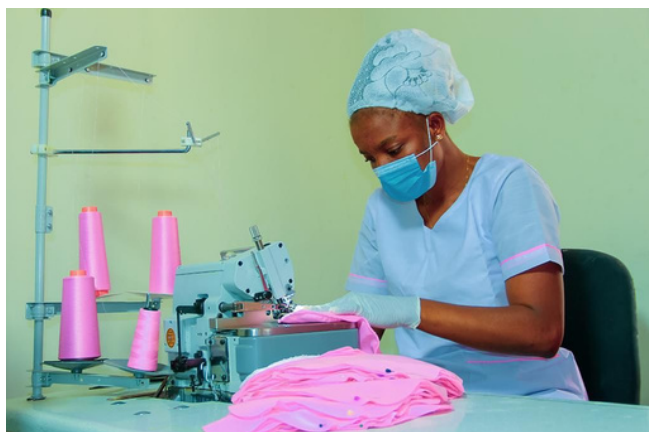


Annual Report 2024



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

RSIN N°: 86 13 28 991

See all: www.impactdirect.eu

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Bee Farming Project by VAO, Ghana

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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 with key aspects of a healthy non-profit: governance, financial management, fundraising, communication, organisational infrastructure, and leadership.
NGO:	Non-governmental organisations, also called nonprofits, civil society organisations (CSOs), or locally led organisations.
Professionalisation grant:	A grant aimed at strengthening an NGO’s internal capacity, rather than specific projects. Synonyms: Flexible Funding, Core funding.

iMPACT direct in 2024



Dear Reader,

If we had to choose one word to describe 2024, it would be learning. This year has been about growth, confirming that our approach works, and seeing the real difference our strategy makes. It's also been a year of teamwork; working together to keep our promises and support our partners. Here's a glimpse of what we achieved together.

Trust-Based Approach

Our work is rooted in mutual trust, respect, and honesty among all involved parties: partner organisations, donors, volunteers, and team.

Resource Mobilisation

In 2024, we continued our commitment to local NGOs, supporting 17 organizations across 6 countries. We welcomed five new partners and continued ongoing projects, witnessing their increased income and improved project results leading to greater community impact.

Capacity Strengthening

We also focused on helping our partners grow stronger. Our tailored training sessions covered key areas like communication, fundraising, and monitoring and evaluation based on what partners asked for during assessments. The positive feedback confirms these trainings are truly making a difference.

Thank you for being part of our Journey

We're grateful for 2024 and everyone who supported us: our partner NGOs, donors, communities, and our dedicated team. Your support enables local changemakers to create lasting positive change.

Our goal remains to support 100 locally led NGOs by 2026, helping them implement sustainable solutions to community challenges.

We invite you to join us.

We hope you enjoy this report and celebrate what we've accomplished together in 2024.

Inemarie Dekker

Director, iMPACT direct Foundation

The Problem We Address



COSDEP Community Group showcasing some of their ongoing organic farming project in Kenya

Every year, billions are invested in development efforts. However, often, local NGOs, those closest to communities, are overlooked or underfunded. They are rarely involved in key decisions, making it harder to create community-led, lasting change.

At iMPACT direct, we bridge this gap. We support African-led solutions through direct, flexible funding and by helping local organisations become more visible and stronger. We believe in a world where local ideas are trusted, seen, and fully supported, building development with communities, not just for them.

Why is this a problem?

01

Less than 2% of development funding go directly to local NGOs.

02

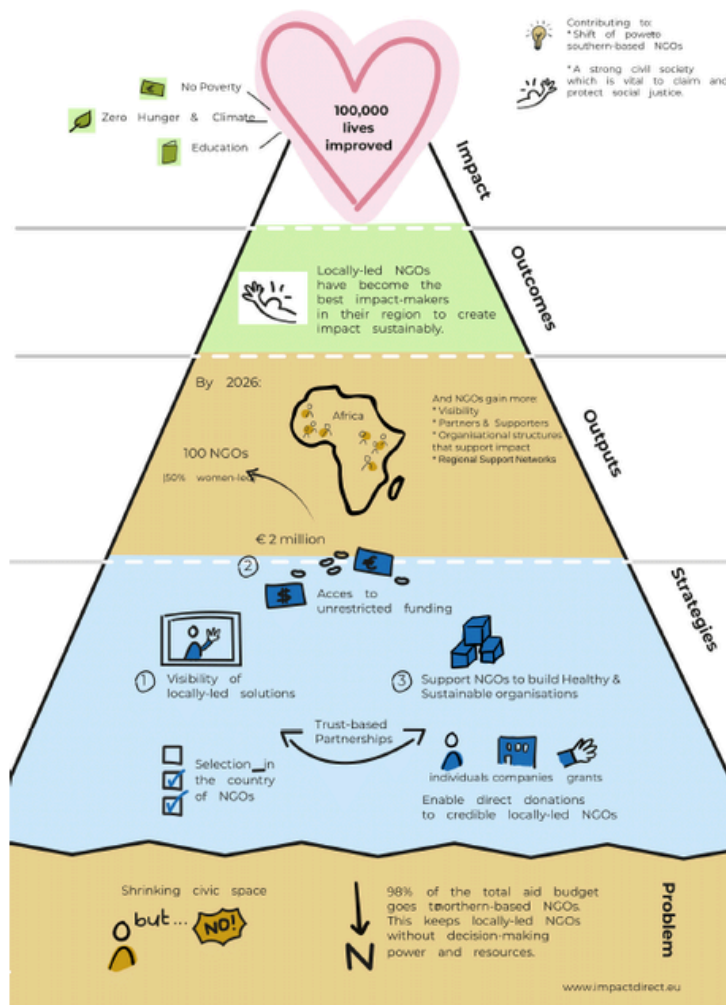
Development plans are often made without local input, missing what communities truly need and missing chances to build longer term resilience.

03

Many local organisations lack the visibility, online presence and trust needed to attract ongoing support, even though they make a strong local impact.

Our Solution

iMPACT direct = 100% support to local solutions that help people out of extreme poverty.



We support locally led organisations through:

- **Direct funding for impactful and transformational projects:** We give money directly to local organisations so they can run projects that bring real and lasting change to their communities.
- **Professionalisation grants to strengthen organisational capacity:** We provide special grants that help local organisations become healthier, stronger and more professional, like improving their systems, staff skills, and ways of working.
- **Tailored capacity strengthening, informed by organisational health assessments:** We help each organisation grow in the areas where they need it most. We first assess their strengths and gaps, then provide support that fits their unique needs.
- **Visibility support and trust based engagement:** We help local organisations get noticed and recognised for their work, and we build open, honest relationships based on trust and shared goals.

2024 At a Glance



5

Additional NGOs joined the partnership and 65 joined the online network

6

Countries in Africa where projects were implemented

12

Training, expert talk and matchmaking activities held to support NGO professionalisation

10

New projects showcased on our platforms and fundraised for successfully

Our Impact

Healthy and Sustainable Nonprofits

In 2024, we stayed committed to our 2024 - 2026 plan: providing unconditional funding, fostering organisational growth, amplifying local solutions, and building trusting partnerships. *Below is our impact by strategy.*

1. Visibility for Local Solutions

We aimed to give our partner organisations a larger platform. Highlights include:

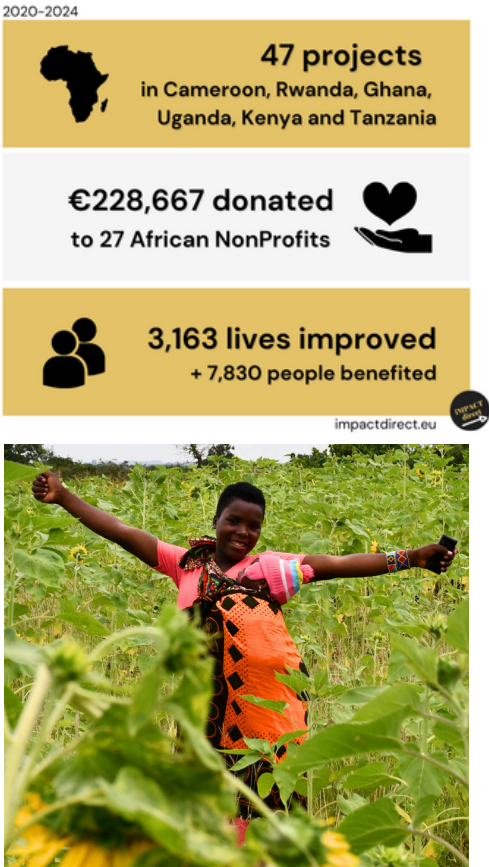
- A matchmaking webinar with Kujalink, where NGOs like Pinasol and Kalyet connected with global funders.
- An open Expert Talk featuring organisations like Ru-girlz and Thubutu Africa as panel speakers, with grassroots groups across 10 African countries participating.
- Showcasing NGO work on our website and social media, increasing their visibility and income.

Growth in reach and engagement

Our online presence continued to grow in 2024:

METRIC	2023	2024
Website Visitors	37,841	131,621
Social Media Reach	66,947	218,236
Media Reach (Printed/ online)	408,472	349,857
Presentation Reach	57	67
Total	513,317	699,781

As iMPACT direct is more present online, more supporters are discovering and following what we do. Our social media engagement grew steadily in 2024, showing increased recognition of our focus on local led development. More online visibility means more supporters discovering and engaging with our work.



2. Funding & Professionalisation Support

In 2024, we raised a total of €209,394, including €129,894 in funds and €79,500 in in-kind support. This is a slight increase from 2023 (€206,661).

Our support included:

- Project grants averaging higher per NGO.
 - Professionalisation grants to strengthen organisational capacity.
- Overall, these funds helped nearly 2,443 project participants, engaged with our partner organisations in Ghana, Kenya, and Tanzania.

	2023	2024
Project grants	€ 66.995	€ 76.067
Professionalisation grants	€ 22.011	€ 2.261
Projects payable (i.e. to be transferred in 2024)	€ 8.082	€ 1.684
NGO Income because of our intervention/ reference	€ 12.312	€ 18.053
Total	€ 109.400	€ 98.065

Project Impact

In 2024, 10 projects were completed across different countries, directly helping 175 people and benefiting a total of 810 family members. Overall, different projects are ongoing and expected to improved 2,411 lives, and benefit 3,438 individuals and their families directly.

	Project Participants	Lives Improved	Family Members Benefited	Total 2024
Completed projects from '23	175	175	810	985
Ongoing & Planned Projects	2,268	2,236	2,628	4,864
Subtotals	2,443	2,411	3,438	5,849

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.

3. Support NGOs to Become Healthy and Sustainable Organisations

Our support through the training, sharing expertise, and matchmaking program aimed to empower locally led NGOs with the skills to improve their organisational capacity, increase visibility, and foster sustainable growth, ultimately making them healthy NGOs.

In February 2024, we launched an Initial Training Program to help NGOs improve visibility, communication, fundraising, monitoring and evaluation. We also hosted an online expert talk on sustainability, with participation from 65 organisations across East and West Africa.



Young Women Master Tailoring KALYET Project in Kenya

4. Trust Based Partnership with NGOs

2024 marked a continued approach to our trust-based partnership. Throughout the year, we nurtured relationships built on mutual respect, transparency, and long-term engagement.

Regular dialogue, co-created strategies, and honest feedback loops supported by our bi-weekly open Zoom calls, bi-annual meetings and surveys allowed partners to operate with autonomy. This approach strengthens partners' independence while ensuring alignment with our mission.



Weaving for economic independence by Song-ba , Ghana

Our Partners' Impact

Since our inception, we've been committed to tracking the real difference we make.

In 2024, our partner NGOs contributed to achieving key SDGs:

- SDG 1: No Poverty through skills training leading to income and entrepreneurship.
- SDG 2: Zero Hunger through environmentally friendly farming practices.
- SDG 4: Quality Education through vocational training, opening new opportunities.

Country	Partner NGOs 2024	NGO Project	No. of project participants	No. of successful participants	Indirect beneficiaries
Kenya	KAF	Young Women Master Tailoring	10	10	40
Ghana	PINASOL	Mechanized Water Borehole	2000	2000	2000
Ghana	RuGirlz	Pads that Empower Women & Girls	113	113	125
Ghana	Song-ba	Weaving for Economic Independence	10	10	24
Ghana	VAO	Bee-Farming fights Poverty	52	25	127
Kenya	COSDEP	Adding Value to Root & Tuber Crops	53	53	212
Tanzania	TAI	Women Sunflower Business	30	25	100
Kenya	IPI	Girls Reclaim their Lives	25	25	100
Kenya	Vision	Livelihoods for children with severe disabilities	20	20	80
Kenya	WA-WA	Boats for Fisherwomen	10	10	50
Ghana	HCF	Snail Farming for Economic Independence	100	100	500
Ghana	RSS	Businesswomen in Soap making	20	20	80
Total			2,443	2,411	3,438

Stories of Change

Zero Hunger through Mixed Farming



Participant of the Zero hunger through mixed farming project by OLCAP

A single mother of five, Catherine struggled to make ends meet. Thanks to the mixed farming ongoing project implemented by OLCAP, she learned to raise goats and chickens and grow vegetables. She built shelters, received supplies, and now sells vegetables and eggs, providing for her family. Catherine says, "This support changed my life. I can now buy food, school supplies, and pay fees. I am hopeful for the future."

Girls Reclaim their Lives



Client receiving hair dressing services at IPI Kenya

I'm Precious Kanana from IPI Amani Youth Polytechnic, doing hair dressing and beauty therapy. I've learnt how to give a manicure a facial and braiding hair. I have enjoyed the conducive environment and our hardworking and encouraging teachers. After this course I pray to God provide me with my own massage parlor and a cosmetic parlor. I thank you Dr. Karambu for the opportunity you have granted to us to stand here and even for our teachers who have helped us through this course thank you so much.

Precious is part of the Girls Reclaim Their Lives project by IPI. This project aimed to empower 25 vulnerable girls and young women in Meru, Kenya, through comprehensive vocational training in catering, events management, and hairdressing, alongside leadership and mentorship programs.

The project will ensure sustainability, as new cohorts will incur tuition fees, enabling reinvestment in the program. The initiative also seeks diverse funding sources to expand reach and foster community ownership.

More testimonials on YouTube
[impactdirect-eu](https://www.youtube.com/watch?v=...)

Pads that Empower Women and Girls



Pad production and distribution by RuGirlz (Ghana)

This initiative by RuGirlz EMS supports more than 110 school-going girls from low income families in Ghana, by providing high quality, eco-friendly reusable sanitary pads produced by unemployed single mothers from the local community. It addresses period poverty while empowering the mothers with economic sustenance.

This project not only benefits the girls by preventing school absenteeism during menstruation but also boosts the local economy as the mothers spend their earnings nearby. By empowering women and raising awareness about menstrual hygiene, the initiative fosters equality and strengthens community ties.

Our Team

This year, we had four full-time staff members supported by committed volunteers to achieve our organisational goals. Their dedication kept our work on track and addressed our partners' needs.



Inemarie Dekker

Executive Director



Martha Mwangi

Manager- NGO-Partnerships



Sofina Merinyo

Trainer



Frederic Adou

Communications Manager



Renata Heezemans

Socials Officer



Karsten Albers

Design & Data Officer

Our Partners

In 2024, working together made all the difference. Through strong collaboration with our local partner organisations, we were able to reach more than 2,443 people directly through different projects and activities. These efforts helped bring positive change to the lives of nearly 8,292 people, including families and wider communities. This was only possible because of the close relationships we have built with the NGOs we support.

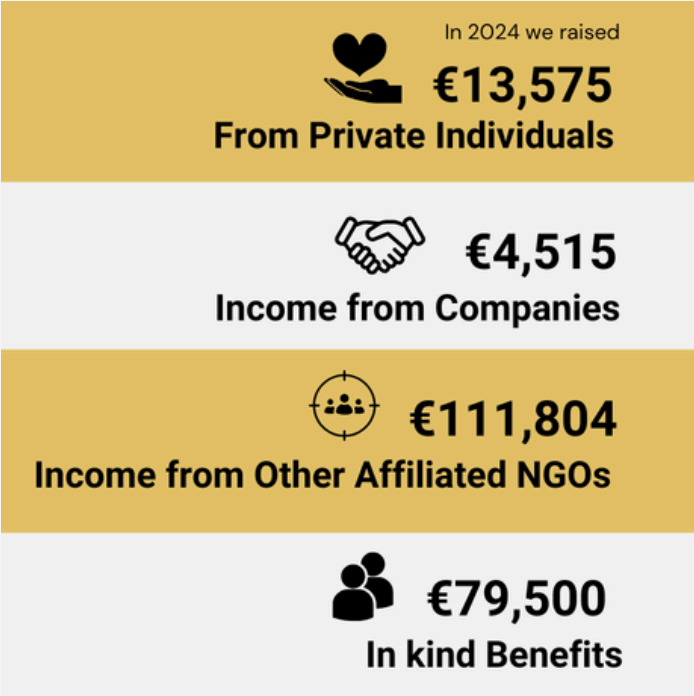
We were also happy to welcome new partners and supporters who believe in our mission. Organisations like Global Giving, Tech to the Rescue, Tech4Dev, Kujalink, and COMMET joined us in 2024. Their trust and support help us grow and reach even more people. With the support of our key partners below, we can continue to support locally led change that creates lasting impact in African communities.



Summary Financial Report

Income raised in 2024:

From Private Individuals:	
Through Collections	- €540
Donations and Gifts	- €8,472
Own Lotteries and Competitions	- €4,500
Other Income from Private Individuals	- €63
Total	€13,575
Income from Companies	- €4,515
Income from Other Affiliated NGOs	- €111,804
Other Income (In kind benefits)	- €79,500
Total Income	€209,394



Our program costs focused on direct impact (39%), capacity building (53%), and knowledge sharing (4%). Administrative costs remained low at just 4%, ensuring most resources go directly to community work.

Expenditure Ratios

	2024 Absolute Figure	2024 Percentage	2023 Absolute Figure	2023 Percentage
Direct costs				
Cost of direct impact	76,067	39%	66,995	55%
Cost of capacity building and cooperation	101,148	52%	38,244	31%
Cost of education and knowledge sharing	7,719	4%	2,685	2%
Indirect costs				
Recruitment costs	1,169	1%	8,555	7%
Management and administration costs	6,765	4%	6,296	5%
TOTAL	192,868	100%	122,775	100%

We sincerely appreciate SASP, Overall stitching and Wilde Ganzen for contributing immensely to our budget.

Key Highlights



We witnessed the remarkable dedication and growth of our young team. We are especially proud of their discipline, innovation, and commitment to excellence, which made it possible to maintain strong partnerships and deliver tangible results throughout the year.



This year also highlighted areas where we experienced slower progress. We saw limited growth in income generation and delayed implementation of some of our new strategic ambitions. While these outcomes did not align with our original timelines in the Multi-Annual Plan 2024–2026, we view this as a necessary period of consolidation.



We are committed to identifying sustainable strategies to grow our team and strengthen internal systems, ensuring we continue to serve our partners with excellence.

Looking Forward

In 2025, we plan to:

- Strengthen partner engagement and communication
- Support partners in proposal writing and fundraising
- Continue seeking flexible and core funding
- Deepen collaborations across West and East Africa
- Secure grants to grow organisational capacity



Pinasol's water security project in Ghana



A happy successful Sunflower Project participant in Shinyanga Tanzania.(TAI)

We are excited for the year ahead and committed to building on our successes, learning from challenges, and making an even bigger impact together. For more information, visit impactdirect.eu or contact us directly.

Thank you for being part of this journey.

 info@impactdirect.eu