ANNUAL REPORT 2025









ORGANISATIONAL DETAILS

Name: iMPACT direct Foundation
Date of foundation: June 12, 2020
Bank account Nº: NL13 ABNA 0105 5215 82
Chamber of Commerce Nº: 78278937
RSIN Nº: 86 13 28 991
See all: www.impactdirect.eu

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Leadership Message

As I reflect on 2025, I am filled with gratitude for what we have achieved together. This year reaffirmed our belief that lasting change begins with trusting and investing in local organisations that understand the communities they serve best. It is this same belief in locally-led, trust-based partnership that shapes everything you will read in the pages that follow.

Working diligently together with our partners, donors and team, we supported 12 community-led projects across eight African countries, directly improving the lives of 329 people and positively impacting 1,032 family and community members. We are especially grateful to funders such as the AFAS Foundation, Fred Foundation as well as SAS-P whose continued partnership helped make this scaling possible.

These achievements are more than numbers. What they represent is strengthened organisations, empowered communities, and continued effort to overcome poverty, hunger, and limited access to opportunity. Every milestone reflects the dedication of our partners and the confidence of our supporters in our model, which promotes locally led initiatives and is built on trust, and we are thankful.

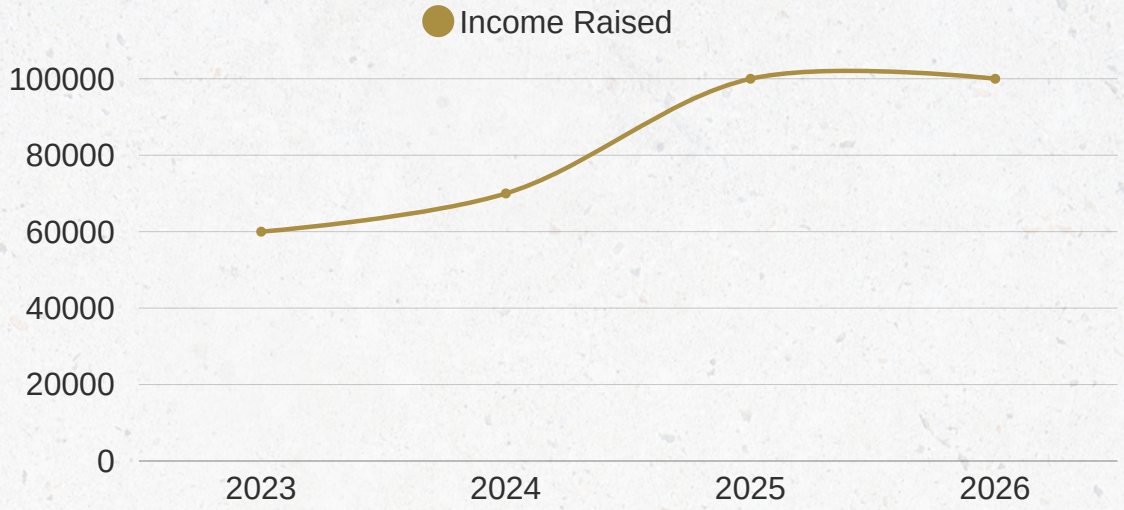
2025 was also a year of honest recalibration. While total income grew year-on-year, it came in below our budget target, a reminder of the funding headwinds many of our partners and peers faced this year. We met that challenge by sharpening our focus: directing an even greater share of every euro raised straight into the hands of the local experts doing the work.

As we look ahead, we remain committed to expanding opportunities for local organisations, strengthening their capacity, and championing sustainable, trust-based partnerships that create lasting impact across Africa. In 2026, that commitment translates into concrete targets: welcoming 8 new partner NGOs, growing our network to 20 organisations, and securing €330,674 in new grants and unrestricted funding to support them.



Boatemaa Yeboah
Manager

Our Year in Numbers

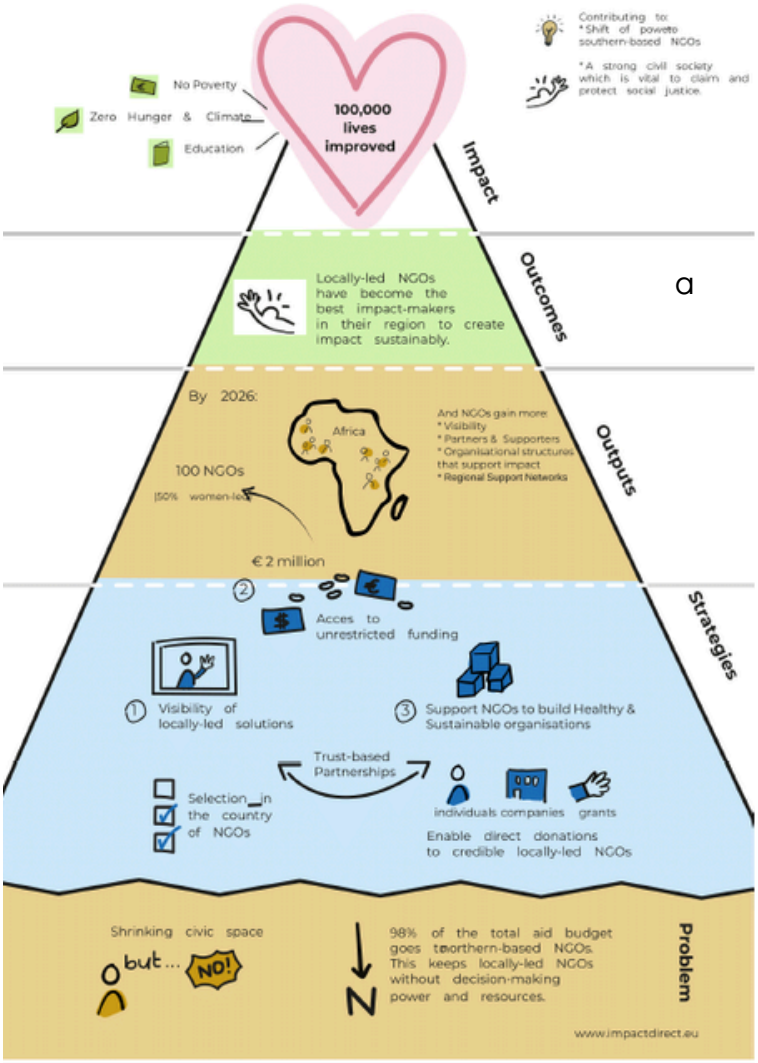


Working together with our donors, partners, and team, we were able to achieve the following;

€95.567 Received in funding	12 Investment to projects	8 Reached Countries
1,032 Members benefited	329 Lives Improved	

Our Why

Only 2 % of global aid reaches local organisations directly. This limits innovative and sustainable solutions. They also lack the resources, which limits their ability to build professional and sustainable organisations. In addition, they barely have decision making power in development cooperation despite being skilled and knowledgeable about the local context. Further, there are fewer stories in Europe, and in the Netherlands, about African Experts with local solutions at hand.



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At iMPACT direct, we are committed to supporting more local African non-profits by facilitating access to funding, showcasing stories from African experts and project participants about solutions that lift people out of extreme poverty.

Through our trust based partnership, we support our partners for three years to build healthy and sustainable organisations and offer training, expertise sharing and matchmaking to make them healthy NGOs.

These strategies ensure more donations directly reach local NGOs and people living in extreme poverty faster and more cheaply. Healthy and sustainable NGOs can continue to make an impact beyond our three-year partnership, while more diverse and nuanced stories about African experts and their work change the current image of aid in Africa.

Our Impact by Strategy



Strategy 1: Visibility

Through visibility, iMPACT direct aims to inspire and raise awareness of our mission as we seek to activate potential donors and volunteers. Our website serves as the sole platform through which individual supporters can directly contribute to locally-led NGOs selected based on credibility. We also promote our model across social media platforms to reinforce this goal. Furthermore, we highlight the work and stories of these NGOs on our website, on socials and in promotional materials, showcasing local experts and communities that, despite limited funding, possess effective solutions.

Below is a snapshot of our reach:

METRIC	2023	2024	2025
Website Visitors	37,841	131,621	156,788
Social Media Reach	66,947	218,236	267,115
Media Reach (Printed/ online)	408,472	349,857	352,472
Presentation Reach	57	67	182
Total	513,317	699,781	776,557

Partnering NGOs report increased visibility and expanded networks, including invitations to speak, access to training or new grants, and a rise in visitors to their social channels. Thanks to our persistent visibility efforts, iMPACT direct has secured an additional €8.201,60 to support the NGOs' work.

We believe our efforts influence how people perceive the role of African experts and communities in the Global South. Ultimately, we aim for the expertise of southern-based NGOs to be recognized and valued by our donors, supporters, and beyond.

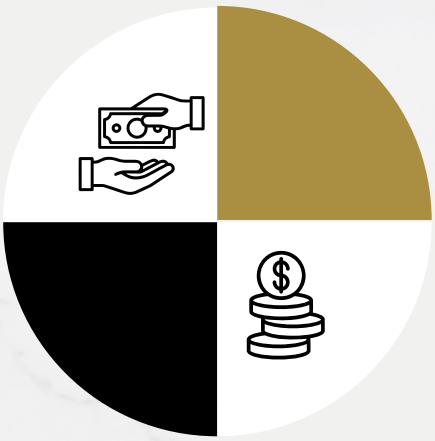
Strategy 2: Access to funding

In 2025, in collaboration with our partners, we raised € 95.567.30 and implemented 12 projects relating to income opportunities (SDG 1), climate smart agriculture and climate resilience initiatives (SDG 2) as well as vocational training (SDG4) aimed at reducing extreme poverty across Sub Saharan Africa.

In addition, we raised €20.000 to support our partner NGOs in professionalising their organisations beyond our tailored trainings. The funds were used to support key functions contributing to healthy and sustainable organisations. They include, but are not limited to, accounting software, work equipment such as laptops, and income-generating activities to support pay overhead costs. We thank SAS-P for their generous contribution and for supporting this objective.

€95.567,30

Project Grants



€20.000

Proffessionalisation Grant

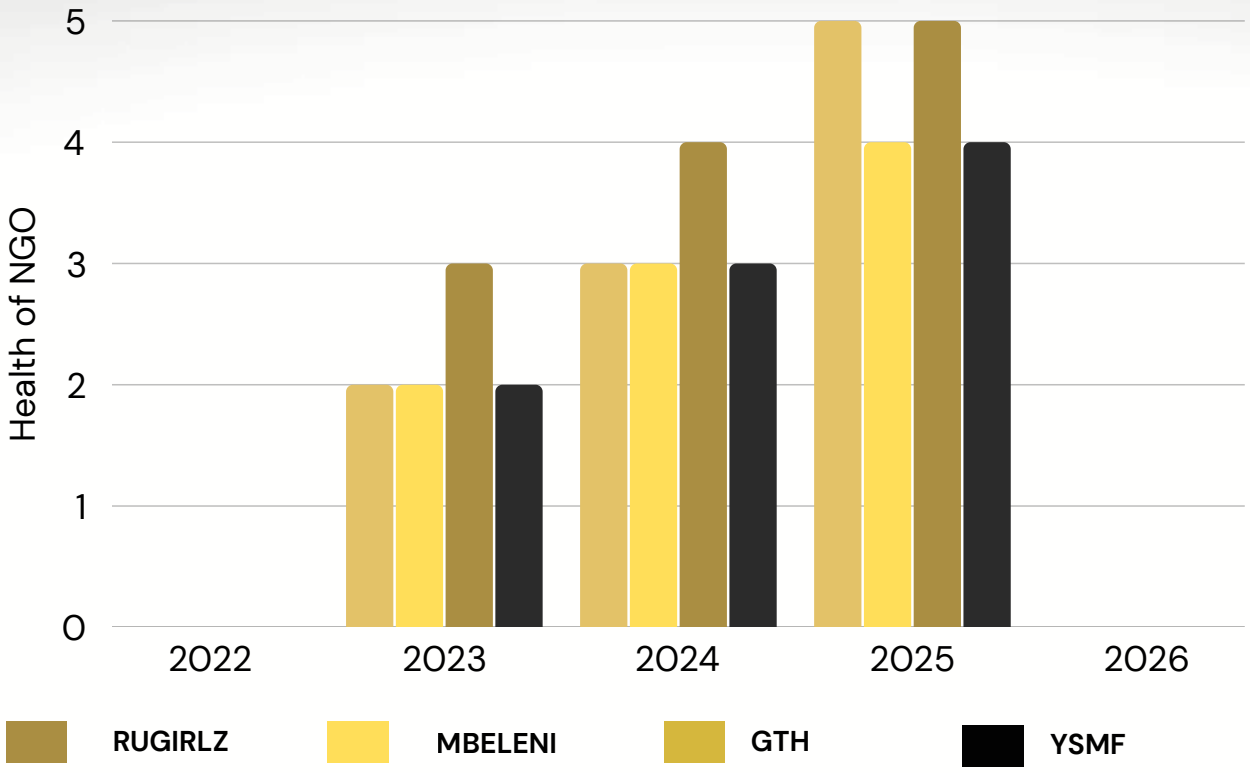
As a result, this improved the lives of 329 people while benefiting 1,032 family members and peers through access to education, improved nutrition and improved income. This adds to our impact, reaching 12,208 lives since our inception.

	Project Participants	Lives Improved	Family Members Benefited
Successful Projects	329	329	1032
Subtotals	329	329	1032

Strategy 3: Training, Sharing Expertise & Matchmaking

As part of our comprehensive approach to building healthy and sustainable non-profits, we conducted 10 training sessions and two expert talks focused on monitoring and evaluation, financial documentation, and effective organisational governance. These were complemented by tailored, one-on-one follow-up sessions with specific NGOs to address their unique needs, organisational context, and stage of development.

As a result, we observed measurable improvements in the scores across the five elements used to assess the health of NGOs. The bar graph below illustrates the performance growth of a sample of our partner NGOs across these elements throughout the partnership:



This demonstrates that ongoing capacity building over a multi-year engagement fosters healthier, more resilient, and better-equipped organisations capable of delivering and expanding their impact within their communities.

Strategy 4: Trust Based Partnership

By establishing multi-year, trust-based partnerships with locally-led NGOs, we aim to restore, strengthen, and enhance effective and supportive North-South relations. These relationships foster relationship-building and ensure the sustainability of organisational growth.
In 2025, during our annual co-creation meeting, partners had the opportunity to openly discuss the best path forward for 2026, propose adjustments to our approach, and suggest ways to provide optimal support.



We remain adaptable, working around NGO cycles and creating space for experimentation, learning from setbacks, and trying new approaches, essential elements of innovation and growth.

Aligned with our methodology, we stay responsive and receptive to diverse perspectives and evolving circumstances through ongoing communication channels. We believe that regular dialogue among partners helps strengthen mutual trust and align organizational values and cultures.

Our goal is for NGOs to continually improve their effectiveness and efficiency, ultimately enabling them to perform at their best. In return, NGOs actively involve community members in designing and evaluating projects affecting their lives. This not only provides valuable insights but also ensures accountability for intervention..
Ultimately, our partners can achieve the most sustainable impact when our collaboration is grounded in mutual trust, respect, transparency, and shared responsibility.

IMPACT STORIES

SDG 1: NO POVERTY

iMPACT direct is making tangible progress in the fight against poverty through targeted projects with our partner organisations.





In Tanzania, we continued our partnership with Thubutu Africa Initiative, successfully expanding their livelihood programme to support an additional 121 single mothers. These women are now equipped with practical skills in sunflower farming, oil production, entrepreneurship, and positive parenting enabling them to generate sustainable incomes and secure brighter futures for their children.



> “I joined the VSL group, started saving money, and participated in sunflower farming and small business activities. Today, I can contribute to my child’s needs and support some household expenses. I now feel respected in my family and community, and I believe I can build a better future for myself and my child.”
> (Young Mother, Buganika Village)

In Uganda, the Mbeleni Foundation has empowered women involved in fish trading by diversifying their skills into tailoring and handicrafts production.



Testimonials such as Priscilla's, highlights how community-based training, can significantly improve household wellbeing, increase income and promote self-employment. Her journey is a powerful reminder that with opportunity, flexibility, and commitment, transformation is truly possible.



> "I walked into Mbeleni's Training Hub with limited experience but with a strong entrepreneurial spirit from running my fish business. I enrolled in the tailoring program and attended weekly sessions for three hours, three days a week. Since completing the training, I have not only been able to tailor my daughter's school uniform but also produce and sell other clothing items, significantly increasing my household income and improving our livelihood."



In Kenya, our partnership with OLCAP has empowered five young women in Ikolomani, one of the poorest constituencies, to acquire valuable skills in tailoring, undergarment and reusable pads production, and entrepreneurship. They have gained employment with OLCAP and joined a savings group, enabling them to save, access loans, and invest in small income-generating businesses to support their households and meet daily expenses.



Similarly, in Homabay, a county leading in HIV/AIDS prevalence partly due to the sex-for-fish trade, our partnership with WA-WA Kenya's cage fish farming initiative supports 20 women in sustainable aquaculture. The project not only fosters economic independence and environmental sustainability but also provides women with skills in fish farming, enabling them to become self-reliant and helping to combat the exploitative practices associated with the trade.

Below are the impact numbers;

Country	Partner NGOs 2024	NGO Project	No. of project participants	No. of successful participants	Indirect beneficiaries
Kenya	**Wa-Wa**	Fish Cage Farming/Acquaculture	20	20	80
Tanzania	**TAI**	Scaling partner/ Sunflower Business	121	121	484
Kenya	**OLCAP**	Undergarments and Pads to Keep Girls in School	5	5	20
Uganda	**Mbeleni**	Grow Women Fish Business	10	10	24

SDG 2: ZERO HUNGER

Farmers Ignite Organic Markets



At iMPACT direct, we believe that lasting solutions to hunger and poverty are rooted in locally led initiatives that empower communities. In partnership with COSDEP Kenya in Githunguri, Kiambu County, we supported 48 smallholder farmers in obtaining organic certification. Our intervention focused on building farmers' capacity in marketing, branding, and packaging to meet market standards. We also worked to establish sustainable market linkages and promote affordable organic certification, which significantly increased the visibility of their products.



As a result, these farmers gained access to new markets, improved their income levels, seeing an average increase of 30%, raising consumer demand by 45%. This not only enhanced their market competitiveness but also encouraged environmentally responsible agricultural practices. Through these efforts, we are contributing to a hunger-free future and creating resilient, sustainable communities.

SDG 4: QUALITY EDUCATION

With iMPACT direct's support RuGirlz in Ghana launched an innovative project tackling period poverty, plastic waste, and women's economic empowerment. The project trained 10 women in producing reusable sanitary pads and provided menstrual health education to 1,000 community members.



Additionally, 500 reusable sanitary pad kits were distributed to vulnerable girls, resulting in improved menstrual health, increased school attendance, and new livelihood opportunities for women.



Through our partnership with Grown To Help in Rwanda, we empowered 10 out-of-school young women aged 17 to 24 with vocational skills in fashion design, sewing, handicrafts, and entrepreneurship.

The program aligned training with market demand, connecting participants to opportunities via the Women Creative Centre and partner sales networks.

Upon completing the program, five secured employment while 5 established their own businesses. The five employees joined a savings group to help build financial resilience.

iMPACT direct partnered with the Kalyet Africa Foundation in Nakuru, Kenya, to empower five vulnerable women and girls through vocational training in beauty therapy and hairdressing. The training equipped them with essential technical, entrepreneurial, and customer service skills. They also established a self-help group to strengthen their financial resilience. Today, all five women operate a shared beauty business, creating sustainable pathways to economic independence.





In Tanzania, iMPACT direct's support through the Young Strong Mothers Foundation equipped 20 young single mothers with essential tools and resources for high-quality vocational training. Through this program, participants acquired practical skills in hairdressing, makeup, and business management, enabling many to establish home-based or community salons. This not only provides sustainable income but also supports their families and helps restore their confidence and dignity.

Country	Partner NGOs 2024	NGO Project	No. of project participants	No. of successful participants	Indirect beneficiaries
Rwanda	**GTH**	2nd Chance through Fashion	10	10	87
Tanzania	**YSMF**	Second chance for Teen Mothers	20	20	39
Ghana	**Rugirlz**	Pads that Empower Women and Girls	90	90	0
Kenya	**Kalyet**	Hairdressing to improve women livelihoods	5	5	20

Our Team

Our achievements were made possible by the passionate and skilled individuals who form the backbone of our organisation. Their commitment, expertise, and collaborative spirit drive our mission forward and ensure that we make a meaningful impact.
Get to know the inspiring team members behind the results.



Boatemaa Yeboah
Manager



Sofina Merinyo
Trainer and Impact Analyst



Martha Mwangi
Manager- NGO Partnerships & Project Fundraising



Renata Heezemans
Socials Officer



Ebenezer Adade
Finance Officer



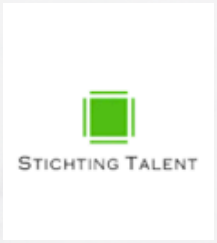
Frederic Adou
Communications Manager

Our Partners



















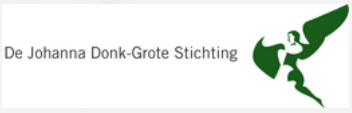


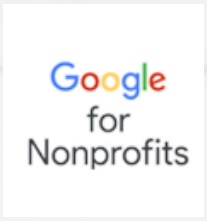




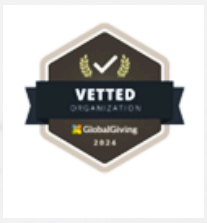




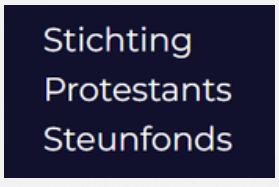
















Financial Performance

In 2025, our work was made possible by a total income of €230,902.94, generated through the generosity of individual donors, income from paid services, collaboration with affiliated NGOs, and other sources of support.

These funds directly enabled us to deliver on our mission, with 44.05% of total expenditure (€95,567.30) invested directly in impact activities that reached and improved the lives of 329 beneficiaries during the year. The following section outlines our income streams and expenditure ratios, reflecting our continued commitment to transparency, efficiency, and cost-effective delivery of our programs.



Donations and Gifts

€8,201.60



Paid Services

€10,000



Other Affiliated NGOs

€133,201.34



Other Income

€79,500



Total Income

€230,902.94

Expenditure Ratios

	2025 Absolute Figure	2025 Percentage	2024 Absolute Figure	2024 Percentage
Direct costs				
Cost of direct impact	95,567.30	44.05 %	76,067	39%
Cost of capacity building and cooperation	102,416.60	47.21 %	101,148	52%
Cost of education and knowledge sharing	7,516	3.46 %	7,719	4%
Indirect costs				
Recruitment costs	0	0%	1,169	1%
Management and administration costs	11,438.01	5.27 %	6,765	4%
TOTAL	216,937.91	100%	192,868	100%

Our Cost-Effectiveness Strategy

Delivering meaningful impact at a sustainable cost remains central to how we steward the funds entrusted to us. In 2025, our direct impact spending translated into a clear, trackable cost per person reached, a measure we will continue to report each year to demonstrate the efficiency and accountability of our work.

Cost per beneficiary: €290.48

For every one of the 329 lives improved in 2025, we invested an average of €290.48 in direct impact activities — reflecting our continued focus on delivering high-value, cost-effective support.

2025 vs 2024 Comparison

Metric	2024	2025	Change
Beneficiaries reached	2,411	329	↓ 86.4%
Cost of direct impact	€76,067	€95,567.30	↑ 25.6%
Total program costs	€184,934	€205,499.90	↑ 11.1%
Direct cost / beneficiary	€31.55	€290.48	↑ 820.8%
Broader cost / beneficiary	€76.70	€624.62	↑ 714.5%

On the shift in cost per beneficiary

The rise in cost per beneficiary between 2024 and 2025 reflects a deliberate shift in program mix rather than a decline in efficiency. In 2024, our work centered on broader outreach, reaching a larger number of beneficiaries through lighter-touch interventions. In 2025, we moved toward fewer, deeper interventions, investing more intensively in capacity building and cooperation per person reached. This quality-over-quantity approach naturally increases the cost per beneficiary in the short term, but is intended to produce more durable, higher-value outcomes for those we serve. We will continue to monitor this ratio alongside qualitative outcome measures to ensure our spending remains both effective and accountable.

Our Goals for 2026

As we look ahead to 2026, our strategic focus remains on expanding our impact across Sub Saharan Africa through strengthened partnerships and sustainable growth. We are committed to achieving measurable results that advance our mission and create lasting change.



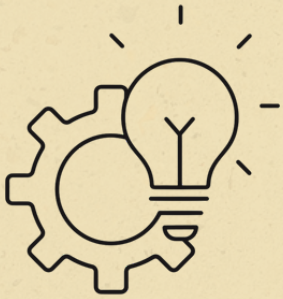
Expansion and Partnership Development

- Our target is to collaborate with 8 new NGOs across the region, bringing our total partnership network to 20 organizations by the end of 2026.
- We will strengthen relationships with our current partners through tailored capacity-building initiatives, joint projects, and knowledge exchange platforms



Financial Goals

- We aim to secure €330,674.00 in new grants and unrestricted funding, facilitating long-term organisational sustainability and program resilience.
- Our projected annual budget for 2026 is €354,674 reflecting growth in operational capacity and program reach.



Impact and Innovation

- We plan to scale proven community-led projects, with a focus on replication and sustainable development.
- We will enhance our partner's organisational capacity by investing in leadership development, operational systems, and innovation to ensure our partners are equipped for sustainable impact.



A picture of young women going through the Fashion Design training at GTH, Rwanda

As we look to the future, together with our partners, donors, and supporters, we are building a future where locally led solutions receive the trust, resources, and recognition they deserve.

We invite you to join us in expanding this impact by partnering with us, investing in local leadership, or sharing our story.

OUR CONTACT INFORMATION :

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