

# Past Results

## 1. Our added-value for NGOs

In the past 3 years, we have monitored and measured our strategies, which informs us on those that already seem successful, and what was the added-value of it for our partner-NGOs:

In data / outputs	Added-Value for our partner-NGOs
<p><b>1. Visibility</b> Our reach of 400,000 people through Google Ads, media representation, the website and socials, even with few resources for communications.</p>	<ul style="list-style-type: none"> <li>• NGOs report that the visibility that we offer increases locally-led NGOs' (perceived) credibility, and thus it increases their access to partners and grants, beyond our partnership. This is documented in our annual reports.</li> <li>• We see that NGO-partners experience the value of visibility when they start working with iMPACT direct, and during the partnership most NGOs increase their efforts starting or building their own online presence with their website and socials.</li> </ul> <p>Examples from 2022:</p> <ul style="list-style-type: none"> <li>• 2 NGOs invited for a network in their region or expertise.</li> <li>• 1 NGO was matchmade with SRHR-expert in their community.</li> </ul>

As staff member who worked with this NGO already for 10+ years:



<p><b>2. Access to funding</b> The growth of funding for NGOs' projects has grown from €3,000 in 2020 to an expected €100,000+ in 2023.</p>	<ul style="list-style-type: none"> <li>• NGOs also receive grants beyond us, but due to our visibility efforts or references.</li> <li>• NGOs report to have decision-making power in joint proposal writing for the first time!</li> </ul> <p>Examples: In 2022, 3 NGOs received funding through our reference:</p> <ul style="list-style-type: none"> <li>• An annual €20,000 grant for 3 years</li> <li>• 50% extra for a project that was showcased on our website, to support more teen mums.</li> </ul>
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<p><b>3. Training, Sharing Expertise &amp; Matchmaking</b></p> <p>In terms of supporting NGOs to build Healthy &amp; Sustainable Organisations, we have not been able to implement the full strategy, because of lack of funding for it. Despite we already see great results:</p> <ul style="list-style-type: none"> <li>● One-on-one feedback on proposals and (financial) reports.</li> <li>● 6 Expert Talks per year, sharing knowledge amongst our Network of NGOs and supporters.</li> <li>● 2023: Needs-Assessment on the 5 elements of a Healthy Nonprofit, as the basics for our organisational support.</li> </ul>	<ul style="list-style-type: none"> <li>● In general, multi-year partnerships allow for organisational growth of our partnering NGOs, to become sustainable in terms of their organisation and the solutions they bring to the community.</li> <li>● The self-needs-assessment is a mirror for NGOs to see where they are per element and to identify next steps for professionalisation.</li> <li>● NGOs report to do more successful fundraising with what they have learned in practice working with iMPACT direct.</li> <li>● We matchmade NGOs with our network where relevant for additional expertise.</li> <li>● Although we have not been measuring progress in skills or knowledge, but NGOs report to value the Expert Talks a lot.</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>● Pinasol was matched with Mary Stopes Ghana that could offer comprehensive sexuality education, to also work on the prevention of teen pregnancies in the community.</li> <li>● Vision of the Blind was matched with East African Associations for organisations working with PLWDs</li> </ul>
<p><b>4. Trust-Based Partnerships</b></p> <p>2023 is the first year we fully implemented Trust-Based Partnerships, (after the research on best practices in 2022).</p> <p>Activities include:</p> <ul style="list-style-type: none"> <li>● Annual visit</li> <li>● Bi-weekly Open Zoom Calls to be approachable for chats, questions and discussions.</li> <li>● Bi-annual meetings &amp; co-creation where we present our draft annual report or draft annual plan to collect suggestions and feedback from the NGO-partners.</li> <li>● Annual survey on partnership satisfaction.</li> <li>● Anonymous feedback &amp; complaints form at our website.</li> </ul>	<ul style="list-style-type: none"> <li>● The approach works greatly, because we are really able to have open conversations on needs and wishes, where we can jointly work on, which is the basics of getting to the best impact together. NGOs report they do not have these conversations with 'northern-based'-organisations.</li> <li>● What we experience is that 1<sup>st</sup>-year partners sometimes fall back in traditional aid roles (i.e. not taking the lead over their own activities). We do not experience this with 2<sup>nd</sup> and 3<sup>rd</sup> year partners. So, we see really a change in attitude during our partnership</li> </ul>

We look back proudly on what we have already been able to establish, even with relative few resources.



## 2. Description of the demonstrated impact of the organization with this model:

	<b>Traditional Aid approach</b>	<b>Our approach</b>
<p><b>Cost-effective solutions to eradicate poverty:</b> with a relative low budget we are able to reach out to many people living in extreme poverty, through our partner-NGOs.</p>	<p>In traditional aid a major part of the budget is spent on other things than making impact:</p> <ul style="list-style-type: none"> <li>• On average 35% of the traditional aid budget is spent in northern countries.</li> <li>• On average there are 6 (!) intermediaries between donor and participant, each taking their part of the budget.</li> <li>• It is unknown what percentage ultimately reaches people in extreme poverty (or other beneficiaries).</li> </ul> <p>Moreover, in traditional aid a lot of money is spent on controlling locally-led NGOs. As an example: according to an officer working for one of the biggest Dutch NGOs, almost 50% of their budget is spent on control only. Control means also; NGOs are not open about (any) failures, because in unequal relations, a failure can mean an immediate stop of funding, which means relations based on control do not lead to learning, joint solutions and thus not to the best impact possible.</p>	<p>Both the direct giving aspect, as well as the trust-based approach makes our solution cost-effective:</p> <p><b>1. Supporting locally-led solutions directly means faster, cheaper and more sustainable solutions</b></p> <p><b>Project support through iMPACT direct, means:</b></p> <ul style="list-style-type: none"> <li>• We directly support local experts, and costs are relatively low in countries we work, which means that projects and overhead costs are cheaper.</li> <li>• We work with a leadership and team that is based in the Netherlands and in the countries we work. It means less budget is needed for office and staff costs in the North.</li> <li>• Reaching more people living in extreme poverty with less budget: 95% of project donations goes directly to southern-based NGOs.</li> </ul> <p><b>2. Trust-Based Partnerships save costs &amp; create more impact</b></p> <p>At iMPACT direct we take the approach of trust-based partnerships, which give room for becoming the best impact-makers together, open conversation on adaptations needed, room to fail, learn and grow. Resulting in getting to the most impactful or effective solutions together. (Of course, we do have basic checks in place, see xxx) For us, we feel this is the only way to sustainable change.</p> <p>What is more: Grants can be used immediately; Local NGOs can rapidly deploy the grant in existing projects, reaching more people with existing solutions.</p> <p>Altogether, this means that working with locally-led NGOs is way more cost-effective compared to aid through traditional northern organisations.</p>
<p><b>Effectiveness:</b></p>		<p>Within our partnership, NGOs increase their impact (number of project participants, or increased quality projects for more impact).</p> <p>In the coming two years we plan to track this better, to provide more evidence.</p>
<p><b>Sustainable solutions to eradicate poverty</b></p>	<p>Project funding or funding with strings attached, which does not allow locally-led NGOs for budget to professionalize their organization.</p>	<p>Our services (strategies and the way it is implemented) during our 3-year partnership enables NGOs to become healthy nonprofits that remain providing quality, cost-effective and lasting solutions</p>



		<p>to people living in extreme poverty, also after our partnership ends.</p> <p>These are assumptions that still need to be monitored and measured in the coming 2 years.</p>
<b>Engagement of people living in extreme poverty (i.e. project participants)</b>	<p>Northern organizations show to be less accountable (i.e. leave after project ends). For example, when the COVID-pandemic hit the world, all northern NGO-staff left Africa, and local staff – often without decision making power – could not take over, and entire projects came to a stand-still.</p>	<p>All our NGO-partners engage project participants in problem analysis, project design, implementation and evaluation. And in Training &amp; Sharing Expertise meetings we share the best approach's to do this.</p> <p>When project participants are engaged, solutions become better, and NGOs can be held accountable. What's more, locally-led NGOs stay in the community, also after a project ends.</p>



Furthermore, see our Theory of Change for references to our strategies:  
<https://impactdirect.eu/toc>

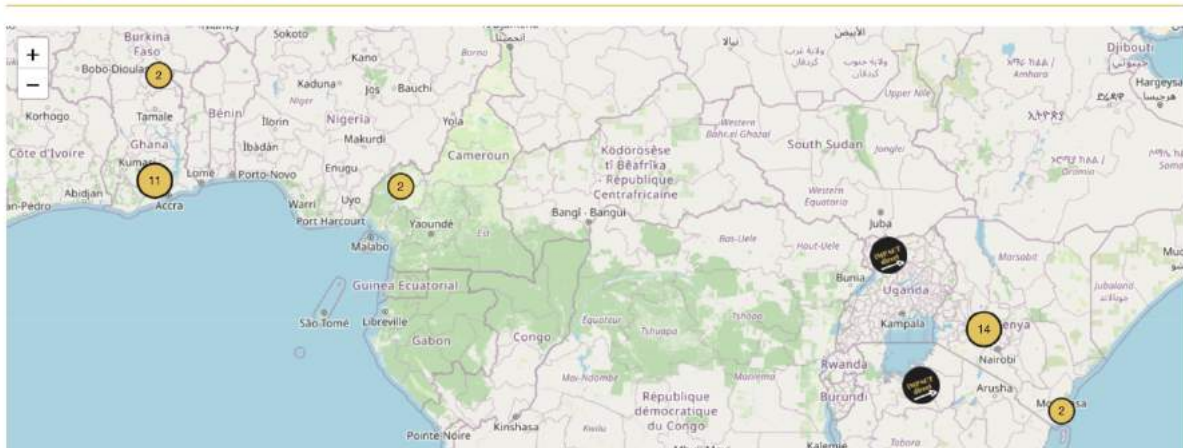
### 3. Impact Results: lives improved

#### 3.1 Impact 2022

Our partnering NGOs contributed to improving lives in Cameroon, Ghana, Kenya, Tanzania and Uganda, of people living below the poverty line in the communities they work, with solutions, improving directly more people's lives with a sustainable solution on: No Poverty (SDG1), Zero Hunger (SDG2); and Quality education (SDG4).

This is where the projects take place:

#### Where we make **direct IMPACT**



For interactive map, see: [www.impactdirect.eu/project](http://www.impactdirect.eu/project)

In 2020, we started supporting locally-led NGOs in Ghana and Kenya.

Although, in every country, we are supporting NGOs working for people living in extreme poverty, middle-income countries like Ghana and Kenya are a bit easier to work in. In 2022, we included several NGOs and their projects reaching out to even more vulnerable groups – contributing to the UN agenda *Leave no one behind*. Those are:

- The projects in Cameroon take place in the conflict area of the anglophone North-West Cameroon. The NGO Sustain Cameroon face regular lockdowns and works for girls and women who fell victim of the armed conflicts in the areas.
- The project in Uganda takes place near a refugee settlement, and the NGO YAEI works with South Sudanese refugee women.
- The projects of Vision of the Blind in Mombasa, Kenya, work on social inclusion of people living with a disability.

#### Total lives improved

The total number of lives improved in 2022 is 532 lives. Adding all the numbers of lives improved from all three types of projects, one would get to 475 lives improved. We have added 57 persons, who participated in projects that had successfully fundraised in 2021 but made their impact in 2022.

Below we show the impact in numbers, and an example per Sustainable Development Goal (SDG) that projects we're supporting are contributing to.





## 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*).

From the projects we supported, it shows that these projects lift families out of extreme poverty. It means having more budget for basic needs such as housing, food, health and education. Per project it looks as follows:

	Lives Improved	People benefited
<b>Women Greengrocers &amp; Bakers</b> OLCAP (Kenya)	10	60
<b>Start-Ups for Child Brides</b> Sustain Cameroon	35	175

### Women Greengrocers & Bakers (Kenya)

Together with the University of Kenya, OLCAP trained and mentored 10 women in running a business. Maureen, director from OLCAP, explains what women have learned during the start of their businesses. For example, which places are good for sale (near schools and hospitals) and that offering a diversity of goods helps to attract more customers. For instance, not to just sell vegetables, but also charcoal and cooking oil. Or freshly baked breads in the morning when all motor cyclists and commuters pass on their way to work.

The project has a huge impact on the participating businesswomen, who now have a daily income:

- They themselves and their family do not go to bed hungry anymore. There is money for nutritious food, for on average 6 additional family members. And it was reported that health improved because of this.
- Some women could start saving for future investments or unexpected events.
- Bracedes and Marble were now able to pay the medical bills of family members. And Norah could afford a kerosine light, so her children can do homework after dark.



The project is still being implemented. In January women could start getting a loan through OLCAP, to expand their businesses.

>> Find all reports from OLCAP here: <https://impactdirect.eu/project/women-greengrocers-bakers> or <https://impactdirect.eu/expert-talk-creating-sustainable-livelihoods>



To see all the NGO's updates and reports per project, please visit our website: <https://impactdirect.eu/project>

## 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*).

From the projects we supported it shows it can lift families out of extreme poverty. Increased produce means more and healthier food at the table and surplus that can be sold. Per project it looks as follows:

	Lives Improved	People benefited
<b>Eco-Farming for Employment</b> Heritage Charity Foundation (Ghana)	105	525
<b>She Farms</b> Thubutu Africa Initiatives (Tanzania)	120	600
<b>Innovative Women Farmers</b> Vulnerable Aid Organisation (Ghana)	120	600
<b>Food Forests for Displaced Women</b> YAEI (Uganda)	60	300

### She Farms (Tanzania)

A 70 meters borehole was drilled in the mid of 9 acres farm of Walima Mchicha group. The borehole can produce approximately 10,000 litres of water per hour. Unlike the shallow wells they dug that dried up during the dry season, this will help the group irrigate their farms throughout the year. Consequently, the women farmers can produce vegetables in all seasons increasing their productivity.

The women are now relieved from carrying water in buckets for long distances from wells to their farms (see picture). This has been challenging especially to the older women in the group. In addition, it has been time consuming reducing efficiency at the farm.

The project is completed, and it is expected that 120 women farmers will have at least doubled farm productivity and increased their income by 40% within 1 year

Secondly, 600 family members benefit from the increased income.

And in addition, the entire community benefits from the increased food security as there will be healthier and more affordable food that will be made available on the market year-round.

>> Find all reports from TAI here: <https://impactdirect.eu/project/she-farms>



To see all the NGO's updates and reports per project, please visit our website: <https://impactdirect.eu/project>

## 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. Per project it looks as follows:

	Lives Improved	People benefited
<b>Skill Training for Teen Mums</b> Pinasol Foundation	10	170
<b>Young Solar Electricians*</b> Pinasol Foundation	15	-
<b>Literacy School (continued)**</b> Restorative Seed Society		

\* The project started end 2022 with own investments, people benefited will be integrated in 2023 report.

\*\* We have not yet received RSS’s report on 2022.

### Skill Training for Teen Mums (Ghana)

With the project Pinasol was able to support 10 teenage mothers (aged 15-20 years) with training in dressmaking and leadership skills, with equipment like a sewing machine, and by linking them to internship places at professional businesses in the neighbourhood. In addition, Pinasol used their network to also offer baby-sitters to enable the young mothers to study.

Once Pinasol had successfully raised the funds for the project, World Vision decided to support another 20 young women going through the same programme.

The internship will take 24 months. Afterwards they are offered a job, or they can choose to start their own business.

In addition, iMPACT direct connected Solomon, director of Pinasol, with Mary Stopes Ghana. Pinasol had the wish to not only work for teenage mothers, but also to decrease the number of teen pregnancies in the community. As they are not an expert on the topic, they started a collaboration with Mary Stopes, who could offer comprehensive sexuality education, to also work on the prevention of teen pregnancies in the community.



>> Find all reports from Pinasol here: <https://impactdirect.eu/project/skills-training-for-teen-mums>



To see all the NGO’s updates and reports per project, please visit our website: <https://impactdirect.eu/project>



### 3.2 Impact 2021

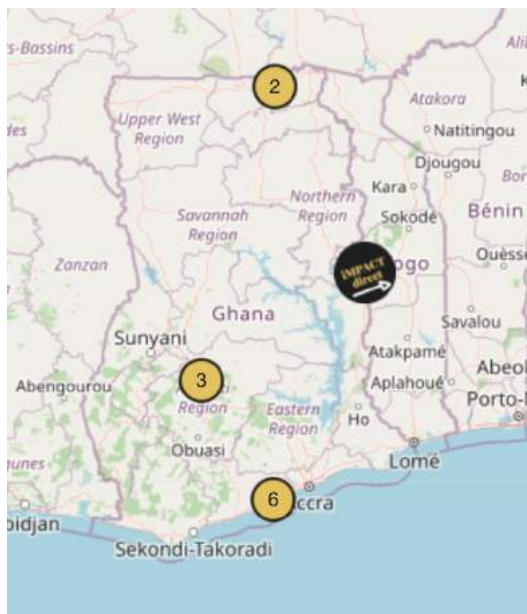
In 2021, we have supported locally-led NGOs in Ghana and Kenya and their projects for people living below the poverty line.

One of the indicators we use to measure impact is 'lives improved'. With that we mean the number of recipients who directly benefitted with a raised income, increased food security or with an extra year of education. Especially, with the projects on income and food security & climate, on average 5 family members benefit from the project too, as indirect recipients.

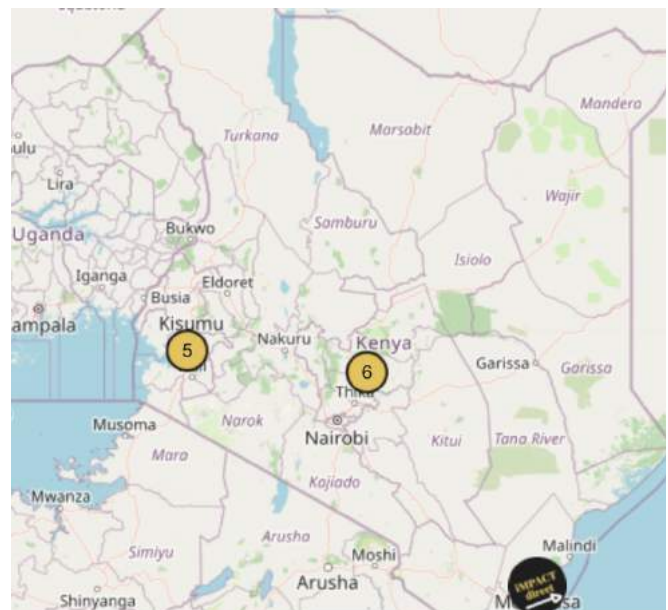
In 2021, 5014 lives were improved:



With projects in Ghana:



And in Kenya:



Find the interactive map with all projects here: [www.impactdirect.eu/projects](http://www.impactdirect.eu/projects)

To be able to analyse and compare the impact of the results, we separated our 3 main themes: income, climate & food security and education:

### Results from projects on Income

Increased income is a significant impact (source: Global Innovation Fund). From the projects we supported it shows it can lift families out of extreme poverty. It means having more budget for basic needs such as housing, food, health and education. Per project it looks as follows:

Project	Lives improved	Community impact
Green Entrepreneurs (Cerath)	200 lives improved 500 family members benefited	50% in employment or entrepreneurship.
Pig Rearing (OLCAP)	10 lives improved 50 family members benefited	
Fashion Design (Wa Wa)	5 lives improved 25 family members benefited	

Note: The difference in terms of people reached between Cerath and the smaller organisations is that Cerath works in an urban area, connecting to existing businesses, and accessing more financial resources for this project, whereas OLCAP and Wa Wa work in very remote areas with little opportunities for work and education.

#### Example OLCAP (Isulu, Kenya)

“So far, 10 women have finished preparing pig houses and they have already received two piglets each and supplementary feeds. We did the vaccination for the piglets last week.”



All recipients will earn an income from selling piglets and mature pigs. A mature pig sells for around Ksh9,000 (or €70) in the area. If a beneficiary raises all the eight piglets to maturity, the family could earn about Ksh72,000 (or €560) in less than a year, which equals around 5 months of minimum wage in Kenya.

The additional steady income will enable the participating women to afford basic needs, including food (a well-balanced diet), adequate clothing, children’s education and family’s healthcare. More so, extra income can be used to improve existing housing or construct a new one. And eventually, expanding or acquiring new businesses, helping to eradicate poverty.

## Results from projects on Climate & Food Security

Increased yield is a significant impact (source: Global Innovation Fund). From the projects we supported it shows it can lift families out of extreme poverty. Increased produce means more and healthier food at the table and surplus that can be sold. Per project it looks as follows:

Project	Lives improved	Community impact
Mangrove Restoration 1 (ACEC)	40 lives improved 200 community members benefited	42 mangrove seedlings were replanted to restore the environmental ecosystem of the coastline. Small fishes returned. It resulted in bringing back income opportunities for 40 women and men.
	See entire report: <a href="http://www.impactdirect.eu/project/community-mangrove-restoration">www.impactdirect.eu/project/community-mangrove-restoration</a>	
Kitchen Gardening (COSDEP)	64 lives improved 320 farmers benefited	64 families have started to use self-made organic compost as bio-fertiliser for their crops. Eco-farming reduces negative health effects such as stomach-aches, as families are no longer exposed to harmful chemicals. Already 45 families benefited from reduced costs and increased income. 320 more farmers were informed or trained at the demonstration sites that each farmer group started.
	See entire report: <a href="https://impactdirect.eu/kitchen-gardening-outcome-report/">https://impactdirect.eu/kitchen-gardening-outcome-report/</a>	
Boys' Dorm (IPI)	40 lives improved 100 community members benefited	The land used for the dorm and a food forest used to be a wasteland. Already the youth harvested 10 bags of beans from this land. It will ensure food security for the home. Community members come to help and learn.
	See entire report: <a href="https://impactdirect.eu/project/boys-dormitory-childrens-home/">https://impactdirect.eu/project/boys-dormitory-childrens-home/</a>	
Climate-Smart Agriculture (Pinasol)	80 lives improved 200 family members benefited	
Water Harvesting (IPI)	250 lives improved 500 school children benefited	

### Example from COSDEP (Kiambu, Kenya)



- Each farmer group started a demonstration farm. Around 70% of the first 4 groups have already replicated the techniques on their own farm.
- The farmers now have fresh supply of vegetables from the kitchen gardens. And they have different vegetable varieties that offer nutrition value, like indigenous vegetables, kales, spinach and cabbage. Remarkably, in the group discussions we heard about reduced instances of hospital visits due to food contamination!
- The project has helped the farmers to save costs of purchasing fertilisers which is very expensive. They are using locally available materials to make compost manure, biofertilizers and bio pesticides.



## Results from projects on Advanced Education

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. Per project it looks as follows:

Project	Lives improved	Community impact
Space for Stars (Affecto)	4 lives improved	Donations were used for school fees for secondary school students. The ripple effect of educating and empowering students every year cannot be underestimated. Students will make a change for their families and communities once they graduated.
	See entire report: <a href="https://impactdirect.eu/project/affecto-stars">https://impactdirect.eu/project/affecto-stars</a>	
Literacy School (RSS)	402 lives improved 1500 family members benefited	



### Example from RSS Foundation (Nabdam, Ghana)

We are on track at reaching our target of 2,000 students. However, it may take us more time than estimated.

Increase of income because of the adult education is also a longer-term impact. But interestingly in some groups, some of the beneficiaries have started saving money collectively. This is giving them some more financial power.

In addition, some trainees come together in similar trades to collaborate on work. The classes have become a rallying point for inter-sales among themselves which is giving them some income.

### Other

Project	Lives improved	Community impact
COVID Relief (ACEC)	64 people reached directly 300 family members benefited	

### Notes:

- The grey-marked areas don't have an outcome report yet, because they are still in the implementing phase. Their output reports – and all other reports – are to be found under each single project: <https://impactdirect.eu/projects/>
- Numbers of lives improved for 2021 are lower than expected. Firstly, because 8 out of 14 projects didn't reach the target amount. Especially from the campaign in early 2021 (when we were a 100% dependent on individual donations). We do expect 3 more projects to reach the target amount early 2022. That'll make 9 out of 14 projects to be successful in terms of fundraising. Secondly, the first bigger donations for projects came in as from 9 July 2021, which means that 100% funded projects started only since then. And that means again that part of the impact from funds raised this year will take place in 2022.
- 3 out of the 14 projects financed in 2021, only started in 2022, because the NGO started working with iMPACT direct in September 2021 and/or their funding came in later. Those are: Community Health (KAF), Entrepreneurs with Disabilities (Vision of the Blind) and Mangrove Restoration 2 (ACEC).