomes in Kampala, or a tech-for-good project revolutionizing access in rural Malawi, every issue dives deep into what real change looks like on the ground.

With an inviting and contemporary design, Turning Point bridges traditional print elegance with the dynamic reach of digital platforms, making stories accessible across borders, sectors, and generations. Our readership includes NGO leaders, community organizers, donors, policy influencers, volunteers, researchers, and everyday citizens passionate about justice, equity, and progress.



But more than just informing, we exist to inspire action.

Each edition is curated with intention, featuring in-depth features, field reports, interviews, opinion pieces, photo essays, and practical tools that support collaboration, critical reflection, and locally led solutions. We prioritize storytelling that doesn't just describe problems but elevates the changemakers addressing them, especially young people, women, and marginalized voices.

In every Turning Point story, you'll find not just what's happening, but why it matters, and how you, the reader, are a part of a much larger movement. Because every person has a role to play in rewriting the narrative of Africa's future and every issue of Turning Point is a step toward that bold, beautiful, and more just tomorrow.

Vision

To be the leading media platform for positive change championing inclusivity, authenticity, and innovation for a future of shared success.

Mission

To empower individuals and communities through transformative content that amplifies grassroots voices and celebrates humanitarian impact.



Target Audience

Turning Point Magazine is tailored for:

- **Donors** seeking visibility into the social impact of their contributions.
- **Volunteers** inspired by purpose-driven initiatives and opportunities to engage.
- **NGOs and partner organizations** sharing success stories, tools, and strategies.
- **Communities served** by development programs, eager to learn, connect, and thrive.

This ecosystem of readers forms a vibrant community committed to social transformation.



Editorial Sections

1. Feature Stories

In-depth profiles of individuals, organizations, and communities driving positive change, highlighting innovation, impact, and human stories of resilience.

2. Creativity Corner

A celebration of art, design, and storytelling from emerging creators. Includes tutorials, DIYs, and visual showcases to spark reader creativity.

3. Insightful Interviews

Conversations with thought leaders, policy influencers, and sector experts offering powerful ideas and actionable perspectives.

4. Wellness & Lifestyle

Content centered on self-care, mental health, and sustainable living. Promotes holistic well-being as a cornerstone of personal and professional success.

5. Tech & Innovation

Exploring breakthroughs in tech, science, and entrepreneurship that are reshaping how NGOs and communities solve real-world problems.

Distribution & Revenue Streams

1. Subscription Packages

- Print and digital access
- Exclusive early releases
- Discounts on events and merchandise
- Members-only articles

2. Strategic Advertising

Collaborations with aligned brands, NGOs, and businesses. Ads are curated to reflect the lifestyle, mission, and values of our readership.

3. Events & Merchandising

Branded workshops, conferences, and curated merchandise to deepen engagement and build community. Events offer a tangible extension of the magazine's mission.





The Value of Partnering with Turning Point Magazine

- **High-Impact Storytelling** – Aligned with values of authenticity and empowerment
- **Engaged Audience** – A committed, mission-driven readership
- **Credible Platform** – Built by professionals in development, media, and community organizing
- **Strategic Reach** – Blending grassroots voices with global insight

Key Achievement

Celebration of the “25 Influential Women of 2025”

Turning Point Magazine honored 25 trailblazing women who have made remarkable contributions across leadership, entrepreneurship, advocacy, education, and community development. Their inspiring stories highlighted resilience, creativity, and transformative impact setting a powerful example for communities and future leaders alike.

International Women's Day Exhibitions.

The 2025 exhibitions at The Kenyatta International Convention Centre showcased cutting edge products and initiatives from women-led enterprises, NGOs, social enterprises, and government agencies dedicated to advancing gender equity. This platform amplified innovative approaches and fostered collaboration among diverse stakeholders working to empower women across sectors.

Launch of the Second Issue of Turning Point Magazine

The latest edition featured compelling profiles and impact stories of women driving change within their communities and industries. This issue serves as a dedicated platform to amplify women's voices, celebrate their achievements, and inspire the next generation of leaders and change makers

Turning Point Magazine Honored at Elite Brands Awards International 2024

Turning Point Magazine was awarded as Public Relations and Communications Company of the Year at the Elite Brands Awards International 2024. This prestigious accolade honors outstanding brands across 18 countries that exemplify innovation, quality, and service excellence while advancing ethical leadership and industry best practices.





Planned Events

Youth Day Celebrations.

A dynamic event that recognizes and celebrates youth-led innovation, leadership, and creativity. The celebration will include interactive sessions, exhibitions, and performances designed to amplify the voices and talents of young change makers.

Turning Point Youth Edition.

A special edition of the magazine curated by and for young people. It will feature inspiring youth stories, artwork, opinion pieces, and innovations that reflect the aspirations and resilience of the younger generation.

Special Edition for People Living with Disabilities (PLWDs)

Titled “*Breaking Barriers*”, this edition will highlight the stories, challenges, and triumphs of individuals living with disabilities. It will promote inclusion, raise awareness, and advocate for policies and innovations that support accessibility and equity.

Join us in building a future of *shared success, Transforming Everyday.*

Areas to link and learn

1. Content and Storytelling Partnerships

Organizations, NGOs, and individuals can support Turning Point by contributing stories, features, or interviews that showcase impactful work across Africa. By sharing real experiences from the ground, partners help amplify grassroots voices, promote innovation, and inform readers about the change-makers shaping our continent.

2. Sponsorship and Advertising Support

Partners can collaborate through structured sponsorship packages, Platinum, Gold, Silver, or customized options. These packages offer strategic visibility through ads, featured articles, social media campaigns, and event branding. This support helps fund our editorial work while aligning your brand with a purpose-driven audience.

3. Events and Community Engagement

Support or co-host our signature events such as Youth Day Celebrations, the Influential Women Exhibitions, and the PLWDs “Breaking Barriers” edition. These events are vibrant platforms for advocacy, networking, and public education, providing space for impact-driven dialogue and showcasing community excellence.

4. Distribution and Subscriptions

Help us expand our reach by sponsoring magazine subscriptions for schools, NGOs, or rural communities. You can also partner in our distribution network to get Turning Point into new regions. This ensures that transformational content is accessible to those who need it most, across both digital and print formats.

5. Youth and Inclusion Initiatives

Collaborate with us on special editions focused on young people and marginalized groups, like the Turning Point Youth Edition or Breaking Barriers for PLWDs. Your support will help tell inclusive stories, raise awareness, and promote policies and innovations that uplift underserved communities

