

ACTION10

ANNUAL REPORT 2023



Leaders of our micro-businesses programme in Togo. Photo: L&D (2023)

THEME OF THE YEAR

Good Management Practice (GMP)

www.action10.org

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Acknowledgements

We want to express our appreciation for our Volunteer staff at Action10 and our colleagues at HR&S Branches in eight Sub-Saharan African countries, for all your good efforts during 2023. We are also grateful to our Action10 auditor. We want to acknowledge the steadfast support from the many Action10 Monthly Donors, who form the bedrock of sustainability for ActionInvest and are crucial to implementing viable programmes. We also thank our crowdfunding supporters, who have generously contributed through Global Giving.

Our work is a team effort, and we deeply appreciate everyone's skills, dedication, and honest ambitions. We want to acknowledge the hard work everyone does and the knowledge shared. It is only when we have stable and skilled team members that we have a chance to succeed.

And we extend our heartfelt thanks to Studieförbundet Stockholm for offering meeting venues to Action10 at a low cost, and to Volontärbyrån for providing an excellent Volunteer search platform free of charge. We have also benefited from our partnership with one.com, our web host. We are grateful to our bank (Swedbank), our bookkeeping platform (Fortnox), and our virtual office platform (OnlyOffice) for providing Action10 with discounts on their annual fees.

Message from the President

The number of extremely poor people in Sub-Saharan Africa (SSA) is increasing with 5 million every year. HR&S/Action10 has taken on as our mission to do something about this.

But what should we do?

We asked ourselves the question, what do we as human beings need to manage our everyday lives and to take care of our families. The simple answer is, we need an income, and we need it on a regular basis. Thus, we need an employment with a good salary, or we need to manage a company with profit. Now, how can we ensure that in SSA? We need to build a strong enough business sector. Therefore, HR&S/Action10 empowers entrepreneurs in SSA. We provide concessional business loans combined with the guiding on a management strategy that was developed for this purpose.



What does such a management strategy look like and how do we provide this guidance in actual practice? How do we ensure sustainable impact? To be able to answer, we need to have a deep and serious cross-cultural awareness, and we need to be able to imagine walking in someone else's shoes. This is where HR&S/Action10 is unique! This is our true innovation. We have developed a strategy for change, which is straight forward, based on common sense, and ambitious.

How did we come up with our strategy for change? Action10 has been in operation since 2009 and HR&S since 2015. HR&S has drafted a management strategy by compiling findings from the scientific literature and our own experiences from working in SSA. We have implemented, learned lessons and taken informed decision, real-time. Our management strategy ROPE is a Strategy for Change that empowers local stakeholders to find solutions to local problems in equal partnership with international development institutions. ROPE targets; financial viability, institutional capacity, the delivery of products and services requested for locally, and evidence based sustainable impact.

During 2023 we have been running 20 parallel programmes, in eight countries, through a network of 100 stakeholders. We have reached 1,500 persons directly while affected the lives of 10,000 persons. We have empowered local entrepreneurs through business loans and guidance, generated employments, paid tax to governments, provided access to products and services requested for, and empowered networking and partnerships. Our main challenge is the competition against the traditional aid sector, which offers large volumes of donations, free products and free services, but does not provide evidence for sustainable impact.



HR&S/Action10 aims to be strong, loving, caring, wise, ambitious, big family. We want to educate ourselves and others about how how to reduce extreme poverty. And to do it, in actual practice, with evidence based sustainable impact. You are welcome to become part of this family.

We credit ourselves for being an excellent opportunity for financial supporters and volunteers. We welcome you to become a Member of Action10 by engaging as a Monthly Giver. We depend on funds to be able give out as business loans and we honour your donation and ensure not to use more then 5% for administration in Sweden (such as bank fee, webpage hosting, accounting software). If you have questions about this please let us know.



Cecilia Öman, Founder and President of Action10

About Action10

Mission & vision

Our vision is a world without extreme poverty.

Our mission is to contribute to cross cultural awareness, to offer business loans to entrepreneurs that do social good in Sub-Saharan African countries . Our mission is also to offer fair and honest opportunities to those who want to do good by volunteering and by financial support.

Opportunities to do good

Action10 is a Volunteer driven organisation, why donations are only burdened with an administration cost of 5 % or less.

We secure impact by partnering with HR&S (www.humanrightsandscience.com) offering management strategies and Country Branches.

Our management strategy

Our management strategy ROPE is a Strategy for Change that has been developed by HR&S and that empowers local stakeholders to find solutions to local problems in equal partnership with international development institutions. ROPE targets; financial viability, institutional capacity, the delivery of products and services requested for locally, and evidence based sustainable impact.

Under the umbrella of HR&S

Action10 operates under the umbrella of Human Rights & Science (HR&S), which manages the operations in Africa.

Two programmes

Action10 is running two programmes: CROSS and ActionInvest. CROSS raises cross-cultural awareness by providing opportunities for communication and knowledge sharing within and across continents.

ActionInvest fundraises for business loans to entrepreneurs doing social good in sub-Saharan African countries.

Action10 Members

Volunteer staff

The Volunteer staff is organised into a Working Board and three Teams. Volunteers commit to working within the organisation for a minimum of 9 months. When stepping down from active service Volunteers are invited to stay within Action10 as Monthly Givers.

Monthly Givers

Donors that sign up for monthly donations are Members of Action10. The regular contributions of our Monthly Givers are crucial for the operation of Action10.

Governance, management and operations

The governance, management and operations of Action10 is organised through the

- General Assembly
- Working Board
- Working Teams

General Assembly

The highest governance body of Action10 is the annual General Assembly (GA), which is constituted of the Action10 Members. The GA ensures democracy and member-driven programmes. The General Assembly is responsible for overseeing the work of the organisation through an annual review (governance), and appointing the Working Board members. The GA also appoints a professional Auditor to be in charge of the annual auditing, and a Nomination committee for the Board election at the next GA. The annual work plan and budget is proposed by the Board and decided upon by the GA. The General Assembly is a unique occasion for all Members to collaborative reflect over our activities in the past year, and express wishes and present initiatives for the coming year. It is an opportunity for everyone to steer the organisation in the direction they want, as a team.

Working Board

The Board of Action10 is in charge of

- Overseeing the continuous work of the organisation (governance) according to the instructions by the General Assembly;
- Organising the daily work (management);
- Developing and implementing strategies and policies
- Appointing Workgroup/ Team Members and Board Members.

The Board consists of the President, Vice President, Secretary, Head of Finance, Head of IT, Head of ActionInvest, Head of People Experience, Head of Team Africa, Head of Team Media, Head of Team Sweden, and Substitutes. Its composition is reviewed.

Action10's President is Head of the Board. The Board meets six (6) times a year in February, April, June, August, October, and December. The Board Members continuously communicate and discuss daily work, progress and challenges, and take decisions on activities and solutions. The Board is responsible for informing Volunteer staff, Action10 Members and partners about the output of the Board meetings.

Working Teams

The day-to-day operations outside the Working Board's domain are handled by three Working Teams

- Team Africa
- Team Media
- Team Sweden

Team Leaders are appointed for each Team and the Team Leaders are members of the Board. The Team Leaders call for Team meetings once every month, or as often as is required. The Team Leaders are in charge of leading the Teams' work and supporting motivation and team spirit. This implies responsibility for the implementation of tasks assigned to the Team by the Board. The Team Leaders are also responsible for keeping the Board up to date on resources required for the Teams to be able to manage their assignments. Staffing situations and challenges are reported to the Head of People Experience.

External Auditor

Action10 assigns a professional Auditor, who performs the end of fiscal year auditing and shares an Auditing Report (included in the Annual Report).

Annual Report

The Annual Report is presented during the General Assembly and made available on our website thereafter.

Finances

Result 2023

The financial fundraising result in 2023 was SEK 110 578.

We transferred and set aside funds for transfer to the amount of SEK 110 078, targeting Burkina Faso, Kenya, Liberia, Togo, Zambia.

Administration costs

The funds for Action10 are raised through donations, and only 5 % of the raised amount remains in Sweden. The 5 % covers direct administration: the website hosting fee; the bank account fee; the money transfer cost, both in Sweden and in the receiving country; the virtual office platform fee, and a venue for monthly meetings.

The Action10 administration costs in 2023 were SEK 5,658 which represents 5,1 % of the funds raised, thus slightly exceeding the stipulated 5%.

Table 1. The percentage of the administration costs per year

<u>Year</u>	<u>%</u>
2023	5,1
2022	3.6
2021	3.8
2020	4.2
2019	2.4
2018	1.0
2017	2.4
2016	1.3
2015	1.6
2014	2.4
2013	2.7

NB: In 2022 the Board agreed to increase the administration threshold from 3 to 5% for Action10 Sweden. It was expected that 5 % was fully acceptable by supporters, and it gave Action10 the opportunity to strengthen the institutional capacity. The increase enabled Action10 to have a sustainable venue for the General Assembly and monthly meetings. The cost for the venue is discounted through HR&S.

Income Statement and Balance Sheet 2023

Action10

Corporate registration number 802447-2147

Annual report 2023

INCOME STATEMENT	2023	2022	2021	2020	2019
Earnings SEK					
Donations from individuals	57 555	58 104	61 290	63 577	64 173
Global Giving donations	49 107	34 383	29 500	28 644	33 633
Facebook donations	577	2 491	6 607		
Website donations		729			
Targeted donations			176	200	2 000
Other income	1 389			4 077	
Projects and events	1 950				
	110 578	95 707	97 573	96 498	99 806
Cost for projects, SEK					
Kenya	-43 700	-386			
L&D Villages	-31 169	-41 298	-36 824	-73 511	
Zambia future projects	-23 273	-10 664			
Laboratories Burkina Faso	-2 306	-1 940			
IDEFOCS	-9 630	-4 968	-23 132	-26 290	-378
256 Creative Arts/RISE Salons		-21 741	-20 740	-14 745	-21 300
Veema Households			-20 662		
Dolas Creation				-20 773	
S.E.VIE				-9 604	-22 593
Spell Africa				-4 886	-21 468
Institute Des Sciences (IDS)				21 300	-21 300
Emergency Fund				-200	
	-110 078	-80 997	-101 358	-128 709	-87 038
Other costs					
Currency losses	-5 657	-3 429	-3 583	-4 094	-2 428
				-524	-1 939
Result	-5 157	11 281	-7 368	-36 830	8 400

BALANCE SHEET	2023-12-31	2022-12-31	2021-12-31	2020-12-31	2019-12-31
Assets					
Bank account	72 587	35 673	14 731	15 602	131 130
Debts					
Reservations Program Partners	58 229	16 159	6 497		86 661
Reservations Emergency Fund					2 037
Debt to Cecilia Öman	43 122	43 122	43 122	43 122	33 122
Equity	-28 764	-23 608	-34 868	-27 520	9 310
	72 587	35 673	14 731	15 602	131 130

Stockholm 07 January 2024

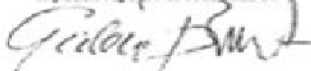


Cecilia Öman



Anders Kinding

My audit report was submitted on



Gabor Bruszt

Action10

Organisationsnummer 802447-2147

Årsredovisning 2023

RESULTATRÄKNING	2023	2022	2021	2020	2019
Intäkter					
Gåvor från privatpersoner	57 555	58 104	61 290	63 577	64 173
Global Giving, donationer	49 107	34 383	29 500	28 644	33 633
Facebook, donationer	577	2 491	6 607		
Webb-site, donationer		729			
Riktade gåvor			176	200	2 000
Övriga rörelseintäkter	1 389			4 077	
Projekt och event	1 950				
	110 578	95 707	97 573	96 498	99 806
Kostnader för projekt					
Kenya	-43 700	-386			
L&D Villages	-31 169	-41 298	-36 824	-73 511	
Zambia future projects	-23 273	-10 664			
Laboratories Burkina Faso	-2 306	-1 940			
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Dolas Creation				-20 773	
S.E.VIE				-9 604	-22 593
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Institute Des Sciences (IDS)				21 300	-21 300
Emergency Fund				-200	
	-110 078	-80 997	-101 358	-128 709	-87 038
Övriga kostnader					
Valutaförlust	-5 657	-3 429	-3 583	-4 094	-2 428
				-524	-1 939
Resultat	-5 157	11 281	-7 368	-36 830	8 400

BALANSRÄKNING	2023-12-31	2022-12-31	2021-12-31	2020-12-31	2019-12-31
Tillgångar					
Bank	72 587	35 673	14 731	15 602	131 130
Skulder					
Reservationer Program Partners	58 229	16 159	6 497		86 661
Reservation Emergency Fund					2 037
Skuld till Cecilia Öman	43 122	43 122	43 122	43 122	33 122
Eget kapital	-28 764	-23 608	-34 888	-27 520	9 310
	72 587	35 673	14 731	15 602	131 130

Stockholm 07 januari 2024

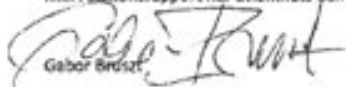


Cecilia Öman



Anders Kinding

Min redovisningsrapport har avlämnats den



Gábor Brüst

Summary

2023 in brief

Action 10 is a non-profit organization that offers expertise, tools and resources to enable people to find a way out of extreme poverty. We create partnerships with organizations and entrepreneurs in some of the poorest countries in the world. Our aspiration is to achieve partnership in the programs, not to be equated with the aid, grants and gifts that have so often pacified the recipients in these countries, and contributed to the fact that corruption is still widespread.

The year has been characterized by us continuing the work of raising the demands on our program partners in terms of organization, financial management, measurement of effect and follow-up. That part of the work is mainly done by our sister organization in Sweden: Human Rights & Science. This has meant that we have reserved some funds while waiting for business plans and reporting of projects to meet our expectations. Since last year, we have engaged employees in all our countries; coordinators, trainers, economists and accountants. We compensate active employees with 10% of the funds we transfer.

Our operations in Sweden focus on fundraising and marketing of our projects and methods, as well as conducting activities to increase understanding and respect between cultures. The work is entirely based on the work efforts of our volunteers. The operations in our partner's countries are primarily handled by Human Rights & Science and are linked to the local RISE Centers which are gradually being built up.

Our projects are described in detail on our website www.action10.org

Fundraising

This year we have passed the limit of SEK 100,000 in collected funds. Gradually, we have again been able to work with events for fundraising. Our work with Global Giving has taken a step forward and now makes up 44% (last year 36%) of our revenue. Our monthly donors account for 52% of funds raised.

Comments to the Income statement

We promise our donors to consume at the most 5% of funds raised here in Sweden.

Other Costs and our Sponsors

The cost of the direct debit app is fully sponsored by Fortnox.

Total costs for Action10 in Sweden are:

SEK 1,655 Room rent for our meetings in Stockholm.

SEK 1,759 Web hosting, website at one.com

SEK 2,244 Bank costs, Swedbank for account and transfers.

SEK 5,658, which is 5.1% of the funds collected

We do not pay any compensation to members and volunteers. The non-profit members themselves are responsible for costs to a total value of several thousand SEK. These are not included in this report, but are of course of the greatest importance to the business.

Comments on the Balance statement

Without the addition of short-term loans from Cecilia Öman, the start of several of our projects in recent years would have been delayed. However, the plan is for the loans to be repaid over a few years.

Auditor's report

Revisionsrapport

Till medlemmarna i föreningen Action 10

Rapport om årsredovisningen för verksamhetsåret 2023

Jag har av medlemmarna utsetts som revisor för Action 10 och har utfört en revision av årsredovisningen för verksamhetsåret 2023

Det är styrelsens ansvar att upprätta en årsredovisning som ger en rättvisande bild av verksamheten för medlemmarnas information och möjlighet till kontroll. Det är revisorns ansvar att uttala mig om redovisningen ger en rättvisande bild av verksamheten.

Jag har efter bästa förmåga granskat verksamhetens redovisning av resultatet, balansräkningen, uppgifter från banktransaktioner, större transaktioner, donationer och utgifter jämväl styrelsens protokoll.

Jag anser att redovisningen uppfyller krav på god ordning, är upprättad enligt gängse redovisningsstandard och ger i alla väsentliga avseenden en rättvisande bild av verksamheten.

Jag tillstyrker att medlemsstämman fastställer resultat – och balansräkningen och rekommenderar att medlemmarna beviljar styrelsen ansvarsfrihet för verksamhetsåret 2023.

Stockholm den 13 mars 2024



Gabor Bruszt

Operations

Our international team

Action10 is run by 20 Volunteer staff. We offer cross-cultural awareness and we raise funds for the capital from that we give out as business loans to local entrepreneurs. We collaborate with HR&S Branches in eight sub-Saharan African countries; Burkina Faso, Kenya, Liberia, Nigeria, Rwanda, Togo, Uganda, and Zambia who empower our joint partners locally. We have a network of 500 loan-takers and their associates.

Our impact

We are running 20 parallel programmes. We have empowered local entrepreneurs through business loans and guidance, generated employments, paid tax to governments, provided access to products and services requested for locally, and empowered networking and partnerships.

Our challenges & how we address those

Our main challenge was the competition against the traditional aid sector, which offers large volumes of donations, free products and free services, but does not provide evidence for sustainable impact.

Our Volunteers in Sweden

Working Board

Cecilia Öman – President

Carlos Ortiz de Zavallos Eguiluz – Vice President

Carl "Calle" Emilsson – Secretary, Vice President (as of September 2023)

Mooaj Bhana – Secretary (as of September 2023)

Anders Kinding – Head of Finance

Ekansh Sharma – Head of ActionInvest (as of December 2023)

Javier de la Rúa Martínez – Head of IT

Tanja Lundén – Head of People Experience (as of March 2023, on leave Nov-Dec)

Jabezie Umuhire – Leader Team Africa, Substitute Board Member (as of August 2023)

Verena Stöffler – Leader Team Africa (as of August 2023)

Freja Falkenberg – Leader Team Media

Elizabeth Benaya – Leader Team Media (as of December 2023)

Rachel Horner – Leader Team Sweden

Helena Čechurová – Leader Team Sweden (as of October 2023).

External Auditor

Gabor Bruszt

Team Members 2023

Team Africa	Team Media	Team Sweden
Amanuel Mengestab	Elisabeth Benaya	Kidest Asnake
Hannah Hörl	Vivian Chidueme	Helena Čechurová
Sophie Stillman	Chucks Chuckman	Rachel Horner
Verena Stöffler	Freja Falkenberg	Hanna Schlegel
Jabezie Umuhire	Jasminka Franic	Felicia Simonsson
Dinushi Wasan	Saskia Kullenberg	Charity Waigi
	Caitlin Leech	Marina Bortoli da Silva
	Patrik Nilsson	Ranya Abdullah
	Victoria Onyi Ejeh	Nicole Vestling
	Guliya Tursinbek	

Output

Board

In 2023, the Working Board had scheduled meetings on the following Tuesdays: February 7 (No 78); April 4 (No 79), June 6 (No 80), Aug 1st (No 81), October 3 (No 82) and December 5 (No 83). Board discussions and decisions are listed below in chronological order. At every Board meeting, the financial status is presented by the Head of Finance.

In the list below staff news presented is limited to status of recruitment for positions in the Board. A full list of our Volunteers is presented in the section “Operations 2023” (above).

No 78 (February)

- Monthly Givers living in Sweden should apply autogiro or direct transfer to avoid transaction costs. Monthly Givers abroad will be subject to transaction costs and could use eg Global Giving.
- Website: “About Action10” information needs to be made more accessible.
- Survey to gain better understanding why loans are not repaid to be conducted by Team Africa.
- Mail to info@action10.org to be forwarded to Secretary with copy to President and VP.
- Action10 ROPE implemented on Trello – Board Members encouraged to study.

- Recruitment: Head of Fundraising position to be replaced with Head of ActionInvest, a new dual role: Coordinating with Team Leaders with individual fundraising targets and interacting with local accountants to follow Progress Markers. Advertisement to be posted on Volontärbyrån, LinkedIN.
- Onboarding training procedure/ manual to be set up. Tanja appointed Head of People Experience.
- Venue for meetings: Pipersgatan 100 SEK per hour booked.
- African Chambers of Commerce: Make plans for interaction.

No 79 (April)

- Freja, Team Media, and Felicia, Team Sweden, report experiences from Kenya, meeting with Team Leader Kevin and visits to several social entrepreneurs and the town of Molo.
- Lesson learned when making payments to start ups: More caution. Transfer has been made to bank account of person no longer involved in project.
- Customer Relations Management (CRM) to be developed by Team Sweden, with information about latest contact with individuals.
- Monthly Givers to be contacted with request to spread information in their networks. Support them in this effort with talking points.
- Seek non monetary sponsorships, eg meeting venues, travel grants.
- Management of local websites (eg IDEFOCS; Dolas Creation) could be part of support offered to partners.
- Progress Markers: Need more attention. Every Team to identify three (3) easy to measure PMs and conduct consistent follow up. To be discussed in Teams with Cecilia and others.
- Recruitment: Several qualified applicants for Head of ActionInvest via LinkedIn. Consider this channel in the future.

No 80 (June, Per Capsulam due to National Day of Sweden)

- Recruitment for Secretary to be initiated, as Calle takes on position of Vice President.
- Transfer to Zambia
- All Teams asked to identify Progress Markers to be presented at the August Board meeting

No 81 (August)

- Recruitment: Ongoing for Leaders of Team Sweden and Team Media and Head of ActionInvest. Team Media to be kept active by Chucks. Verena takes on position as Leader for Team Africa.
- Transfer to Kenya at point in time to be decided by Cecilia.
- Plans initiated for event in November, to which external persons will be invited. Eg African Chambers of Commerce.
- Action Talks Progress Markers to be worked upon at internal event.
- Team building exercise to be planned.

- In case of absence from Board meeting, Team Leader is to assign substitute
- Website: Donations should be presented visually, made more visible
- Venue for Board meetings secured by Calle for rest of 2023
- Internship: Helena to carry out thesis internship at Action10, formal supervision by Calle

No 82 (October)

- Recruitment: Mooaj appointed Secretary of the Board. Helena appointed Team Leader for Team Sweden.
- Transfer of limited amount to Togo when recipient is ready. Professional audit to be carried out by request from Cecilia.
- Information about initiative camp in Liberia
- ActionInvest Capital requests to be presented at ActionTalks for discussion
- Increased focus on Global Giving
- Increased focus on in person staff meetings
- Recruitment pitch to be developed
- Cecilia to present Action10 at Rotary
- New strategy for fundraising called for by Anders

No 83 (December)

- Recruitment: Ekansh appointed Head of ActionInvest. Elizabeth appointed Team Leader for Team Media.
- Transfer of second loan installment to ENEO, Clifftop after repayment of first.
- ActionTalks to be held on Saturdays to meet work free hours in Africa
- Global Giving discussions to be pursued in 2024
- Recruitment: Proximity to Stockholm a must – in person meetings are crucial. Improve standing/ permanent ad at Volontärbyrån.
- New branding strategy and initial website outline presented by Elizabeth
- Mail tracking functionality to be tasked to Team Media

Team Africa

Report by Verena Stöffler, Team Leader

Progress Markers

1. ActionSeminars (Verena)
2. Cross-cultural insight survey & ActionTalks (Jabezie and Verena)
3. Monthly givers with African connections (Ammanuel, Dinushi, Sophie)

Start with regular Team meetings (1st Thursday of the month), it should help to find a good way of communication and team work.

ActionTalks

ActionTalks are monthly knowledge sharing seminar with partners. In addition we agreed that we include the ActionTalk to the PM Cross Cultural Insight Survey in Team Africa. The whole thing is in the learning phase and we'll try it out and see how it works and then try to improve. I am grateful for any suggestions and changes. It is so important that we take a lot to learn from the ActionTalks and that everyone can benefit from the presentations. Verena is planning Volunteer Staff to be presenters in the ActionTalks as well. It is a great opportunity to show the partners and branches also our sight.

Cross cultural insight survey

Team Africa worked on a cross cultural insight survey. Lack of staff resources contributed to the goals not being met, testing not carried out, and the Progress Marker Survey not being pursued further.

ActionSeminars

Seminar topics, e.g. i) our own folders with testimonies, ii) Literature reviews, Countries in Africa's view on equal partnership for development, iii) Movie night's with follow-up discussion

- Event African Flavours at the General assembly
Date: 18th March 2023
- Cross Cultural Insight. We reviewed the survey and discussed about cross cultural communication
Date: May, Volunteer staff meeting No3
- ActionSeminar prepare for the Event African Colours in November. Presentation of the initial ideas and coordination of the location and responsibilities for the event.
Date: September, Volunteer staff meeting No5
- Explanation and practice of the ROPE strategy and put yourself in someone else's shoes
Date: November, Volunteer staff meeting No7

Connect with African communities in Sweden

To discuss cross-cultural issues, support to social entrepreneurs in SSA, and to attract Volunteers and Donors. Amanuel and Dinushi worked really hard on reaching out to African communities and people he tried different strategies but we had no success so we have to make a new strategy for 2024.

Team Media

Progress Markers

1. Website Action10.org
2. Social media
3. Global Giving.

Website www.action10.org

Our own crowd-funding site

- Drive traffic to
- SEO, Head of IT
- Thank Donors
- Upload annual report with programme and financial report on website
- Keep content updated
- Facebook donate button - Learn from others, thank Givers, post campaigns.

Social media

- Content writing & Videos
- Facebook, Instagram, LinkedIn
- Attend ActionTalks and collect information for social media postings.
- Visibility through interactions with other platforms ActionInteraction: Reach out to bloggers, influencers, vacant

Global Giving

- Upload programme status reports
- Remain a superstar partner by addressing tasks on their website to keep our high scores,
- Interact with the GG staff
- Thank Donors
- Adjust previous and upload new campaigns

Knowing and serving our supporters (our customers)

- Keep CRM on OnlyOffice updated, with all financial supporters that are connected to Action10 through social media platforms (Action10.org, GG, other crowdfunding sites are compiled with contact details and other relevant information.)
- Arrange to serve our customers in the very best way

Team Sweden

Report by Helena Čechurová , Team Leader

Team Sweden re-connected in September 2023 (Kidest, Helena) and started to work on upcoming African Flavours held on Friday 24 November 2023. A specific working Team for African Flavours was created (Kidest, Verena, Muaz, Cecilia, Viktoria, Calle, Ammanuel and Chuck; others member in the group: Elizabeth and Dinushi). As a communication channel WhatsApp was used.

Close cooperation with Team Africa and Team Media during whole prep. Also, with the Embassy of the Czech Republic in Stockholm who support the Event by offering the place free of charge as well as with assistance of Embassy members during the preparation period and during the event itself. Moreover, close cooperation/communication with Action10 Branches (mainly: Kenya, Zambia, Nigeria and Uganda).

During the Event preparation several materials were created: posters + promo-materials (mainly made by Verena in Canva– all saved on OnlyOffice), updated contact list (with all previous Volunteers and new contacts), PWP presentation with all Action10 projects including videos, photos and brief info about each project, Volunteer's portfolio, Excel Tab. for Test-E with all Action10 projects. Wonderful food preparation by Kidest and her friend and family, Cecilia and Victoria. Beverages preparations organized by Calle and Muaz.

Event activities: presentation about Action10 (Cecilia), presentation about Digital Library (Ammanuel), workshop "Put yourself into somebody else's shoes", African Quiz (made by Muaz), Ethiopian coffee ceremony (organized by Kidest and her friend).

The African Flavours event in numbers:

- Invitations: 236 e-mail addresses
- Replies to invitation (via Google form: 47 (43 yes, 4 no)
- Monetary contributions to preparations by Kidest 2885 SEK.
- Attendance invitees: 31
- New contacts: 17
- Presence of current Volunteer Staff: 9
- Presence of previous Volunteer Staff: 3
- New Monthly givers: 1
- Donations: 1 950 SEK

Contact with CRM and Action10 network: communication regarding the November Event mainly, as well as Christmas cards and New Year "Thank You" e-mail.

After the November Event, Team Sweden has been completed: Karen has joined the Team. Karen is working with PMS3 Attract new Monthly Givers through Supporter recruitment. Kidest is working on PMS2 - Motivate Monthly Givers to stay & to be Ambassadors through Supporter care (customer loyalty).

Helena is working on PMS1 CROSS & new Monthly Givers through ActionEvents. Helena's internship at Action10 was taken during the period 2nd October - 2nd December 2023.

Country Programmes

Our operations in Sub-Saharan African countries are managed by eight HR&S Branches in eight countries: Burkina Faso, Kenya, Liberia, Nigeria, Rwanda, Togo, Uganda, Zambia. The implementation of programmes during 2023 was successful and also challenging. Lessons were learned and informed decisions were fed into the organisation by adjusting our tools and strategies. More details about the programmes are available on www.humanrightsandscience.se

The programme reports are mostly compiled by the local branches and presented below in edited form.

Burkina Faso

Burkina Faso suffered from significant political instability in 2023, which undermined initiative and enterprise at every level. For a report from **Senexel laboratory**, see the Laboratories section below. Other HR&S initiatives undertaken during the year were not successful in meeting expected results.

Kenya

Micro & small businesses in under-served communities

Dolas Creation

Fredrick Ating'A, tailoring, Kibera, Nairobi

Dolas Creation specializes in design and production of authentic ceremonial clothing, tailored to meet customer preferences. Founder and CEO **Fredrick Ating'A** was granted a first loan from ActionInvest in 2020. During the pandemic production was low, but Mr Ating'A has paid the interest on his loan, and as the economy is stabilizing he now anticipates to gradually scale up his business and offer local artisans more job opportunities. Mr Ating'A is currently looking for technical support to market his business online.



Small businesses, urban and semi-urban

Veema Household

**Virginia Njeri, production and retail of bedding,
Nairobi**

<https://www.facebook.com/VeemaHouseholds>

Virginia Njeri conducted a market survey and noted a high demand for bed runners in the hospitality sector as well as on the residential market. Collaboration with HR&S began in 2021 with a first loan to Veema Households. Ms Njeri has identified buying in bulk as a means of achieving discounted prices and cutting costs for logistics.



ENEO Farm

**Fredrick Khabeko, multi-farming and
animal husbandry, Kakamega**

<https://m.facebook.com/ENEOFarm>

Early 2021, **Fredrick Khabeko** started a small home-based poultry centre. One year later ENEO Farm was established as a business venture with Mr Khabeko as CEO and his wife Faith Omutiko as head of operations and marketing. ENEO Farm became a HR&S Kenya RISE Member in June 2023.



Mr Khabeko holds a Diploma in Education and Certificate in General Agriculture and has participated in various farming training; square foot gardening, sack farming, poultry, dairy and aquaculture. ENEO Farm has reared goats, cows and tilapia fish and practised farming of indigenous vegetables sukuma wiki and kienyeji as well as tomatoes.

Having secured the Action10 HR&S loan and become a RISE member, Mr Khabeko has attended RISE talks with accounting and management training. If his projects become sustainable, other projects such as bee keeping, fish farming, dairy farming and crop production will follow to increase produce and revenue, and allow for an expansion of a more advanced Smart Farm.

Short term goals for ENEO Farm are to become a reliable source and supplier of fertilized eggs and achieve zero mortality of chicks. While stating that starting and operating a farm venture can be highly rewarding, Mr Khabeko acknowledges that the challenges, particularly related to outcomes or results “are a whole lot.” His vision statement, however, remains clear: “To increase productivity and incomes, enhancing resilience of livelihoods through our farm practices.” The long term goal for ENEO Farm is to be the leading chicken producer of Kakamega County, and provide employment for at least 100 locals.

Clifftop Plumbing Solutions

Victor Musungu, plumbing services, Nairobi

<https://www.facebook.com/clifftopplumbingexperts>

Victor Musungu established Clifftop plumbing in 2018 as a general contractor offering plumbing services in terms of site analysis, feasibility study, preliminary design studies and permit and zoning applications. Plumbing is a business with potential in Kenya thanks to rapid expansion of residential building and water supply projects.

Clifftop’s loan from Action10 HR&S funded the purchase of a solar water heater, shower cubicles and a Biodigester tank for a specific client project. Mr Musungu’s long term ambitions with Clifftop Plumbing Solutions are to increase delivery of services, secure sustainable profit and offer teaching in plumbing and job opportunities to a number of employees.

Youth Growth Smart Boda

boda -YGSB

Dennis Mwebi, motorbike transport, Narok Township and County

A boda boda is a motorcycle courier that offers transport of light cargo and passengers in urban areas.



Dennis Mwebi, founder and CEO of Youth Grow Smart Boda boda, has taken on the stiff competition from tuk-tuk and taxi services and some 35 boda boda operators in the Narok Township and greater Narok County region. His aim is to make YGSB “top of mind” of customers in need of reliable last mile transports. The government is making efforts to regulate the market, but for the time being high unemployment, low start up costs and an abundance of financing options are paving the way for an ever-increasing competition. Under these challenging conditions, Mr Mwebi’s strategy is to focus on quality rather than aggressive pricing. YGSB is set to attract long term customers and build

individualized service relationships by offering highly customer-centric value, emphasizing timeliness, trust and a high sensitivity to safety. The safety aspect will keep operations costs at bay, and build a strong brand with prospects to successfully meet current and future threats and opportunities.

Anjelique Beauty and Cosmetics

Anjelica Okalo, salon and cosmetics marketing

On-going

Entrust Metal and Engineering Works

Faithanne Wanjiku, metal works and welding

On-going



Money transfer service

Jakob Omwaka, western Kenya

Under negotiation

Jakob Omwaka is running a small family business providing money transfer services for people in rural areas with no opportunity to have a personal contact with a bank.

Liberia

HR&S Branch Liberia underwent re-organisation during 2022 and 2023. No efforts were spared but costs were zero.

For a report on the **IDEFOCS** project please see the Re-integration section below.

Nigeria

HR&S Branch Nigeria was re-organised during 2022 and 2023, at no cost and notable effort.

Rwanda

HR&S Branch Rwanda start-up, with a few meetings during 2022 and 2023.

Togo

Micro-businesses, rural

Leaders & Development (L&D)

Support to villagers to start and run micro-businesses and providing access to school for their children

Leaders & Development was initiated in 2011 and rekindled in 2019 and currently involves 200 microbusiness entrepreneurs, mostly women, in rural areas in Togo. Activities include bookkeeping, contracts, recruitment, workshops and management of ActionInvest funds.

L&D is presided by Mr **Milohum Mikesokpo Dzagli**. Loan transfers are managed by Mr **Ahiakonou Yawo** and Mr **Sowalo Komi**.



The programme offers loan periods of six (6) months. Most of the target partners (TP) are successful in paying interest and repayment of their loans.

Leaders & Development is active in two areas; Agbelouve, situated at about 50 km from Lomé, with eight surrounding small villages (eg Kpotsokope, Agbodzekpo, Foulani Kondji, Batoumé), and Aguduvu, at about 80 km from Lomé. In the Agbelouve area two groups of a total of some 150 women and 3 men, and in the Aguduvu area a group of 13 women, are running small businesses selling products such as maize, beans, cakes, rice, yams, fruit, bags, clothing, shoes, local drinks, medication and goats, and offering services such as restaurants, bars, tailoring, hair dressing, and many other goods.

An important challenge for L&D is its traction. New candidates are seeking to join, while current members have need for additional funding to reach sustainability in their businesses. A very personal incident, the accident of Mr Yawo, manager of the Agbelouve area, has deeply impacted the programme. Another immediate task for the Togo branch is to focus on the creation of a commercial company.

Uganda

Two of the three applicants of 2022 are currently full registered as companies under Ugandan law. For a report from the **St Micheal Food Lab & Consultancy**, see the Laboratories section below.

Small businesses, urban

Daste Events

Stephen Mubanda, event management, Kampala

<https://www.facebook.com/dasteevents/>

Daste Events is specialized in venue decoration for various occasions such as weddings, intimate gatherings, banquets, and corporate events. The company has a decade-long presence in the industry. Challenges in expanding operations are primarily attributed to the costs of investment in equipment. Consequently, a substantial portion of Daste Events' earnings is allocated towards hiring expenses.



Following ActionTalks in October 2023 it was mutually agreed that Daste Events would benefit from a loan with the purchased event decor and equipment serving as collateral. As for any loan taker, successful repayment of the initial loan will create an opportunity for Daste Events to apply for an additional loan.

Micro businesses, under-served communities

RISE Hair Salons

Kamwokya and Kyebando slums, Kampala

The Chusa School of Beauty was started in Kamwokya in 2020, with the mission to offer girls and young women between the ages of ten and 25 years of age skills in plaiting, braiding, weaving, styling and make up, and financial management of a commercial salon. The RISE Salons project is intended to provide the students of Chusa School of Beauty with training during and after their studies, and employment opportunities. RISE Salons are to be run as profit oriented enterprises, independent of the school. By 2022 forty students had graduated from the Chusa School of Beauty.

Zambia

Action10's initiative in Zambia aims to empower entrepreneurs in poverty-affected regions through strategic business loans and financial literacy training. From retail to service-oriented ventures, entrepreneurs benefit from the opportunity to invest in their businesses, creating a sustainable pathway out of poverty for many in the region. This means your donation will go beyond one-time support and have a long-term impact instead.



Entrepreneurs in poverty-affected areas of Zambia encounter significant barriers to accessing capital and resources necessary for business growth. Limited financial literacy exacerbates these challenges, leading to difficulties in managing funds and making strategic investments. Seasonal fluctuations and market unpredictability further compound obstacles, hindering the sustainability and scalability of small businesses. Without support, entrepreneurs have fewer possibilities of achieving economic independence.

By providing targeted loans and comprehensive financial literacy training Action10 addresses entrepreneurial challenges in Zambia. Tailored loan amounts and flexible repayment terms enable local businesses to invest in critical assets and resources. The program's financial literacy curriculum equips beneficiaries with essential skills in budgeting, saving, and business management. Through these interventions, entrepreneurs across various sectors, from retail to service-oriented ventures, are empowered to make informed decisions and navigate market challenges effectively.

By fostering entrepreneurship and economic empowerment, the program creates ripple effects that benefit entire communities. As businesses can expand and create employment opportunities, they can contribute to local economic development and poverty reduction. Moreover, the acquisition of financial literacy skills equips beneficiaries with lifelong tools for financial resilience and independence.

Through sustained investment in entrepreneurial empowerment, Action 10 catalyses transformational change, and together with the entrepreneurs, paves the way for a more prosperous future for Zambia's under-served areas.

Micro businesses

Cecilia Nalumbwe Sichomba

Production and sales of Munkoyo

Munkoyo is a traditional beverage made from maize porridge which is enjoyed by many, regardless of gender and age.

Cecilia Nalumbwe has been in the Munkoyo business for a number of years and it has provided her family with sustenance and housing as well as school fees. Ms Nalumbwe is making efforts to pass on the Munkoyo making skill to others, including households with financial instability, as a way of empowering them.

A very specific challenge in the Munkoyo business is posed by the rainy season. The price of maize is driven up by the weather conditions, which raises the production costs for Munkoyo. The loan from HR&S has enabled Ms Nalumbwe to purchase maize fertilizer and increase her harvest, and prepare her business for the cost increase of the rainy season.



Ms Nalumbwe plans to register her Munkoyo business with the Patents and Companies Registration Agency (PACRA). To make her product stand out she has designed stickers and labels to be attached on her Munkoyo bottles.

Ms Nalumbwe's long term project is to grow her enterprise by incorporating fish business. Currently, she is assisted by her children and does not yet have paid external staff.

Moses Kapasa

Sales of shoes for women, Mtendere market, Lusaka

Moses Kapasa started his shoe business in 2021, with a long experience in the trade as an employee of his uncle's business. As the main provider of his family Mr Kapasa was pressed from the start to scale up his business. After some initial hardships he successfully opened a mobile money agency under one of Zambia's main network providers Airtel. In 2023 Mr Kapasa applied for and received a new loan from HR&S. This loan was used to boost both his businesses, and he was able to take on one employee, as well as provide for his children to transfer to a private school.

Moses Kapasa aims at keeping his offer unique by introducing new and attractive or fashionable shoes at a slightly reduced price. He plans to open a second Airtel booth, and his long term project is to open a large shop which is going to house several mobile money offers including Airtel, MTN, Zamtel and Zanaco services.

Joseph Kasongo

Sales of baobab fruit, handbags, fish (dried sardines)

Joseph Kasongo has benefited from HR&S loans twice and has proved to be a consistent client. Mr Kasongo switches to selling dried sardines when the seasonal baobab fruits are scarce. This diversification method works well for him as he can mitigate some business risks, hence recording positive outcomes. However, when asked which he prefers to sell, he is quick to point at the baobab fruits! At time of this report, Ms Kasongo has plans to scale up his stocks and he intends to apply for a new loan in 2024.

Luckson Njobvu

Sales of stationery, Mtendere compound, Lusaka

The HR&S loan enabled **Luckson Njobvu** to invest in a computer monitor and printing materials for his stationery business. Mr Njobvu has also benefited from HR&S financial literacy lessons, and his repayment track record is solid. The profits from the business have finally allowed Mr Njobvu to buy himself a much awaited new television set.

Memory Mwale

Sales of chitenge materials and wigs, Ng'ombe market, Lusaka

Memory Mwale is a first-time loan beneficiary who has repaid her loan and interest in full. Her first HR&S loan was directed into increasing her stock of chitenge materials and wigs. The financial literacy lessons HR&S Zambia conducts before issuing the loans significantly helped Ms Mwale to achieve financial discipline. She testifies how the loan and the lessons have increased her purchasing power – with almost doubled monthly purchases of goods – and she is now more mindful of allocating a portion of her profits to savings.

Elika Chisenga

Sales of fresh vegetables, Mtendere market, Lusaka

Elika Chisenga is a two-time beneficiary of the loan empowerment provided by the RISE Centre. She is a single mother and unfortunately one of her dependants fell seriously ill and was hospitalised, posing a challenge for her to meet the repayment obligations of her second loan. This family emergency coincided

with an increase in vegetables prices. Nevertheless Ms Chisenga is determined to settle her balance as soon as her business stabilises and intends to apply for yet another another loan in 2024 to further boost her business. Despite her challenges, Ms Chisenga operates her vegetable business proudly, as she loves what she doing, and her business is slowly increasing its revenues.

Rocky Sakala

Auto spares, Ng'ombe compound, Lusaka

Rocky Sakala was granted his HR&S loan after his participation in the Financial Literacy workshop. The loan obtained was directed primarily into design and print of a flyer to advertise his offer. The remainder was allocated to purchase materials but did not cover the full cost of the stocks he had intended to buy in bulk as outlined in his loan application. Meanwhile Mr Sakala's enterprise is performing very well and he has indicated that the HR&S loan has made a great difference. Mr Sakala attributes this to his marketing and advertising strategy, and he intends to apply for a new loan to stock more auto spares.

Laboratories

Our laboratory programme empowers laboratory management and accreditation of advanced laboratories in Sub-Saharan African countries and aims to ensure financial viability through selling laboratory services.

Two laboratories are in this programme: Senexel in Burkina Faso and St Micheal Food Lab & Consultancy in Uganda. Both laboratories attended HR&S training in 2021, after which the HR&S Network of Technicians was introduced. Knowledge sharing, consultation by HR&S Expert advisers, and internship arrangements by HR&S Branch Burkina Faso contributed to the accreditation process at Senexel. The first phase of the collaboration was concluded in 2021. We keep contact with them through the ActionInvest FAST Network.

Senexel

Analytical services, physical chemistry of water, metallurgy, geochemistry, Ouagadougou, Burkina Faso

<https://senexel.com/>

Senexel is managed by **Boubacar Senou**, chemist in charge of laboratory quality, and Member of the Ordre des Chimistes du Québec (Canada), the Canadian Institute of Mines (ICM) and the American Chemical Society (ACS). Having worked for the National Public Health Laboratory of Burkina Faso and mining companies in Burkina Faso and in Canada, Mr Senou has a deep understanding of the issues related to the quality of analytical results and their impact on customer activities.

The Senexel laboratory is operating according to ISO 9001 and ISO 17025 standards. Senexel shall participate in the inter-laboratory tests. Senexel operates with regular delivery times of 3 to 7 working days. Express treatments are also available. They claim that their technology allows them to offer prices lower than the average for the Burkina Faso market.

Senexel staff attended the HR&S Laboratory Management Webinar, 10 hours in March 2021, where a strategy for change was developed and implemented. The laboratory is consistently supported by HR&S Senior Expert Advisers. Funds have been raised during 2023 to continue the support, but the amount is not yet sufficient to finance any specific initiative.

St Micheal Food Lab & Consultancy Limited (SMFLC)

Analytical services, food microbiology and chemistry, Kampala, Uganda

<https://smflc.org/>

St Micheal Food Lab & Consultancy was founded in 2016, has a Certificate of Recognition from the Uganda National Bureau of Standard (UNBS) and is currently preparing an application for accreditation by the Kenya Accreditation Service (KENAS). St Micheal's facility has been set up in line with the requirements of ISO Standard 9001 on Competency of Food Testing and Calibration Laboratories.

St Micheal Food Lab and Consultancy provides its services to supermarkets, industries, hotels, small and medium sized entrepreneurs and enterprises. The Ugandan branches of the United Nations and USAID are also part of its clientèle.



St Micheal Food Lab & Consultancy have a wide range of products for clients wishing to develop an edible product and/or ones already in production. The laboratory provides guidance on quality improvement, extinguishing of coliforms, streamlining of production techniques for a more hygienic product on shelves, shelf studies, chemistry, nutrition content analysis and many more.

They were among the first attendees to our webinar series on access to scientific equipment. Their participation was successful. The assessment of the laboratory's credentials revealed that St Micheal Food Lab & Consultancy are very likely to benefit positively from the vision of HR&S. They are also already established in the industry.

One previous lesson learned is that working with startups is a challenge. Another lesson that it is not a good idea to offer startups our suggestions or solutions. Instead, a good practice for HR&S is to get to know the prospect partner's ambition, challenges, activities, and outcome. To ask the laboratory to share their business plan, make a case of the demand for the laboratory's services, and their ability to pay back the loan.

Self-help groups

Amani Women Group

Farming and table banking, Niakinya Village, Nakuru County, Kenya

Founder and president: Lucy Githaiga

Amani Women Group was established in 1995. Partnership with Action10 started in 2011, and the group was granted its first loan in 2013. However, the transfer of funds was not possible before 2016. HR&S Branch Kenya team-leader Millicent Sifuna visited the group in 2021 and was well received.



Extensive reports by Ms Sifuna and facts about table banking can be found on the HR&S website at <https://www.humanrightsandscience.se/impact-reports-per-programme-a4-table-banking-in-rural-kenya/>

Waremba na Maendeleo

Microbusiness and table banking, Nairobi County, Kenya
CEO: Faith Muhoja

Waremba na Maendeleo Self Help Group was started by three house helps who agreed to work together to better their lives by making contributions and support each other. This was to help boost their small salaries that they earned because the needs were more than the income. Parents and other relatives needed some financial support from the house helps, some house helps had children to support, among other needs. This group has grown and in 2023 it had a total of 15 members. The operation has since changed from financial support to micro-business investment and savings.



The contribution approach has remained the same (monthly). However, it has grown from KSh 500 to KSh 2,000. The number has also grown from 3 to 15 members. Out of the KSh 2000 contribution from each member, KSh 1,500 goes to supporting a member's business while KSh 500 is kept as savings. The group's vision is: "Empowered Girl-Child for Economic Development." The group's mission is: "Supporting ladies to be self-employed." The group has been operating for the last 10 years. Currently, the group has savings amounting to KSh 90,000. At the same time, all 15 members own micro-businesses that they operate within Nairobi including selling milk, eggs, vegetables, beauty shops, M-Pesa shops, among others.

Profits per month: Individual members' micro-business makes an average profit of KSh 5,000 per month. Collectively, the monthly profits amount to KSh 75,000.

Loan repayment ability: The amount that can be used to pay loan per month is KSh 1,500 per member. This in total comes to KSh 22,500 from the 15 members.

Group Leadership: The main challenge has been low capital, thus the inability of expanding micro-businesses so as to increase the scope of members' economic fortunes. This brought about by the fact that members depend on their meagre salaries and waiting for their chance to get fellow members' contribution through the merry-go-round system.

Need for Loan: The group is sourcing for funds to enable it give small loans to members even as they continue to contribute the KSh 2000 for their savings. The loans will be exclusively for businesses. The loans will range from KSh 1000 to KSh 10000 and will be repaid monthly. Members with loans will pay both KSh 2000 for saving and amount meant to repay the loan depending on the loan taken.

Loan Requested: The group has requested a loan of KSh 300,000 from HR&S Branch Kenya.

Accounting Training: The members of the group have been trained on accounting by HR&S Branch Kenya official Dr Justus Barasa. The knowledge and skills gained have helped the group improve its operations and prudent management of finances.

A full report on the group by Kevin Werunga can be found on the HR&S website at <https://www.humanrightsandscience.se/impact-reports-per-programme-a-38-self-help-group-kenya/>

Re-integration

Help me home Kenya

Re-integration of ex-convicts

Founder and CEO: Margaret Wambui, Kenya

Re-entering society after serving a custodial sentence is a difficult transition. Many ex-convicts face prejudice and discrimination from employers, landlords, their community – even family and friends.

Supportive programs and counselling play crucial roles in providing a pathway to a second chance at a meaningful future. **Margaret Wambui's** Help me home Kenya is a company that offers support to former convicts, especially women. Women released from incarceration can get counselling and support to earn their own money and become re-integrated in their communities. Help me home Kenya addresses mental wellness and provides training for professions such as tailoring, hair dressing and home care. After completed training, Ms Wambui offers help to establish contact with potential employers. Help me home Kenya is looking for funding of equipment in order to scale up and develop their services, generate more income and achieve financial stability.

IDEFOCS – Initiative for the Development of Former Child Soldiers

Founder and CEO: Morrri Matadi, Liberia

<https://idefocs.com/>

Liberia has a recent history of 16 years of war that has distorted every sector of society and left the post war nation in extreme poverty, with a high unemployment rate among young people, including thousands of former child soldiers. The results of war trauma – addiction, crime, mob violence – remain major challenges as Liberia moves forward with efforts to build peace and sustainable growth.

The vision of IDEFOCS, the Initiative for the Development of Former Child Soldiers, is a Liberia of well-developed, integrated and pro-active former child soldiers (FCS), women associated with fighting forces (WAFF) and war affected youth (WAY) effecting positive change. Through its holistic development, empowerment and employment programmes, the goal of IDEFOCS is to provide strategic direction into active youth service corps for the purpose of cooperating and working with relevant agencies, international partners and groups. Following years of civil unrest, the need to ensure policies and decisions that would engender the participation of FCS, WAFF and WAY in national development plans is paramount to the work of IDEFOCS.

In Little Bassa, a peaceful coastal village east of Monrovia, a new vocational and technical institution called Botanical Reintegration Village (BRV) is emerging on a piece of land acquired by the social

enterprise IDEFOCS with the support of Action10. The mission of the BRV is rehabilitation for former child soldiers and otherwise war-affected young people. A six month counselling and training programme will provide the participants with the support and skills needed to find employment and a home of their own. IDEFOCS has cleared the land from trees, dug a water well, planted cassava and constructed housing which will eventually add up to a total of twenty rooms. To ensure a loving and caring environment, IDEFOCS has also involved the community in the project.

Two new related projects are already in a preparation phase. The **IDEFOCS @ Safe Zone Laundry** is a for profit business that will offer affordable clothes washing services in Grand Bassa County and Buchanan city. The second project in response to the needs of the regions is **Cold Water**. To get this business going, equipment such as freezers and generators need to be funded and purchased. Once operational, the IDEFOCS @ Safe Zone Laundry and Cold Water projects will provide sought-after jobs to the young people that have received rehabilitation at the Botanical Reintegration Village.

Morris Matadi, the founder and CEO of IDEFOCS, is a former child soldier himself. He grew up in a well off family with a father who held a high position in the Liberian army. When Mr Matadi was eleven, his entire family was killed and he was captured by rebels.

For nearly a decade Morris Matadi was forced to partake in the atrocities of the war. During this time, he was blessed with two children, one boy and one girl. When the mother of his children was raped and killed by another Liberian rebel army, Mr Matadi had to surrender his children to an elderly lady and seek refuge in Ghana. In the refugee camp he taught himself to read and write by borrowing books in a library. Determined to be an agent of change for others who had suffered from the civil war he set up the Initiative for the Development of Former Child Soldiers (IDEFOCS).



Morris Matadi (to the right) and friend

As soon as it was possible, Morris Matadi went back to Liberia to retrieve his son and daughter and give them a home and the opportunity to start school. Without any funding, with the help of volunteers, he went on to start operations of IDEFOCS in Monrovia.

Mr Matadi is now working with the former child soldiers living in the ghettos of Monrovia, without formal support or recognition from the Liberian Government. The efforts of IDEFOCS encompass support of the women who were taken by the rebels as sex slaves, the children of these women, and other youth who in different ways have suffered from the war. IDEFOCS organises trauma counselling events, with professionals offering talks with the young to install them with strength, hope and confidence. With the

help of donations, IDEFOCS distributes food and arranges social events. The aim is to coordinate with other stakeholders, as high up in the Government as possible. For very many, Morris Matadi and IDEFOCS represent the future.

With your contribution Action10 will be able to offer IDEFOCS new business loans that help bring their projects such as IDEFOCS @ Safe Zone Laundry and Cold Water to life and sustainability.

The year ahead, 2024

To be able to transfer funds as requested for

Outcome Challenge

1. Our key outcome challenge is the level of funds raised. In parallel with that our programme in Sub-Saharan African countries is growing very well, Action10 is not able to keep up with the funds raised. We have been at the same annual level – around SEK 100,000 – for a decade.
2. Our income from Monthly Givers is decreasing every year.
3. The number of visitors and supporters to action10.org is zero or close to zero.
4. We do not use OnlyOffice to its best. Maybe it is not user-friendly enough.
5. Lack of visibility

Activity

1. Progress Markers

We shall empower our work with managing and scoring our Progress Markers.

Our Vice President will specifically address this matter. We may want to:

- Develop a visual flow of how Progress Markers are integrated within the organisation and the Teams.
- We shall review Progress Markers quarterly during ActionSeminars.
- Each team shall take time to word the ambitions, the outcome challenges, the activities that each of their Progress Markers refer to, together with the exact quantitative unit to score and the expected level of progress.

ID	Progress Marker	Score	Comment
A1	ActionTalks		
	No of participants		
A2	ROPEreviews & Campaigns		
	No of Campaigns		
A3	Supporters with African origin		
	No of Supporters		
	Amount of funds		
M1	Action10.org		
	Amount of funds		
M2	Social Media		
	No of followers		
M3	Global Giving		
	Amount of funds		
S1	ActionEvents		
	Amount of participants		
	Amount of funds		
S2	Supporter care		
	Amount of funds		
S3	New supporters in Sweden		
	No of new supporters		
B1	ROPEreview Action10		
	Average score of Progress Markers		
B2	PEX		
	No of volunteer staff staying > two years		
B3	ActionSeminars		
	No of IRL participants		

2. Fundraising strategy

To develop a firm fundraising strategy by going through the literature, brainstorm within the organisation, implement, learn lessons and take informed decisions. PMS3 and PMA3

3. Website strategy

To develop a firm strategy driving traffic to our website by going through the literature, brainstorm within the organisation, implement, learn lessons and take informed decisions. PMM1&2.

4. Join Notion

Notion (www.notion.so) will be tried out to evaluate whether it can provide a better collaboration platform than OnlyOffice.

5. Visibility

In order to increase the number of Donors we need to increase awareness in wider circles. Proposed goal (could be a process marker) would be to increase number of face to face interactions with individuals with no knowledge of Action10. Could be in form of contacts at embassy events , chamber of commerce events, interviews with journalists etc. Easier said than done of course, but I do think there is a limit to what can be achieved with 'only' social media and traffic generation to the website.

So how do we make it happen in actual practice? Who shall be in charge and how do they organise themselves? Cecilia is happy to talk and meet, if booked well ahead of time.

PMB2 People Experience

In 2024, further efforts will be made to ensure that volunteering for Action10 is a rewarding experience. In recruiting, we will continue to be fully transparent about our challenges. We will also be as specific as possible in itemizing the skills we are looking for to complete our fantastic work force. Potential candidates deserve to find out about all the pros and cons we know of and are able to communicate to them. Only then can they make fully informed decisions about joining Action10. The needs of our organisation are more likely to be met with the addition of thoroughly briefed new staff with the right qualifications.

The aim is to empower everyone in Action10 with the feeling of making a real contribution. As volunteers, we are giving Action10 our time and effort as a priceless donation to the people for whom our organisation is working. Are we entitled to expect something in return?

Action10 is most certainly a learning organisation; *"a group of people working together collectively to enhance their capacities to create results they really care about"* (Peter Senge, 1998). We have a shared vision, and our immediate as well as our long term success is dependent on our creativity and sharing of

knowledge. Our personal growth is also our collective growth, and the growth of Action10, so that we as an organisation continuously, every day, become better and better equipped to carry out our mission. **We empower each other.**

Meanwhile, even for a non-profit organisation such as Action10, *"Time is Money"* (Benjamin Franklin, 1748). All of our resources, including our time, must be spent very wisely. Fundamentally, when it comes to "real" money, we have committed to delivering a minimum 95% of donations to the people they are intended for. In order to be resource efficient with our time, every Volunteer needs to feel in control of their task and Progress Marker, know what to do, and be in the position to *"just do it"* (world famous sports brand, 1988). If we are not, we need to let our co-volunteers in on our situation, let them know what we need to succeed. Even when do not know what it is that we need, we should speak up – our individual challenges and questions can be **learning opportunities** for all of us.

We cannot afford any one of us losing time. Your gift of time and effort is precious. We have to make the most of it, and that is what you are also entitled to expect in return. If and when you feel like this isn't happening, it is imperative that you communicate your experience. Your Head of People Experience has committed to spend time on you, when you need it. Every communication with your Head of People Experience is confidential. You can also explicitly ask for support in sharing information with others.

Institutional Capacity

Teams vs. PM Managers

Recruitment of long term Team Leaders has proven difficult in the last years, and our experience is that a Team with no Leader quickly loses momentum. For this reason, we are considering dissolving the Teams.

Dissolving the Teams would provide the opportunity to re-organise our work with a full focus on our individual Progress Markers. When one of us is moving forward on their Progress Markers, we call for a Progress Marker meeting with other Volunteers concerned, with an extended invitation to everyone who may not be directly involved but has an interest in these particular PMs.

If we target 10 Progress Markers, assign one person to manage each PM, and implement the practice of a small Board, we will move from 20 to 15 Volunteer staff, which is a more realistic number to maintain long term. We can invite Progress Marker Managers to Board meetings when it is relevant, and target different Progress Markers during the ActionSeminars.

This re-organisation calls for a Progress Marker review.

Budget 2024

Table 1. Budget 2024, SEK.

Type of income	Team*	Budget		Income											
		2024	2023	2023	2022	2021	2020	2019	2018	2017	2016	2015			
Monthly Givers				61 290	63,577	64,173	74,516	74,495	72,186	81,297					
Donations from individuals	S&A	100,000	120,000	57,555	58,107										
Donations from Africa ⁺				0	0	0									
Action10.org	M	20,000	20,000	0	729										
Global Giving	M	60,000	40,000	49,107	34,383	29,500	21,390	6,033	12,747	7,871					
Grants				0	0	0	0								
Targeted Donations				0	0	167	200	2,000	0	0	16,790				
Corporate Donations	S	5,000		0	0	0	0	0	0	0	3,000				
Projects and Events	S&A	5,000	5,000	1,950	0	0	0	433	260	1,130					
Restricted Donations				0	0	0	0	67,964 ⁺⁺	0	40,953	18,662				
Facebook Donations	M	10,000	15,000	577	2,491	6,607									
Memorial Donations ^{**}	S			1,389											
Other					4,077										
TOTAL		200,000	200,000	110 578	95,707	97,573	179,484	80,961	126,146	128,750					

* Team - Team Africa (A), Team Media (M), Team Sweden (S).

+Supporter with African origin

** "Memorial donations" are included in "Donation from individuals"

++ By Rotary international in Stockholm

Remarks

Funding

- The total amount of funds raised has increased with 15 %. But we would need three times this amount, to be able to meet the requests.
- The amount of funds donated by Monthly givers and others, has remained the same as for the previous year, just slightly less, but has reduced with 30 % since 2015. It can also be noted that there has been a continuous decrease since 2015.
- The amount of funds generated through Global Giving has instead increased with 40 %, as compared to 2022. This amount has steadily increased since 2015.
 - Thus, it seems GG is an excellent partner and we are able to deliver on their needs.
 - This also indicates that the projects we are running are interesting to financial supporters.

Outcome challenges

- Insufficient know-how about raising funds from persons with African origin, even though the expectation is that persons with African origin can easily understand our logic.
- Insufficient know-how about driving traffic to our website Action10.org.

Activites

- We have agreed to:
 - Develop a fundraising strategy targeting Monthly Givers.
 - Develop Action10.org into a more professional crowd-funding site.
 - Work professionally with Campaign material
 - Revise the campaigns on Action10.org
 - Revise the campaigns on Global Giving, to see if we can be even more successful on this platform.

