

Annual Report 2023

iMPACT direct



February 2024

Organisational details

Name:	iMPACT direct Foundation
Date of foundation:	June 12, 2020
Bank account N°:	NL13 ABNA 0105 5215 82
Chamber of Commerce N°:	78278937
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See all: www.impactdirect.eu/about

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List of Definitions

Financially Sustainable NGO	Receives diverse income from multiple supporters/sources and has a sound financial plan.
Healthy NGO	Aligns to the 5 aspects of a Healthy Non-Profit, Governance and boards, financial management and fundraising, communication and relationships, building organisational infrastructure and effective leadership.
NGO Synonyms	Non-governmental Organisation NonProfits Civil Society Organisations (CSOs) Locally-led Organisations
Professionalisation grant Synonyms	Grant for specifically aimed at professionalisation of the organisation, as opposed to grants used for projects. Flexible Funding Core-funding

Dear Supporter, Dear Reader,

Looking back, 2023 marked a year of growth for us.

Less people living in extreme poverty

In 2023, our partner-NGOs lifted 1,477 people and their family members (or peers) out of extreme poverty. *See all about it in chapter 2.*



Increased income for our partner-NGOs

At iMPACT direct we work with locally-led partner-NGOs that already have the solutions at hand to beat extreme poverty. In 2023, we doubled our income and supported 12 partner-NGOs to professionalise, so that they can create more impact in their communities.

As it is the first year that we have graduating partners that completed the 3 years of partnership, we see first results from our added-value on our partner-NGOs. One exciting impact result is that locally-led African NGOs indeed increased their annual income (beyond our support!). And we start seeing the impact of our non-financial support, like feedback & training. *See all about it in chapter 3.*

Building innovation

Just like our partner-NGOs, core-funding is of vital importance in the process of building our innovation in the aid sector and in becoming a sustainable organisation. For us that means:

being able to offer quality services to locally-led NGOs on-time, learning while doing, and improving and refining where needed. We are always happy to share our learnings on this journey with you, in this report, as well as in specific blogs and webinars coming-up! *See all about it in chapter 4-6.*

Be part of our journey

Altogether, we are well underway to reach our ambitions by 2026, supporting 100 locally-led NGOs to create impact sustainably, and at least lifting 100,000 people out of extreme poverty. *See all about it in chapter 7.*

Thanks to your support we have come this far in just 3 years' time!

In the coming 3 years we are working on 1) Improving our impact monitoring & measuring for our impact on locally-led NGOs, 2) Building a financially sustainable organisation and 3) Scaling our impact.

Be part of our journey as a donor, partner or volunteer!

Inemarie Dekker

Director iMPACT direct Foundation

2. Impact: Lives improved

In 2023, our partner-NGOs lifted 1,477 people and their family members (or peers) out of extreme poverty.

	Project participants	Lives improved	Family members benefited	Total 2023
Completed Projects	349	307	1170	1,477
Ongoing & planned projects	295	267	1087	
Subtotals	644	574	2257	

Explanatory notes:

- **Project participants** are all people participating in a project.
- **Lives improved** means all project participants that have successfully completed the project (generally, 90% of the project participants, although it can differ per project).
- And **family members (or peers) benefited**, are those who also get out of extreme poverty because of the project (generally times 4, equalling the average family size of 5; although it differs per project).
- **Ongoing and planned projects** show planned data. After a project is completed, we collect the actual data. On the next pages completed projects and actual numbers are marked green.

All the NGOs' projects focus on 1 or more of these Sustainable Development Goals (SDGs):

- **SDG 1: No Poverty:** Allowing project participants to increase their income by learning and starting employment or a business.
- **SDG2: Zero Hunger:** Increasing harvest with climate-friendly farming techniques; and
- **SDG4: Quality Education:** Learning (vocational) skills and expertise to be used in future employment or business.

Most of the **education-projects** we support focus on vocational training, and so they overlap with SDG1-projects. The difference with that SDG1-projects have a job or business as the ultimate impact, whereas SDG4-project have quality education as the end result.

A rise of income or harvest can directly lift a family out of extreme poverty, having now a basic income that gives them access to sufficient nutrition, education for their children, health care, and improved housing.

>> More info Project participants

Project participants were women, men and children living from less than \$2 a day in Cameroon, Ghana, Kenya and Tanzania. Our partner NGOs mainly work in rural, or even remote areas. 3 out of 12 NGOs work in urban areas, but with very vulnerable people (incl. people living with a disability and teen mums). And 2 NGOs work in areas that are (of risk of being) in armed conflicts; around Bamenda in Cameroon, and in northern Ghana, bordering Burkina Faso.

>> Visit our Project Page: <https://impactdirect.eu/project>

On our website you find a map of Africa, which shows where each project is exactly located. You can also filter the projects per country or SDG. Each project page contains a narrative of the solution, the problem it solves, and the expected impact. In addition, on each project page you will find all updates and reports, according to the status of the project.

2.1 Results from projects contributing to No Poverty

Projects contributing to the Sustainable Development Goal (SDG) 1, are aiming for project participants to increase their income. Increased income is a significant impact (source: Global Innovation Fund).



	Project participants	Lives Improved	People benefited
Young Women Master Tailoring** Kalyet Afya Foundation (Kenya)	10	9	36
Becoming Businesswomen in Soap** RSS Foundation	20	18	72
Livelihoods for children with severe disabilities** Vision of the Blind (Kenya)	20	18	72
Beauty Parlour WA WA (Kenya)	20	17	68
Boats for Fisher Women* WA WA (Kenya)	10	9	36

* Project is still running ** Planned: Project started fundraising in 2023 and will be carried out in 2024.

An example from the Beauty Parlour project

Cavin Odera, director from WA-WA Kenya:

"17 women have graduated and equipped with beauty therapy skills in order to manage beauty parlours set up by the project. These beauty parlours are not only sources of income to improve the lives of these 17 women, but they are also sources of employment and training for many other young people in the community."



Beauty Parlour Donors: Overal Foundation, Wilde Ganzen, and individual donors

2.2 Results from projects contributing to Zero Hunger

Projects contributing to the Sustainable Development Goal (SDG) 2, are aiming to have project participants increase their harvest. Increased yield has a significant impact (source: Global Innovation Fund).



	Project participants	Lives Improved	People benefited
Water Pans for Sustainable Farming COSDEP (Kenya)	17	15	61
Adding Value to Root & Tuber Crops** COSDEP (Kenya)	40	36	144
Snail Farming* HCF (Ghana)	120	108	432
Zero Hunger through Mixed Farming* OLCAP (Kenya)	10	9	36
Women Sunflower Business Thubutu Africa Initiatives (Tanzania)	25	23	125
Innovative Women Farmers* Vulnerable Aid Organization (Ghana)	120	108	432
Bee-Farming fights Poverty** Vulnerable Aid Organization (Ghana)	25	23	115

* Project is still running. ** Planned: Project started fundraising in 2023 and will be carried out in 2024.

An example from the Innovative Women Farmers project

Kate, project participant:

"I participated in the training program on vegetables production. I make about GHS1,000 (or €75) every month from the sale of pepper, garden eggs and tomatoes. I am now relieved because I can buy sanitary pads, feed myself and my son, and pay for my son's school fees. I look forward to expanding my farm for more harvest."

Innovative Women Farmers Donors: Overal Foundation, YouBeDo, Haella and individual



2.3 Results from projects contributing to Quality Education

Projects contributing to the Sustainable Development Goal (SDG) 4, are aiming to provide project participants with knowledge and skills, that they use to improve their income opportunities. Every extra year of education is called a substantial impact (source: *Global Innovation Fund*). Global research shows that with every extra year in school, someone's income and health increases.



	Project participants	Lives Improved	People benefited
Ecologia Youth Trust project*** International Peace Initiatives (Kenya)	3	3	0
Girls Reclaim their Lives** International Peace Initiatives (Kenya)	25	23	90
Young Solar Electricians Pinasol (Ghana)	24	15	52
Youth Employment Centre** Pinasol (Ghana)	130	117	468
Opportunities for Child Brides ** Sustain Cameroon	25	23	90

* Project is still running. ** Planned: Project started fundraising in 2023 and will be carried out in 2024.

*** An IPI-project we have supported beyond our website, so that the donations we had already collected could be doubled.

An example from Young Solar Electricians Training

Christopher, project participant:

"I had little knowledge in electrical installation and also unemployed. I was registered with social welfare for job opportunity until when I was referred and selected for the solar training. I am now doing workplace experience learning with SANDURA at Kumasi which has given me more skills in electrical and solar training as well as industry experience. I am grateful for the opportunity!"

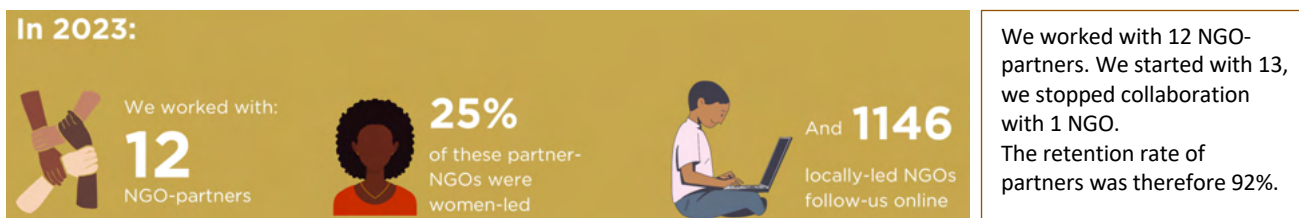
So far, 15 project participants gained a job or started a business after the training.



Young Solar Electricians Training Donors: Overall Foundation, YouBeDo and individual donors.

3. Impact on locally-led NGOs

At iMPACT direct we work with locally-led partner-NGOs that already have the solutions at hand to beat extreme poverty. In 2023, we supported 12 partner-NGOs to professionalise, and gain more income, so that they can create more impact in their communities.



In 2023, we have changed two things in our strategies to support locally-led NGOs:

1. We have modified our Theory of Change, so it becomes clear that our impact is on having an added-value on our partner-NGOs, so that they can create more impact, more sustainably (see also our Theory of Change visual, impactdirect.eu/toc).
2. We started to support the professionalisation of NGOs, and not just projects. See more under 3.2. Building Healthy NGOs.

When supporting NGOs we aim for two major impact levels: Financially Sustainable NGOs and Healthy NGOs. As with that NGOs can create more impact for people living in extreme poverty, in 3 ways:

- More income to our underfunded partner-NGOs, directly lead to more lives improved.
- Professionalisation leads to more quality support to project participants.
- And financial sustainability leads to impact creates impact also after our partnership ends.

3.1 Financially Sustainable NGOs

From our data it shows that our following strategies and services have a positive effect on the increased income of our partner-NGOs:

- **Visibility of NGOs and their work** means that NGOs get noticed by a broader audience. Our reach quintupled, showcasing the work, expertise and results of the NGOs and their stories at our website, at socials and in (online) events:

	2023	2022
Website visitors	37,841	22,100
Social media reach	66,947	36,800
Media reach (printed/online)	408,472	7,400
Presentation reach	57	25
Total	513,317	103,125

Main channels we used:
Article in Dutch national newspaper
(impactdirect.eu/press), Google Ads and our website and socials.

Observation: We see that most NGO-partners, during the partnership, increase their efforts starting or building their own online presence with their website and socials.

- **Our reference increases our partner-NGOs' credibility**, which results in more speaking time, partnerships and supporters beyond our efforts. With 'reference' we do not just mean a written appreciation. It includes our thorough onboarding process, getting to know the NGOs and their work very well in our 3-year partnerships, and supporting them to build quality.

Solomon Asiamah Okyere from Pinasol (Ghana):

"Last year, we got additional funding, to get more project participants to the project that was promoted on the website of iMPACT direct. This year, iMPACT direct shared an opportunity for a grant that we successfully applied for."

- **Fundraising for project and core-grants together with our partner-NGOs.**

We increased the total raised amount:

	2023	2022
Project grants	€ 66.995	€ 58.418
Professionalisation grants	€ 22.011	€ 0
Projects payable (i.e. to be transferred in 2024)	€ 8,082	€ 1,587
NGO's income because of our intervention/reference	€ 30,453	€ 41,365
Total	€ 127.541	€ 101.370

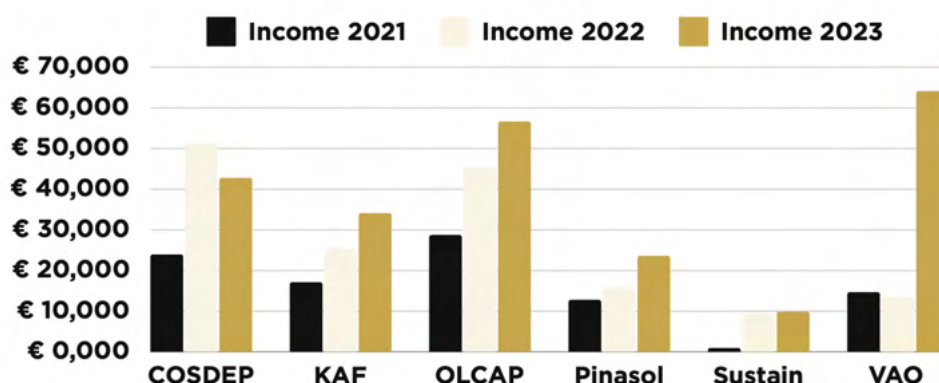
And we raised the average amount per NGO:

	2023	2022
Project grants	€ 8,091	€ 5,000

Increased income 3rd year-partners

To measure if our strategies and services have an effect on the Financial Sustainability of our partner-NGOs, we looked at 2 indicators: increased annual income per NGO, and if increased sources of income (i.e. diversification of income).

Most of our 3rd-year partners increased their annual income in the past 3 years of our partnership, beyond our support on projects and professionalisation:



In 2023, is the first year we could look back on 3-year partnerships with some of our partner-NGOs.

The table shows a sample of our 3rd-year partners, and their total income over the years of our partnership.

Two NGO-representatives explain how our support helped them to increase the NGO's annual income.

Sarah Moora from Kalyet Afya Foundation (KAF, Kenya):

"We finetuned our proposals with feedback from Martha [red: NGO Relations Manager, iMPACT direct]. Then we also started making better project proposals for other donors. We have more success in fundraising, because of the increased quality of our proposals."

William Tsakpa from Vulnerable Aid Organization (VAO, Ghana):

"In summary, I noticed that donors, since joining iMPACT direct, easily accept and grant proposals. Most of them ask the kind of partnership we have with iMPACT direct Foundation. We mention iMPACT direct as our partner in every proposal we submit, and this might be the reason. As you can see, much of the funds came from donations."



Diversifying income

All NGO-partners engage supporters from their community to their projects (mostly in-kind support). Moreover, 2nd and 3rd-year partners are planning for diverse income and own income-generating to be able to cater for new project participants, after the project ends, or to cover organisational costs. Examples include: Deploying expertise in paid consultancies, supporting women groups selling their produce, or building training rooms to save costs and gain income through renting.

Measuring our impact

In 2023, we have started to improve our approach and tools to measure the impact we have on our partner-NGOs. As from 2024, we start monitoring and measuring impact more thorough with the support of an impact expert, and a small team on data collection and analysis.

>> More info on our Partner NGOs?

See all our partners here: <https://impactdirect.eu/ngos>

3.2 Healthy NonProfits

Our baseline and endline with partner-NGOs show first insights on how our following strategies and services have a positive effect on building a Healthy NonProfit:

- **Trust-Based Partnerships:** In our annual visit we reflect with each NGO on their impact goals and professionalisation goals for the upcoming year(s). Based on the NGO's Annual Plan, we then determine a project to fundraise for together, plan for professionalisation with a maximum 10% of their prior annual income and see how we can support their professionalisation plan within our training programme. In a Partnership Agreement with each NGO we record these plans and goals of the collaboration.

NGO-partners in the end-of-year satisfaction survey:

"We have a healthy communication with iMPACT direct, they always communicate anything that concerns its partners. They do not do anything without informing its partners."

"iMPACT direct is unique in its approach as they not only focus on the specific projects they fund, but the whole organisation. As a result, we are able to make adjustments in the other projects that we run through the knowledge gained in the trainings and Expert Talks."



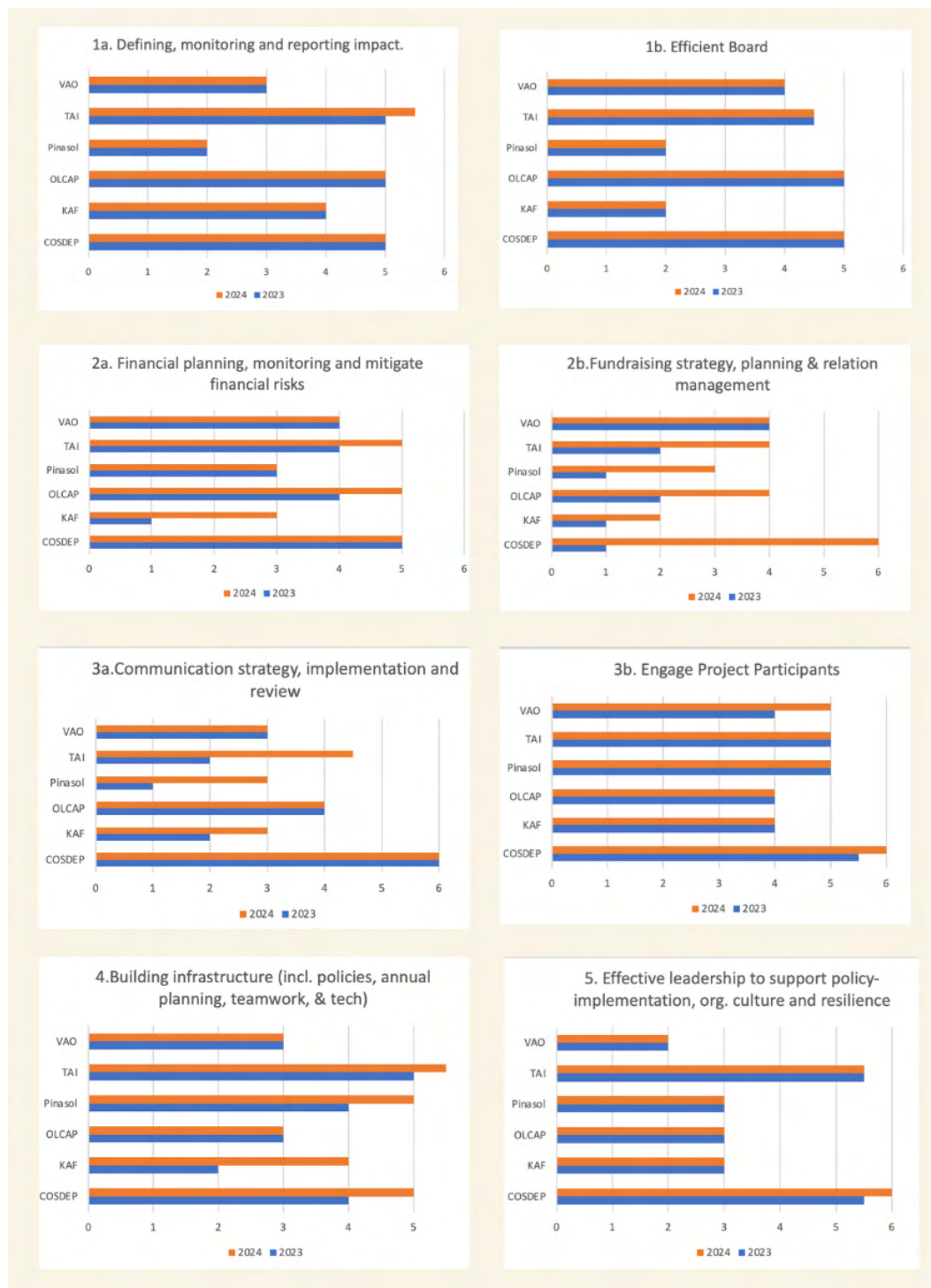
- **Professionalisation Grant:** 2023 was the first year to provide a professionalisation grant to each of our NGO-Partners. (i.e. flexible core-funding). Even though the grants have a relatively low amount, it gives the NGOs the agency to put it where they need it most. The growth seen in Building the Organisational Infrastructure is really thanks to this grant. See the full report here: <https://impactdirect.eu/project/becoming-strong-organisations>
- **Training, Sharing Expertise & Matchmaking:** With available resources we could start working with a trainer from October on, with whom we started to create professional online training in Theory of Change and 3-year planning and Annual Planning. Moreover, we provided one-on-one feedback on project proposals and budgets, and organised 6 Experts Talks for sharing expertise in our network have been organised.

NGO-partners in the end-of-year satisfaction survey:

"iMPACT direct has been encouraging the utilisation of the human resource found in the organisation rather than outsourcing people. This approach has helped us to understand the need to build the capacity of the organisation staff in order to reduce the extra expenses in outsourcing trainers. We have gained immense knowledge through the training and Expert Talks."

Healthy NonProfits

Most of our 3rd-year partners progressed on those topics that we have been focusing on in the past years, which are: 2a. Finance, 2b. Fundraising, and 3a. Communication. And many partner-NGOs used part of the Professionalisation Grant on 4. Building Infrastructure.



- This is a first sample of what we score in the baseline and endline on Healthy NonProfits.
- As our Training on Defining Impact, will be followed up with Monitoring & Reporting in 2024, we expect to see these figures going up next year as well.
- As from 2024, with the start of a professional Training, Sharing Expertise & Matchmaking programme, we will tackle all topics in our 3-year partnership.

In short, we start seeing partner-NGOs progressing on Financially Sustainability and on building Healthy NonProfits, which enables them to create impact in their communities, also after our partnership ends!

4. Summary Financial Report

In 2023, we doubled our income compared to 2022.



What was remarkable on our financial year:

- Our supporters allowed us to build as a small team of paid consultants based in Africa, and paid volunteers in Europe that has enabled us to professionalise. Although indirect costs rose with 5% from 2.8% to 7.8%. iMPACT direct retains working at low costs with an online office.
- We kept on working like we started: From every project donation, 5% is used for indirect costs. To be able to cover all programme and indirect costs, we rely on additional programme or core funding. In the coming 3 years we plan to develop increased Financial Sustainability.

Individual donors



54 donations

53% donated again

7 active volunteers

Partner Organisations
(incl. Companies & Middle Donors)



5 partners

75% retained partnership

2 new partners

Grants



8 Grants

100% retained support

3 new grants

Most of the donations received are for the NGOs and their projects. In 2023, some of our grant- and company-supporters committed to continuous support, like:

- **Overall Foundation**. We visit 2-3 times a year and propose projects to support. They supported 50% of 7 projects in 2023.
- **Wilde Ganzen**. Instead of 1 project at the time, all NGO-partners can now apply for support together with iMPACT direct. They supported 33% of 6 projects in 2023.
- With **YouBeDo** we started a partnership in 2022. They supported parts of 2 projects in 2023.

Some donors also support us building our innovation. Receiving such funding feels as a huge acknowledgment of the way we work. We have received unconditional / core-funding from:

- **Sint Antonius Stichting-Projecten (SAS-P)** for the 2nd time, besides their funding to our partner-NGOs.
- And from the **Foundation for Family Giving**.

We stopped partnership with 1 NGO-partner, that misused an amount of €3,316. This is 2% of our total amount transferred to NGOs since 2020.

Here you can read how we decrease the risk of misuse of money, and why we choose to work trust-based, and do not choose for too heavy (and expensive!) control systems:

<https://impactdirect.eu/media/Multi-year-plan-2024-2026-iMPACT-direct.pdf> (see pp.32-35)

5. Our Partners & Supporters

Apart from donor partners (see chapter 4), we are more and more working in partnerships in making impact.

5.1 Supporters' Event

In September 2023, we organised our first in-person event for our main supporters in Amsterdam, presenting the results and hurdles so far, and future goals for the coming 3 years. The event was great for relationship management with our main supporters, giving a fair representation of where we are.

Some examples of the results:

- Finally, all volunteers, staff and board members present in the Netherlands, being able to meet in person. This sparked a lot of inspiration and improved online collaboration afterwards.
- An invitation from Wilde Ganzen for a team member and NGO-partner to join in the Participatory Evaluation training and implementation.
- An offer from Rainbow Collection to support our communication plan in 2 workshops and desk research.

5.2 Award Winning Communication Campaign

In December we have received the 2nd prize in a competition called 'Engage & Rejuvenate your audience' from Wilde Ganzen. It is an acknowledgement of our:

- Day-to-day communication work in addressing unequal north-south relations, by showcasing stories that often remain unheard in European media and news: African experts that have the solutions at hand beating extreme poverty.
- Capability to reach a relatively young audience (25-40 years) online, and as volunteers and interns. Which in turn is vital for the long-term solidarity beyond national borders.



The video-campaign targeting young people will be carried out between April-June 2024, together with partners **Africa No Filter** and **The Great Ride Along**.

In 2024, we want to grow our individual supporters and partnering organisations base, with an improved communication plan and increased focus on (multi-annual) grants that align with our mission.

>> More info on our Partners & Supporters?



See all our partners here: <https://impactdirect.eu/join>

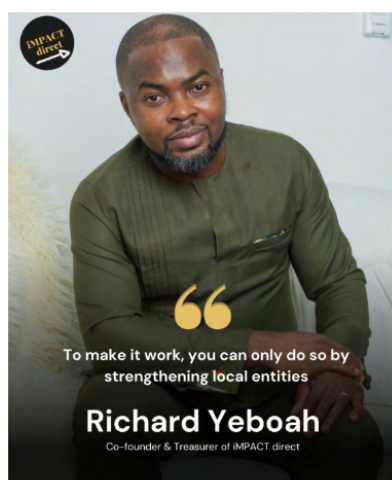
6. Our Team

The ongoing professionalisation and building of our team was central for our internal organisation in 2023.

Opportunities to professionalise

We took action on professionalisation, by separating the responsibilities of the board and management, and that of the management and the team. And thanks to the support we have received on core-funding, we were able to build a small core-team, that increasingly enables us to create the impact we envision. We can now rely on:

- A board of 4, with a new chair: Dieuwertje Damen.
- A management, separated from the board: Co-founder Inemarie Dekker shifted from chair to management, since July 2023.
- A small team of consultants based in Africa, and paid volunteers in the Netherlands.



Opportunities to learn

And we always encourage our staff to learn (e.g. by taking online courses) and share expertise. In September, our colleague Martha Mwangi was invited to participate in the Masterclass International Development (of Radboud University Nijmegen, financed with Wubbens Foundation). It was a great opportunity to learn about the current discussions in the sector, which were brought back to the team for reflection.

In 2024, we integrate this in our daily work, whereby each team member takes the lead of their own project, planning, and scoring. In team meetings we account progress and ask for support where needed. In this way we can both learn from each other, as well as grow individually.

Develop solutions as a team

As a young organisation with limited resources, we close the gap of hours and expertise by relying on young staff and volunteers, plus external (voluntary) experts. Together with the fact that we are developing innovations in a traditional aid sector, it means we sometimes make mistakes while learning and growing, or we find ways to do even better. This year, for example, we adjusted our impact calculation method (see next page).

Altogether, this has led to further professionalisation of our organisation, which enables us to grow, following our ambitions.

>> More info Team (End of 2023)

- | | |
|-----------------------------------|--|
| • Director (0.8fte) | • Financial Admin (0.1 fte) |
| • NGO-Relations Manager (0.6 fte) | • 7 Advisors & Volunteers |
| • Trainer (0.6 fte) | • Consultants based in Africa that support in selection of NGOs (on request) |
| • Social Media Team (0.2 fte) | |

Find the entire board, team, and advisors here: <https://impactdirect.eu/about>

7. Looking forward

7.1 Our impact in data since 2020

In 2023, we have adjusted our administration and impact data:

- We restructured our financial report 2022, and our financial administration according to the RJ650 Guidelines for NonProfits. At the website we uploaded our revised Financial Annual Report 2022.
- We started using an improved and more realistic calculation method for 'lives improved'. It reflects our experience so far, from what partner-NGOs plan to achieve and what they report achieved.

Here we present the corrected data for 2020-2023:

2020-2023



Explanatory notes:

When planning projects we expect that:

- Of 100% of the project participants, 90% will successfully complete the project, and will actually improve their lives. 90% success rate is realistic, looking at the actual figures of NGOs.
- And with an average family size of 5, there are 4 times more people benefiting than the number of 'lives improved'.
- In the reports, NGOs will report the actual results.

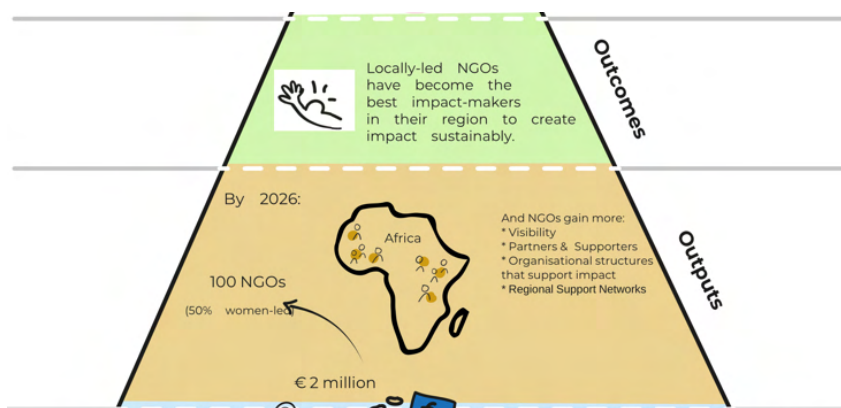
7.2 Looking forward

Comparing that with the plans for the coming years, we are well underway to reach our ambitions.

How to go from 12 to 100 NGOs?

By 2026, we work with 30 NGO-partners in 10 African countries, with a focus on remote areas.

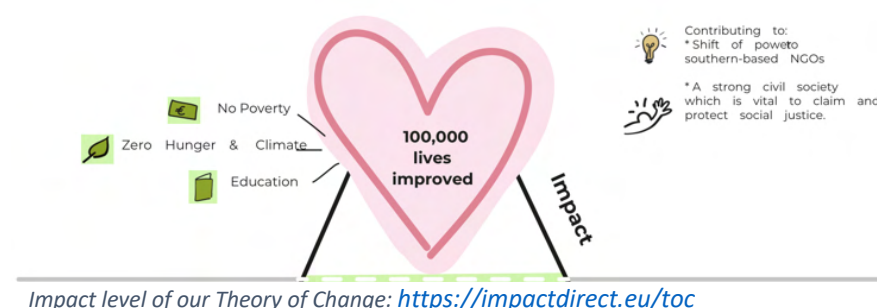
- 12 from West Africa
- 12 from East Africa
- 6 from French-speaking Africa (to start with, building up to 12 as well)
- 5,400 locally-led African NonProfits to be reached online in the coming 3 years.



Outputs & Outcomes of our Theory of Change: <https://impactdirect.eu/toc>

How to go from 10,932 lives improved to 100,000?

By 2026, we our NGO-partners have lifted 100,000 people out of extreme poverty.



We do so as follows:

	'20 -'23	2024	2025	2026	Subtotals	GRAND TOTALS
NGOs	16	12	20	30	46	100 NGOs
<i>CSOs (in Scaling Projects)</i>	0	10	20	30	60	
Project Participants (partner-NGOs)	3,554	1,824	3,946	5,919	15,243	20,643 project participants
<i>Project Participants (Scaling Projects)</i>	0	900	1,800	2,700	5,400	
Lives Improved	3,175	2,400	5,171	7,757	18,504	18,504 Lives Improved (directly)
<i>People Benefited</i>	7,757	8,498	20,686	31,028	67,969	67,969 People Benefited
<i>Impact beyond projects</i>		1,277	4,500	7,750	13,527	
Total people out of extreme poverty	10,932	11,398	28,357	44,536		100,000 People out of extreme poverty

Explanatory notes:

- Since we work with our partner-NGOs for a period of 3 years, the sum of supporting 100 NGOs, is the current 16, plus 30 new ones in the coming years, plus 60 CSOs that are supported with a scalable solution of one of our partner NGOs (see for an example: <https://impactdirect.eu/project/scaling-ecological-farming-in-east-africa>)
- Since NGOs and projects work on the sustainability for project participants and the project for new participants, beyond our support (for example, setting up a training centre, that will serve for many more participants after the project period) we expect that there will be an impact beyond our support. As well as we expect an impact on more professional organisations for the NGOs we reach online.
- In 2024, we will review and improve our impact planning, as well as monitoring and measuring impact.