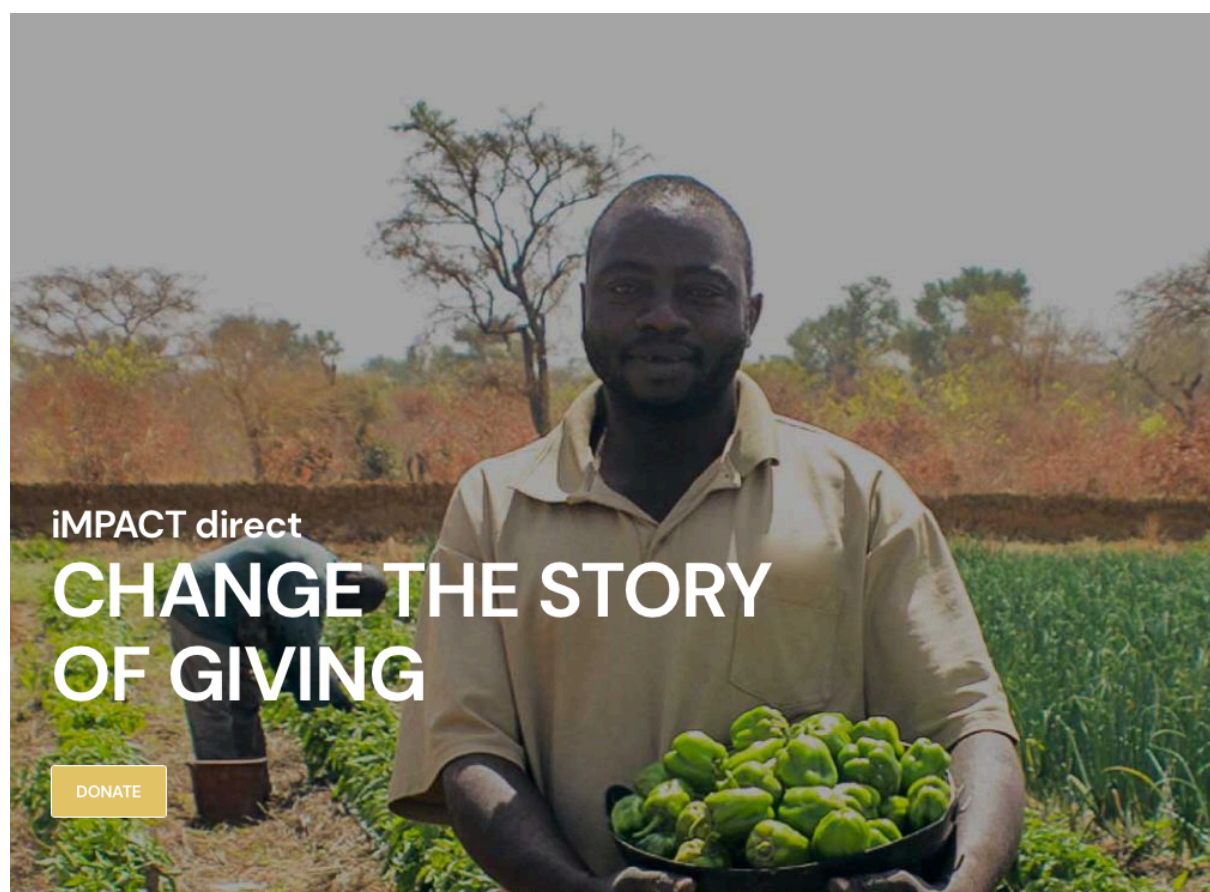


Annual Report 2020
iMPACT direct



iMPACT direct

**CHANGE THE STORY
OF GIVING**

[DONATE](#)

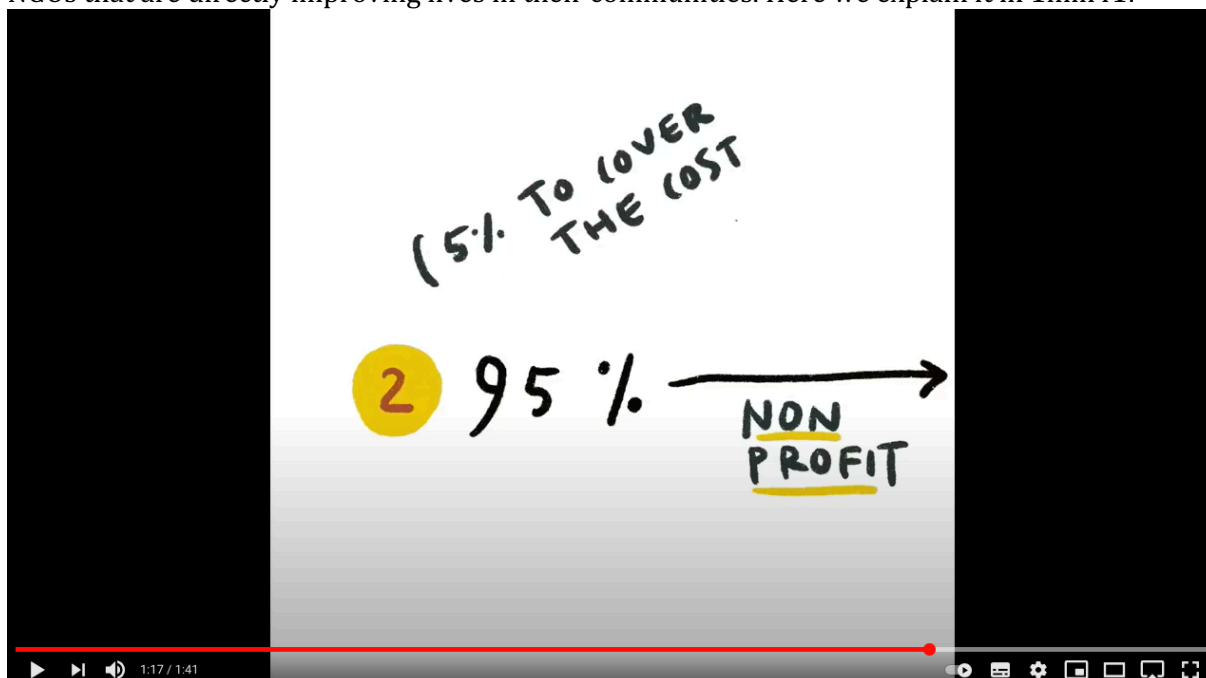
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1. Introduction

2020 is the year that iMPACT direct foundation was founded to provide an alternative to both donors and local NGOs.

We connect donors to underfunded smaller or starting locally led NGOs. These are frontline NGOs that are directly improving lives in their communities. Here we explain it in 1min41:



Watch: <https://youtu.be/op1hLJK9PG4>

Find our very first annual report explaining why we do it, how we do it and most of all the results that we realised in a period of 7 months' time.

Organisational details

Name: Stichting iMPACT direct in Dutch

iMPACT direct Foundation

Chamber of Commerce no.:

78278937

Date of foundation:

June 12 2020

RSIN no.:

861328991

Bank account no.:

NL37 BUNQ 2044 8290 45

iMPACT direct Foundation

Postkantoorstraat 3
6551BG Weurt
The Netherlands

+31(0)6 2340 6510

info@impactdirect.eu

www.impactdirect.eu

2. Our mission & Strategies

The reason why we found iMPACT direct in 2020 is that we feel a pressing need for international development sector to change towards equal collaboration between Northern and Southern non-governmental organisations (NGOs) and inclusion of frontline experts and community members affected in decision-making.

However, that is still how mainstream international development sector looks like today: globally 'more than 99% of humanitarian and philanthropic funding goes to predominately white-led international NGOs. Despite Africa's growing and dynamic social sector [...]' ([Guardian, 2021](#)) Looking at the Netherlands, the situation is similar: only 1% of the Dutch budget for development cooperation funds local NGOs in Africa, Asia and Latin America directly, excluding local experts and communities who will experience the changes and live with the impacts from decision making.

If we manage to change international development and to have local experts in the lead, it will show better solutions, more successful projects and more impact in international development. iMPACT direct wants to be the living example of how international development can look like if we work on an equal basis with frontline African NGOs. As we believe that local experts with local communities come up with solutions that have more impact and are more cost-effective than those made behind far-away desks.

Frontline NGOs that we support are currently from Ghana and Kenya and have projects working on economic development or poverty reduction, food security or higher education for people living below the poverty line. As we grow, we also strive to grow our contribution to strengthening civil societies in Africa.

Our mission

To contribute to the impact of frontline NGOs that successfully contribute to economic development / poverty reduction, food security and/or higher education in low-income countries or to people living below the poverty line; to contribute to strengthening the position of civil society; and to contribute to an equal collaboration between northern and southern organisations; and all that relates to this or facilitates our objectives.

Strategies

To be able to realise this, our strategies include:

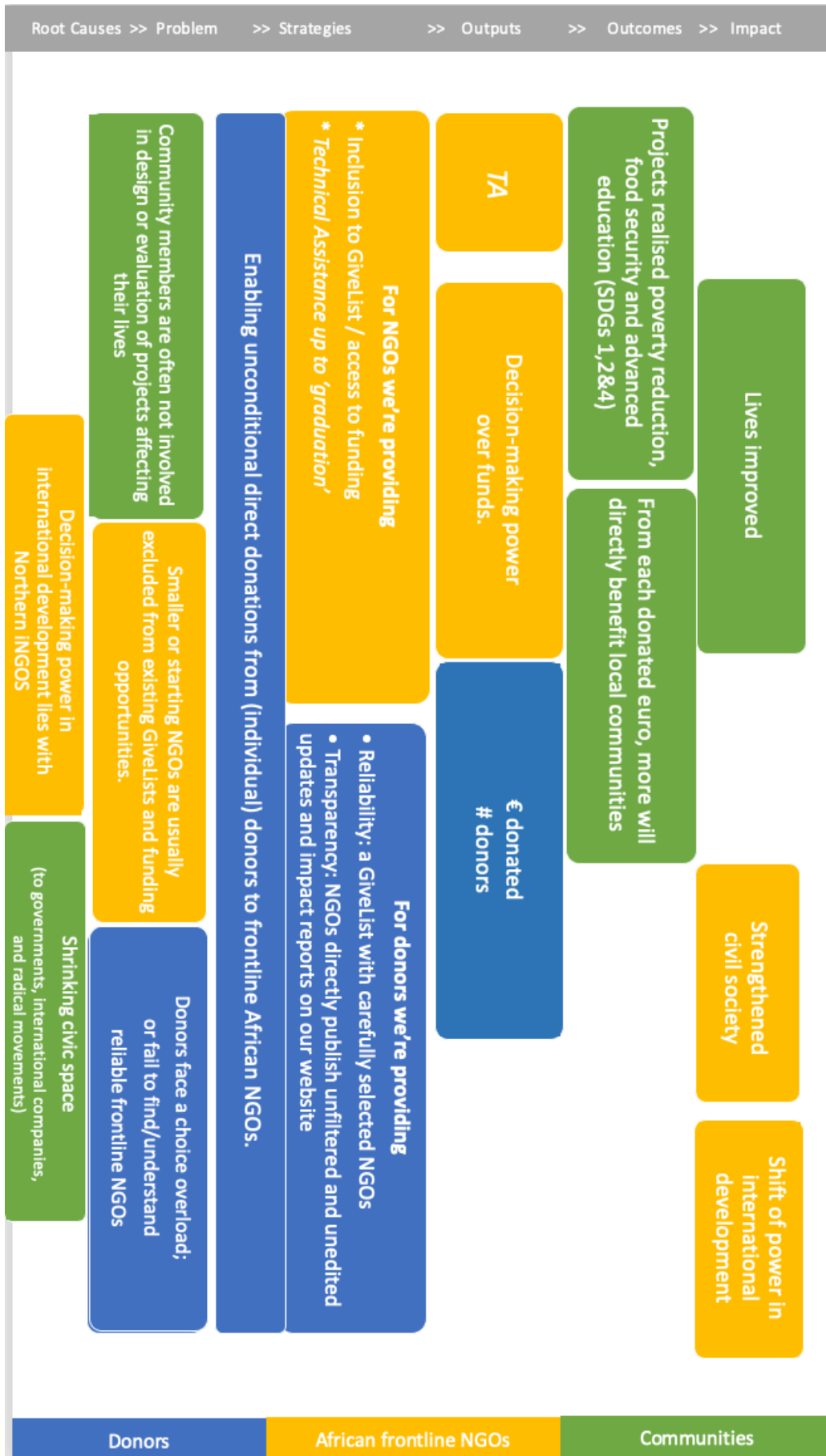
- 'Providing donors – either individuals or organisations – by:
 - Showcasing a list of impactful local projects at our website from expert and reliable frontline NGOs. This so-called GiveList makes the choice for donors easier, more reliable and explains the impact donations realise. The NGOs are selected by iMPACT direct's team based in the country (see textbox).
 - Providing transparency by NGOs that directly publish unfiltered and unedited updates and reports on our website for donors to read. Reports from iMPACT direct and the NGOs show impact and cost-effectiveness.
- Providing frontline African NGOs with:
 - Inclusion to the GiveList at our website and thus access to funding.
 - Technical Assistance up to 'Graduation' (*this is something we aim for in future and is not part of our 2020 results*).
- Both supported by: Enabling unconditional direct donations from (individual) donors to frontline African NGOs, ultimately benefiting the communities the NGOs work for.

We can identify professional African NGOs

Our unique selling point is that we can identify professional African NGOs – whereas our (potential) partners are looking for these NGOs to work with. iMPACT direct has the proximity, as our team members doing the selection are based in Africa, it's much easier to identify NGOs and build and remain a collaboration where trust is a vital element.

In this way we provide an alternative to donors, frontline African NGOs and local communities.

Theory of Change



3. Results 2020

We are very much proud to report the results over the year 2020. Knowing that we started with a zero-budget and a team of volunteers, we managed to realise (or contribute to the realisation of):

- >€3,240 direct donations made possible to donors
- 4 frontline African NGOs in the lead
- >555 lives improved

Below we explain more on the results for donors (outputs), frontline African NGOs (outcomes) and local communities (impact).

3.1 Outputs: Direct donations made possible for donors

In 2020 we organised three campaigns:



1st pilot at GoFundMe 13-20 April (6 days)

For a very first test to see how donors liked the idea of direct donations we used the existing crowdfund platform GoFundMe. The test raised €741 in just six days' time from 32 donors from four different countries.

Our 1st campaign:

8 August – 17 Oct (10 weeks)

Sharing our journey and our vision, brought an unexpected number of supporters:

- 210,000 media reach (7 media published on iMPACT direct)
- >2,000 social media reach
- 150 registrations to our online events: a virtual tour to Kenya, visiting IPI; and a Q&A with NGO leaders.
- 20 experts volunteering, several ngo-workers who wrote private support notes
- 4 funds and organisations potentially interested

de Volkskrant

NIEUWS WITWASBESTRIJDING

Jacht op fout geld brengt goede doelen in de problemen

De jacht op fout geld brengt non-profitorganisaties in de problemen. Sommige goede doelen kunnen zelfs amper meer een bankrekening krijgen.

Koen Haegens 21 oktober 2020, 5:00



For results for frontline African NGOs and local communities, see 3.2 Outcomes and 3.3. Impact.

Our 2nd campaign:

26 Nov – 10 Jan (6,5 weeks)

Although the Christmas season involved high competition, we also saw our audience growing beyond our personal network:

- > 50,000 media reach (1 local media and 2 online media published on iMPACT direct)
- > 100,000 social media reach, including the interviews with frontline African NGO-leaders.
- > 5,000 participants through online events: two virtual tours to Kenya - one to IPI and one to Affecto - using Zoom and Facebook Live.
- Around 7 active volunteer experts (apart from our team)
- Staged at PayPal's [Giving Fund page](#)
- A seat at a Round Table about access to financial services for smaller or starting NGOs in the Netherlands transferring money to Africa with a.o. Rabobank and ABN AMRO, Mollie, Human Security Collective and the Ministry of Finance.



For results for frontline African NGOs and local communities, see *3.2 Outcomes* and *3.3. Impact*.

Donors' satisfaction

iMPACT direct wants to provide an alternative to donors. That is: reliability with a website showcasing projects from carefully selected NGOs; more value per donated euro; and being transparent about the impact realised. Whereas, before donors could make donations only through international NGOs or private initiatives. At international NGOs the decision-making power will be far away from the local context and a lot more expensive. At private initiatives oftentimes the impact of a project is not realised ([Kinsbergen et al., 2021](#)) or communicated.

We measure donor satisfaction by monitoring donors' behaviour according to the donor journey, that is: reach, website views, registration at our socials or newsletter, referral of supporters sharing our stories or tagging us in stories, activation as in people who donate and retention as in people who donate again. It's an easy way to follow our supporters' satisfaction and see if we do well, or what can be improved.

The three campaigns resulted in supporters' behaviour as follows:

	<i>Pilot @GoFundMe</i>	<i>1st campaign</i>	<i>2nd campaign</i>
DONORS			
# Reach	-	213.957	158.076
# Website (views)	-	1.200	364
# Registration	-	2.082	2.295
# Referral	-	498	272
# Activation (people donated)	32	29	25
# Retention (people donated again)	-	7	7

Organisational donors

Not just individuals are interested to donate, also organisations are. Since we started our first prototype in April this year, we also found out from all the calls we had with NGOs, funds, philanthropists and social businesses in international development or tourism, that they are all looking for reliable African-led NGOs, but fail to find them, because of lack of network, understanding and/or manpower.

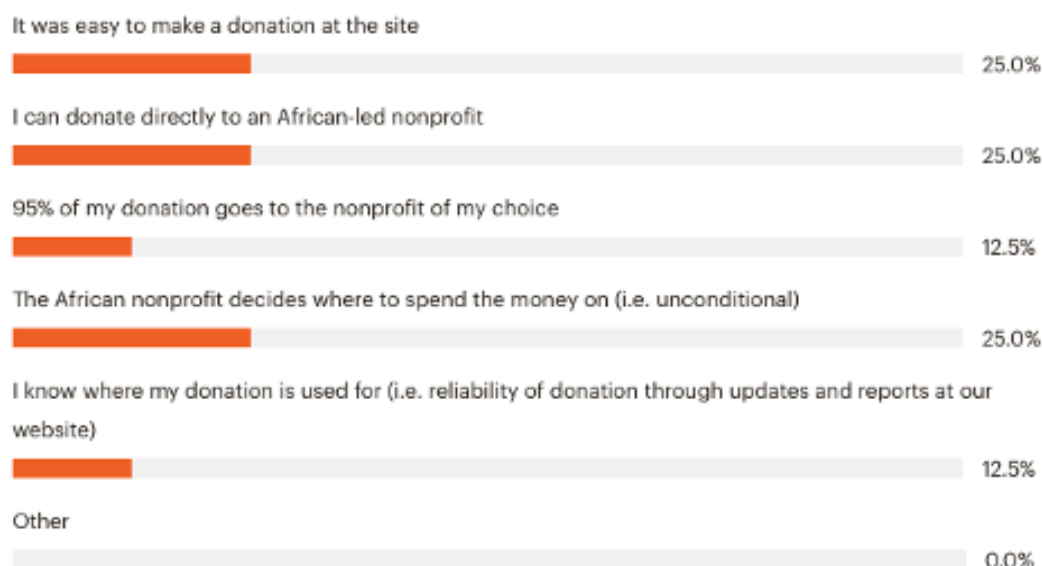
Concretely for 2020, (potential) organisational donors are:

- A social business in tourism which donates a percentage of their profit to the NGOs; and we can help them where relevant with our network in Africa (ResiRest B.V.)
- An invitation to apply for a private fund for 2021 (both for supporting the NGOs as well as the development of our organisation).
- We're a participating in the 'Reimagine Charitable Giving Challenge' of IDEO and Bill Gates Foundation.

Moreover, we asked donors in a survey how they liked iMPACT direct:

Glimpse of our survey to donors

“What do you like about iMPACT direct? (multiple options possible)”



“What do you like best of iMPACT direct?”

Unknown contact said:

"Easy to use and good display of campaigns."

Unknown contact said:

"The fact that the responsibility of how the money will be spent is fully with the NGOs in Kenya and Ghana."

Unknown contact said:

"Dat NGO's in ontwikkelingslanden zelf kunnen bepalen wat zij belangrijk vinden."

3.2 Outcomes: Frontline African NGOs in the lead

In 2020, we've supported four reliable smaller or starting frontline African NGOs that have proven to have effective projects on economic development, food security and higher education: Agriculture and Empowerment Centre (ACEC), Affecto Foundation, Cerath Development Organisation and International Peace Initiatives (IP).

NGOs we support and their effectiveness

Agriculture and Empowerment Centre (Ghana)

ACEC improved 3,600 women's lives since 2017 with three interventions: in climate smart agriculture for cocoa farmers (1381), distributing energy-saving cook stoves for women and households (1419), and 800 people within the fishing community of Dago in the Central region of Ghana.

As an example, from the cook stove intervention: The target is to reach 10,000 women and distribute 20,000 energy-efficient stoves in the coming two years.

Cost effectiveness: €48 per person (including overhead costs).

<https://impactdirect.eu/ngos/acec/>

Affecto Foundation (Kenya)

Affecto has supported 86 gifted students from rural areas across the country to be able to go back to school in the past three years. This year they will see their first finalists graduate. Affecto started conversations with the Kenyan Ministry of Education to have Affecto's Centre recognized as a school and for their mentoring programme.

Cost effectiveness: €1,270 per student per year (when they will provide education themselves, costs will cut by half).

<https://impactdirect.eu/ngos/affecto-foundation/>

Cerath Development Organisation (Ghana)

Cerath improved 1,200 women and their families' lives since 2018.

How it improves their lives? In a project called Power to the Fishers the women's income increased with the increase of productivity; because of better smoking techniques more fish was well-conserved. Simultaneously the women's health improved by the climate-friendly ovens (i.e. less smoke) and because they increasingly adapt the free national health insurance, after getting training / information about it from Cerath.

Cost effectiveness: €600 per woman (including overhead costs).

<https://impactdirect.eu/ngos/cerath/>

International Peace Initiatives (IPI, Kenya)

IPI improved 30,000 women's and children's lives since 2003 with tools to become self-reliant.

How it improves their lives? For example, in the past 11 years, 1000 orphans completed primary and secondary education, 30 attained a Bachelor's degree, 5 a Masters' and 1 completed a PhD programme.

Cost effectiveness: on average €100 per child or woman (including overhead costs).

<https://impactdirect.eu/ngos/ipi/>

Find all about the NGOs at our website: <https://impactdirect.eu/ngos/>

Projects realised

Through iMPACT direct frontline African NGOs are now accessing unconditional grants. The NGOs used it for projects realising poverty reduction, food security and advanced education.

	Pilot @GoFundMe	1st campaign	2nd campaign
NGOS			
# NGOs	1	4	4
Average € per NGO	€741	€279	€322
Cost-efficiency €/lives improves directly	€5	€3	€15 pp
Cost-efficiency (indirectly)		€8	

We believe that projects can only be effective when local experts and communities are leading in decision-making:



“ACEC is a grassroots organisation working with the people and for them. Whether we have funds or not. We’re always at the ground, with the people.”
Kwamina Addo, director of ACEC (Ghana)

Kwamina interviewed about ACEC being a grassroots organisation, 'working where communities are: <https://youtu.be/XelmlLk6CwA?t=2026>

See more about the projects *under 3.3. Impact: Lives Improved.*

Cost-efficiency

From each donated euro, more will directly benefit local communities, because:

- Local projects can realise impact with far less budget than it would cost through international NGOs.
- iMPACT direct is able to keep the costs low, because we save management and office costs: a minimum of management is done in Europe – mostly relating to promotion and partnerships.

NGOs' satisfaction

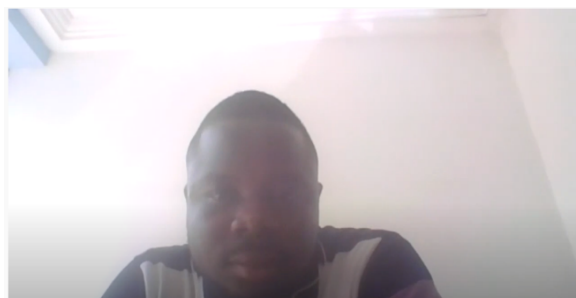
We had regular calls with the NGO directors to discuss the upcoming campaigns, learn their tips and tops of a past campaign, and to hear about what benefits them partnering with iMPACT direct. It showed that it is extremely powerful to have a shared mission with our partnering NGOs and tell and share those stories to our respective networks and strengthen the joint message that we have in communication and during campaigning. To name a few examples:



Dr Karambu Ringera (IPI) about iMPACT direct's idea:
<https://youtu.be/j7vSn1ayYMY>

iMPACT direct has a new approach to development and aid. [...] I am sure that within a few years, we will see that this way has more impact than mainstream development, because it gives us – the frontline NGOs – a sense of trust, a sense of ownership and the recognition of our work.”

Dr Karambu Ringera, director of IPI (Kenya)



Kwamina Addo (ACEC) about working with iMPACT direct:
<https://youtu.be/Xelm1Lk6CwA>

“Collaboration between ACEC and iMPACT direct means sustainability and bringing empowerment and breaking the chains of poverty to a broader audience.”

Kwamina Addo, director of ACEC (Ghana)

Although in 2020 iMPACT direct collected relatively small amounts, we aim to grow in the coming years which would enable us to contribute to a shift towards decision-making power to frontline African NGOs.

3.3 Impact: Lives improved

Donations have contributed to the NGOs' projects improving lives within the communities they work:

	Pilot @GoFundMe	1st campaign	2nd campaign
COMMUNITIES			
Lives improved	150	133/405	5575

Below we explain per campaign which projects have been realised.

Communities in 1st pilot at GoFundMe

From the income of the first pilot campaign a local NGO called Amani Kibera distributed food to 30 families of average 5 people to cater for their needs for one month. Because of the Nairobi lockdown during the first COVID outbreak, many people working in the informal sector were left without an income. The food distribution included rice, porridge flour, maize flour, vegetables, beans and cooking oil. Some families also received diapers.



inemariidekker
Kibera, Nairobi Area, Kenya

inemariidekker Today Amani Kibera did the food distributions to families in Kibera who are unable to buy food because of the corona shutdown.

Ben Ooko, director of Amani Kibera, says: "We could serve 30 families from the donations instead! We have given rice, porridge flour, vegetables, maize flour and beans and cooking oil to each of the 30 families. And we also bought diapers for some of the families." Thanks once again to all our supporters!

See all updates:
<https://www.gofundme.com/ff/food-for-kiberafamilies-during-covidlockdown>

Communities in our 1st campaign

The donations raised catered for:

- 38 energy-efficient stoves were distributed to 38 women and their households. (ACEC, Ghana)
How it improves their lives? By using the stoves women need less firewood and thus save time and money for families, who can now pay their children's school fees or other basic needs; women's and children's health is improved, because of less smoke; and the stoves are more climate friendly. Kwamina Addo, Project Director: "Women not only start using our energy-saving stoves, they also start to sell it as a business and gain income from that. That's the major impact of ACEC."
- School fees for two secondary school students in form 4 for one term at school. (Affecto Foundation, Kenya)
How it improves their lives? Global research shows that with every extra year in school, someone's income and health increases. Or: with every euro invested in education, it produces €6 on the longer term. It's a ripple effect not only for the student, but also for the family and community he or she comes from, once graduated.
- 30 female fish processors in 3 coastal communities were registered onto the National Health Insurance Scheme, which guarantees universal access to public health services. (Cerath Development Organisation, Ghana)

How it improves their lives? Women's health and that of their families improves, because the 30 women together with their families can now access basic and affordable healthcare within their communities.

- Food for the 63 children of KACH children's home. Normally they would stay at boarding school for 9 months a year. Due to COVID they stayed at home and extra food was needed. (International Peace Initiatives, Kenya)

How it improves their lives? Looking at the complete picture, the orphans who find a home at IPI, will all become self-reliant and leave the home eventually with a diploma and job or business. Some of them come back after their graduation to start working at IPI themselves.

Directly 133 people's lives improved. Including families (of average 5 people) 405 people's lives improved.

Communities in our 2nd campaign

Results of the 2nd campaign, that ended 10 January, is beyond this annual report. However, we'll expect that:

- Mangroves are restored and nursery workers trained in mangrove restoration. (ACEC, Ghana)

How it improves their lives? The lives of 5,000 men, women and children will be improved after the end of the project. Short term, mangroves will be restored allowing for more spawning grounds and growth of fish. This will revive the jobs for the women who depend on the fish for sale leading to a rise in their incomes. It is expected that in the long term, the people of Dago will have safeguarded jobs affecting the livelihoods of the women who are into fish mongering and sustain the men in their agriculture activities leading to a rise in incomes for families.

- 500 participants will receive allowance and access learning tours and network. And 10 (groups of) winning green entrepreneurs receive seed money for their business plan. (Cerath, Ghana)

How it improves their lives? Ultimately, 135 green entrepreneurs or green employees have sustainable jobs or create self-employment in the green sector.

- Space for Stars will eventually support 400 secondary school students per year; and the new school will cut costs by half. (Affecto, Kenya)

How it improves their lives? The ripple effect of educating and empowering students every year cannot be underestimated. Students will make the change for their families and communities, once graduated. The students are also expected to be the lead agents in transforming communities and areas they come from.

40 lives of the boys aged 5 to 18 years will be improved directly by the new dorm. (International Peace Initiatives, Kenya)

How it improves their lives? The boys who will be housed in the dormitory will enjoy the living space, helping them to sleep better, study better with less noise and disturbance. An extra space they deserve to enjoy while playing and helping other boys to get on with their day-to-day activities so they can thrive.

The above project results show that with match funding from iMPACT direct, NGOs can directly realise these impacts. In the next 3 months of 2021, we will raise more funds (targeted at €86,000) through partnership with partner organisations and grants who are willing to contribute in scaling up the impacts of African NGOs. The NGOs may use their own resources and also raise funds themselves to contribute to this targeted match funding. With collaboration, we can think bigger for joint impacts.

NGOs will report about the results at our website before May 2021: <https://impactdirect.eu/anbi/>.

What community members say

Zarilla, one of the students in the Affecto programme tells her story:



Watch: <https://youtu.be/sKZnsTv8VQk>

Evans (on the right) tells what he has learned from being together during the COVID lockdown and helping to build the new boys' dorm, together with two professional builders:



Watch: <https://youtu.be/Qsf5CmRORBq>

Cerath first did a pilot project with Green Entrepreneurs, before they started the programme. This is what one of their pilot participants says:

Justina Oduro, Beahuo, Western Region, Ghana

I have been unemployed for the past two years after my tertiary education. CERATH Green Entrepreneurs Project has equipped me with the needed capacity to write formal and standard CVs and i am also well prepared for any interview in the Green sector. Through the Green Project, I have the opportunity to do internship with a solar installation company in Beahuo in the Ahanta West Municipality. Their commitment and dedication towards improving the socio-economic livelihoods of the youth, women and returnee migrants is very commendable.

Contributing to systemic change

And as we grow, concurrently we grow our contribution to:

- A strengthened civil society in Africa, starting with Ghana and Kenya. In the coming years we want to have a growing impact in terms of unconditional grants and in capacity building or technical assistance to NGOs, where relevant.
- And we also aim to contribute to a systemic change towards more equal collaboration in the international development sector. We do that by being a living example of how it can be done differently, as well as by sharing our story and stories from the NGO-leaders and communities we support.

4. Learnings

We learn and build step by step by using a Human Centered Design (HCD) approach. This is how we do that concretely:

1. Inspiration phase: Bring our own expertise together and collect additional information from desk research, professionals and a variety of users.
2. Ideation phase: Make a prototype that users can experience and then improve based on feedback received.
3. Implementation phase: Adapt specific aspects according to our learnings. Now it's ready to be replicated or scaled.

Ultimately, HCD makes sure that our interventions are built upon the users' and communities' needs, and at the same time build evidence-based approaches that we can scale within the countries we work and to new countries.

Innovative

First of all, we explored if there are existing organisations who do what we had in mind, got ourselves inspired by organisations like Give Directly, Give Well and Better Giving, discussed with organisations with similar missions or similar means and sometimes looked into (possible) collaboration together. However, we didn't find other organisations showcasing smaller African-led NGOs in an inclusive way and that talk about impact, nor the integration of direct and unconditional donations and unfiltered updates about progress of project implementation.

"The international development sector talks and talks about 'shifting the power' to local experts and NGOs - but don't take action. And iMPACT direct started doing it!"
(A supporter with years of experience in the sector)

Rapid impact

Because we contribute to frontline NGOs which already have successful projects, the donations contribute to impact made in just weeks or months! The donations matched the NGOs own resources. This relatively big impact with small amounts, was also researched and proven in reports of Both Ends ([Small Grants, Big Impacts, 2017](#)).

It's a fast and effective way of international development and global solidarity that we further want to develop, grow and report on.

What we already improved after the 1st campaign

From donors' feedback in the first campaign, we've decided to integrate a GiveList on our website (that we want to grow in the coming years).

Projects

Community Mangrove Restoration



Ghana
ACEC

INFO

DONATE

Green entrepreneurs



Ghana
Cerath

INFO

DONATE

Space for Stars



Kenya
Affecto Foundation

INFO

DONATE

Boys' Dormitory children's home



Kenya
International Peace Initiatives

INFO

DONATE

That means that we started to explain the selection of NGOs we made – selected by local experts. That the NGOs promoted a specific project, instead of their entire organisation, and explained better the impact they make on the people benefiting from the project (i.e. lives improved) and cost-effectiveness. Moreover, every NGO-page now has a barometer, which shows the targeted amount to be raised and the donations collected so far.

Also, we had our homepage available in Dutch, as Dutch donors obviously better understand our story when reading in their native language.

Richard Yeboah (board member and based in Ghana) and Isaac Waithaka (co-founder and based in Kenya) selected the current four NGOs. Part of the GiveList are their testimonials at the NGO-pages, explaining why they selected these NGOs upon the criteria we use at iMPACT direct):

Give List

One potential solution to the combination of choice overload and limited information is to leverage the expertise and experience of well-respected philanthropists to create curated lists of effective charities.

These offerings, which we've dubbed 'Givelists,' would help surface the most effective organizations for donors to consider and give donors more confidence that gifts to those charities would be well-utilized.

Source: [Better Giving/GiveList](#)

Testimonials

Isaac Waithaka, iMPACT direct

When I Met Affecto Foundation team, it was such an eye opener to interact with such an incredible team that fundraises on social media to create a big impact on the lives of bright children from less privileged families. Fast forward, I have witnessed the foundation support more academically able students thus, creating a lasting and sustainable impact.

The first time I visited International Peace Initiatives, I was amazed by their passion that combines bottom up peace building approach and empowerment of the less privileged children and women. I continue to draw inspiration from IPI.

Richard Yeboah, iMPACT direct Ghana

"ACEC's work in Ghana has contributed to the increased resilience of communities to climate change through cookstove distribution and seedlings. They reach the most vulnerable communities. Since my interaction with them, ACEC have achieved any target they have set for themselves."

"Cerath's cause in uplifting the lives of the voiceless is noble and commendable. I have been engaged with them since their inception and I have seen their commitment, dedication and growth, creating real impact in the communities they work."

Learnings – following the donor journey

We now have completed two prototypes (April 2020; Summer 2020; and Christmas 2020) to test how donors and NGOs like them. This is what we have learned this year – following our donor journey:

	What went well	What should be improved
Reach (get inspired)	<ul style="list-style-type: none"> - (National) media presence - Videos / interviews at all socials - Share posts in groups (FB) - Online event incl. Facebook Live 	<ul style="list-style-type: none"> - To save time from editing: have FB live + 1 min videos + use materials NGOs already have - Looking for a promotional partner (or a few smaller ones)
Registration (follow or sign up for newsletter)	<ul style="list-style-type: none"> - Invite people to page (LinkedIn) - Invite people who liked a post (FB) - Most donors sign up for newsletter 	<ul style="list-style-type: none"> - Lots of communication 2nd campaign referred away from website (e.g. socials; Youtube, Medium, Soundcloud) - FB (€10) and Insta adds (€15) didn't reach right people; generated a few new followers
Referral (share our story)	<ul style="list-style-type: none"> - First campaign: asked people to share and that happened a lot - This time our 'hard-core supporters' shared also, or people tagged iMPACT direct 	
Activation (donate or help in kind)	<ul style="list-style-type: none"> - Call to action states 'OR' (donate or share our story) - Live events - (National) media presence (e.g. Volkskrant) - Newsletter (sometimes) - 1st pilot & campaign donations mostly came from Inemarie's network; 2nd campaign 8 out of 25 people outside her network 	<ul style="list-style-type: none"> - People find donation button too complicated - PayPal button only last week of campaign + was not used either. - The texts at donation button were from former campaign up to last weeks of campaign... - No ANBI yet
Retention (donate again)	<ul style="list-style-type: none"> - Sending the reports of the former campaign to donors – 4 decided to donate again 	<ul style="list-style-type: none"> - Monthly/regular donations not possible yet
General	<ul style="list-style-type: none"> - Starting small and gained supporters along the way - Board, team, supporters make time in busy schedules to work on iMPACT direct 	<ul style="list-style-type: none"> - Having no budget and relatively little time because we're all volunteers is a challenge to get everything done, we'd like to see - Didn't use donor journey in communication strategy in 2nd campaign - We didn't communicate what was improved in the 2nd campaign (incl. GiveList, recommendations, barometers)

Obstacles we faced during start-up:

- **Access to financial services:** Many banks and Payment Service Providers (PSPs) didn't allow us to open an account, because we were going to transfer money to Ghana and Kenya (on high-risk or event blacklists!) and had no ANBI-registration yet. [See here for the entire story.](#)
Eventually, we managed to open a bank account at Bunq Bank, which allows for online donations. We use TransferWise for transferring the donations to the NGOs.
And although we wished from the start for a donation button that is open to everyone around the world, we didn't access these possibilities, but we did manage to integrate PayPal - open to users worldwide - in our final week of the 2nd campaign.
- **COVID-19:** Decreasing donations from people who face economic problems because of the pandemic themselves (38% of the Dutch say they face financial problems themselves these days and that's why they don't donate, and 29% donate if they can miss something, and they probably feel they can't these days (Omroep Gelderland, 2020). We also heard from bigger fundraising organisations that their income from donations was less this year.
Moreover, we got an invitation to present iMPACT direct at a European conference. Unfortunately, we couldn't go, because of a new corona outbreak.
- **High competition around Christmas:** People donate to what they know. It needs time to build trust to grow a supporter base. Unfortunately, also opportunities for offline events failed and a lot has been organised online – which means more competition for online presence among people who already face a so-called online fatigue.

Looking forward

That is why next year we will focus on:

- Getting an ANBI and CBF status (we waited for our financial year to end to be able to make our first annual report) will open doors at financial services and at partner organisations and grants.
- We will be working on testing our business model now that we feel confident about the basic concept that adds value to donors, NGOs and communities.
- On promotion: Having a very simple and easy website, finding promotional partners, increasing media presence and access Google Adds budget (once ANBI).
- Strengthen local organisations' capacities (demand-driven) end of 2021 / start of 2022. And developing graduation criteria so iMPACT direct can serve as a kind of start-up grant.
- And gain some organisational budget to allow for a (start of a) sustainable organisational structure.

See for more details our Policy Plan 2021-2023 at our website (ANBI page).

5. Organisation

The board of iMPACT direct comes together every two weeks for decision-making. iMPACT direct's team comes together every week to discuss progress. The audit commission reviewed the annual financial report and signed upon agreement.

Our diverse board and team in terms of location, origin and experience bring different perspectives to the table and better solutions too.

Board members

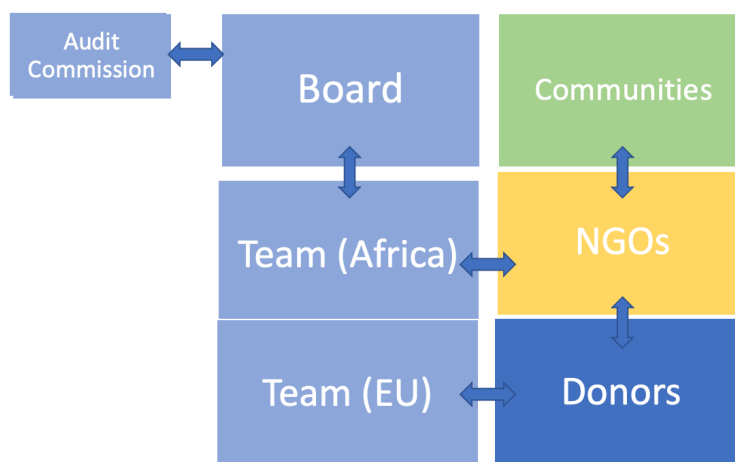
Inemarie Dekker (Chair)
Richard Yeboah (Treasurer)
Nicky Wakou (Secretary)

Audit Commission

Isaac Waithaka (Co-founder)
Karen Kammeraat (Supporter and donor from the start)

Team

- One or more board members.
- **Isaac Waithaka**
- **Expert volunteers** are helping out with specific tasks (see below).
- We have had a student International Development from Radboud University helping out with administration tasks.



Organogram. See also Policy Plan 2021-2023.

Expert volunteers

From the people supporting us 15 experts provided us with voluntary hours, including:

- Ella Masle-Farquhar, a legal expert who co-developed and reviewed our Terms & Conditions and Privacy Policy.
- Suzanne Hoeksema and Lori Cajegas who reviewed our selection and impact measurement tools.
- Alba Leon reviewed English texts.
- Brit Rooswinkel, a creative who designed our explainer video (see page 3).
- Several writers and journalists who advised in communications.
- And others helping us out with network or ideas from their expertise or sector.

Another 17 people actively supported us online, by publishing an article on their platform or by sharing our stories or tagging us in interesting discussions.

Partners

Our first campaign led to 10 potential partnerships. Concretely for 2020:

- A web developer who is supporting us with voluntary hours for development and hosting (CAPREA Media).
- A social business in tourism which donates a percentage of their profit to the NGOs; and we can help them where relevant with our network in Africa (ResiRest B.V.)
- In 2020 we explored a possible membership of Partin (Dutch association for smaller NGOs). In 2021 we became a member – benefitting from basic tools for foundations and the promotion being associated.
- Media supporters like NieuwWij. See all: <https://impactdirect.eu/media/>

Organisational results 2020

iMPACT direct is a foundation started in April and formally registered in June 2020. On an organisational level our strategy is to start small, test our idea, and adjust it, inspired on the Human Centered Approach (see p.17). This approach enabled us to realise all the above results and learnings in a relatively short time, as well as these organisational results we have developed and are reviewed by volunteer experts:

- A website that works for both donors and NGOs
- Privacy Policy: <https://impactdirect.eu/privacy-policy/>
- Terms and Conditions: <https://impactdirect.eu/terms-conditions/>
- Received a tax exemption status from the tax institution.
- Selection procedure to be able to select reliable and impactful new NGOs in 2021. See also explained at our website: <https://impactdirect.eu/#faq> (>What are the criteria for NGOs to join iMPACT direct?)
- Impact measurement (see Policy Plan at website (ANBI page) and the first results of it in chapter 3).

6. Financial report

iMPACT direct started in 2020 with a zero-budget, but with a team of expert volunteers to start testing and developing, lots of voluntary hours and a bit of own investments to cover the costs of starting up.

A summary of the annual financial report

We've received donations from individual donors during three campaigns. One of the donors is a partner, a social business in tourism: ResiRest B.V.

95% of all donations (equals €2,610) were transferred to NGOs for the respective projects communicated on the website (and in chapter 3.). From this 95% another €4 to €8 euros per transfer were deducted to cover the costs from TransferWise.

5% of the donations and own investments we used to cover the costs for fundraising (i.e. €25 for adds at social media), for our bank account (€70 of monthly costs), costs that Bunq charge for incoming donations (€13) and the €80 that was spent on a volunteer fee for administrative work. We have a deficit of €73. This will be covered by own investments in the new year.

The start-up costs (Chamber of Commerce and Notary) of €471 came from own investments. Our total income in 2020 was €3200, similar to the costs plus the reserved amounts for the projects in our second campaign, which were transferred on 12 January 2021. There is a difference of €4 between income and costs, due to rounded numbers.

The financial annual report is checked by the Audit Commission: Isaac Waithaka and Karen Kammeraat.

Please, find our financial annual report at our website (ANBI page).

Business model

5% of the incoming donations are used to cover the costs. For 2020 this is an amount of €98, which obviously doesn't make a sustainable business model yet.

Our focus for 2021 is to develop a sustainable business model, that eventually can also cover the costs of some staff in Europe (e.g. promotion and partnerships) and Africa (e.g. selection and impact measurement) and joint development. We see opportunities in attracting funding from organisational partners and grants, as well as in scaling.

See more in our Policy Plan 2021-2023 at our website (ANBI page).

Compensation policy

Board members are not paid for their work, but may receive a compensation for costs made that are essential for their work (e.g. for occasional travel expenses). Over 2020, we have no such costs to report.

Most recent annual accounts

Find the reports from the NGOs per campaign at our website (ANBI page).

See: <https://impactdirect.eu/anbi/>