



AFRICA SOCIAL IMPACT
REPORT



**Reach
for Change**



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DEAR FRIEND

Every year we feel privileged and blessed to have the opportunity to support Africa's most innovative social entrepreneurs (Change Leaders) to use social entrepreneurship as a tool to change the lives of African children and the fortunes of our continent.

I am always excited for each year's social impact report; not only because it allows us to be transparent with our partners and stakeholders but it is a way for us to celebrate the steps we made throughout the year. Through this report we hope to give you a glimpse of the impact that our combined efforts create as we give agency to those at the frontline of this war against poverty.

This past year we have made great progress in improving the lives of children across the continent through the hard work of our dedicated team, our passionate social entrepreneurs and the support of our valued partners who keep renewing their commitment and dedication every year.

We were delighted to bring in 17 new Change Leaders into our Reach for Change Incubator, increasing the number of African Change Leaders to 48. Last year our social entrepreneurs impacted the lives of over 450,000 children in Africa! Over 300,000 children of this number received better access to healthcare and by the first half of 2014 we had already impacted the lives of over 17,000 children through digital tools! All this was possible because 80% of our social entrepreneurs scaled their operations last year, enabling them to create such an impressive impact!

Without the continuous support of our partners we would not be able to achieve all this. Our founding partners, Tigo, MTG and Bayport keep providing the necessary expertise and financial support required to create sustainable change. In 2014 we expanded our partnerships to include UNICEF, the European Union, the H&M Conscious Foundation and Investment AB Kinnevik! We are committed to strengthening our existing partnerships while also welcoming new partners and supporters.

As we look to this coming year, our focus is to continue strengthening our incubator. We are investing in developing additional tools to help our social entrepreneurs scale and also partnering with others to provide them with access to the best advice and skills. Our vision for the incubator is for it to be the very best in helping African entrepreneurs scale impactful organizations.

Easy? By all means no! This is what makes our combined effort both special and exciting. It is an opportunity to partner with local heroes to build a better and brighter future for their nations.

Amma Lartey



Amma Lartey
Regional Director
Reach for Change Africa

Dear Friend,

When we launched Reach for Change in Africa we believed that local problems can only be solved by local people with creative ideas to change their society. Three years on, we are convinced that this is the best solution to addressing issues of development and social change.

A global movement of change agents building a better world for children can only be achieved by empowering individuals who are not only driven by a passion but also equipped with the necessary business skills to effectively run a social business.

This report is a testament that there is great power in enabling local ideas to create feasible and sustainable bottom-up solutions to some of the toughest socio-economic problems we face today. Our collective efforts have propelled us to a new level of leadership and we remain grateful for and inspired by the support from our partners in Africa for what solutions-oriented entrepreneurship can unleash around the world. We look forward to our continued work together as we think big, act boldly, and continue to create a significant impact on children's lives.

Sara Damber



Sara Damber
CEO & Co-Founder
Reach for Change

WHO WE ARE

“We believe that local solutions from Africans are the best way to effectively combat poverty and other socio-economic problems pressing our continent today.”

Reach for Change (R4C) is a non-profit organization founded by the Kinnevik Group and Sara Damber in 2010 in Sweden to improve the lives of children and youth. We find and support Change Leaders – local social entrepreneurs with innovations that solve some of the pressing issues facing children. We operate accelerators and incubators where the entrepreneurs are helped to scale their innovations through seed funding, access to technical and managerial expertise and networking opportunities. Launched in Sweden in 2010, we have now expanded our operations into seventeen countries on three continents, and we are steadily moving into more markets and increasing our global impact. Today the organization has touched the lives of over one million children through innovative programs aimed at identifying and supporting social innovators to thrive in their sectors and drive change.

Reach for Change in Africa

We believe that local solutions from Africans are the best way to effectively combat poverty and other socio-economic problems pressing our continent today. For us, supporting social entrepreneurs in Africa aligns well with our mission to mobilise a global movement of smart, brave and passionate change agents, building a better world for children. We do this by turning passion into reality for driven, brave and ambitious social entrepreneurs and innovators. We are currently running innovative programs aimed at supporting social entrepreneurs in 7 countries in the region namely Ghana, Senegal, DR Congo, Chad, Rwanda, Tanzania and Ethiopia.

OUR PARTNERS

Reach for Change, through the support of its partners, namely Tigo, MTG, Bayport, UNICEF, EU, Investment AB Kinnevik and H&M Conscious Foundation, invests in exceptional individuals with unique ideas for social change. Through different outreach campaigns and engagement projects with our partners, we find strong entrepreneurs with a passion to make a difference for children. We support these entrepreneurs to turn their dreams into sustainable and scalable ventures with the power to alter societies, creating better lives for children.



your future now



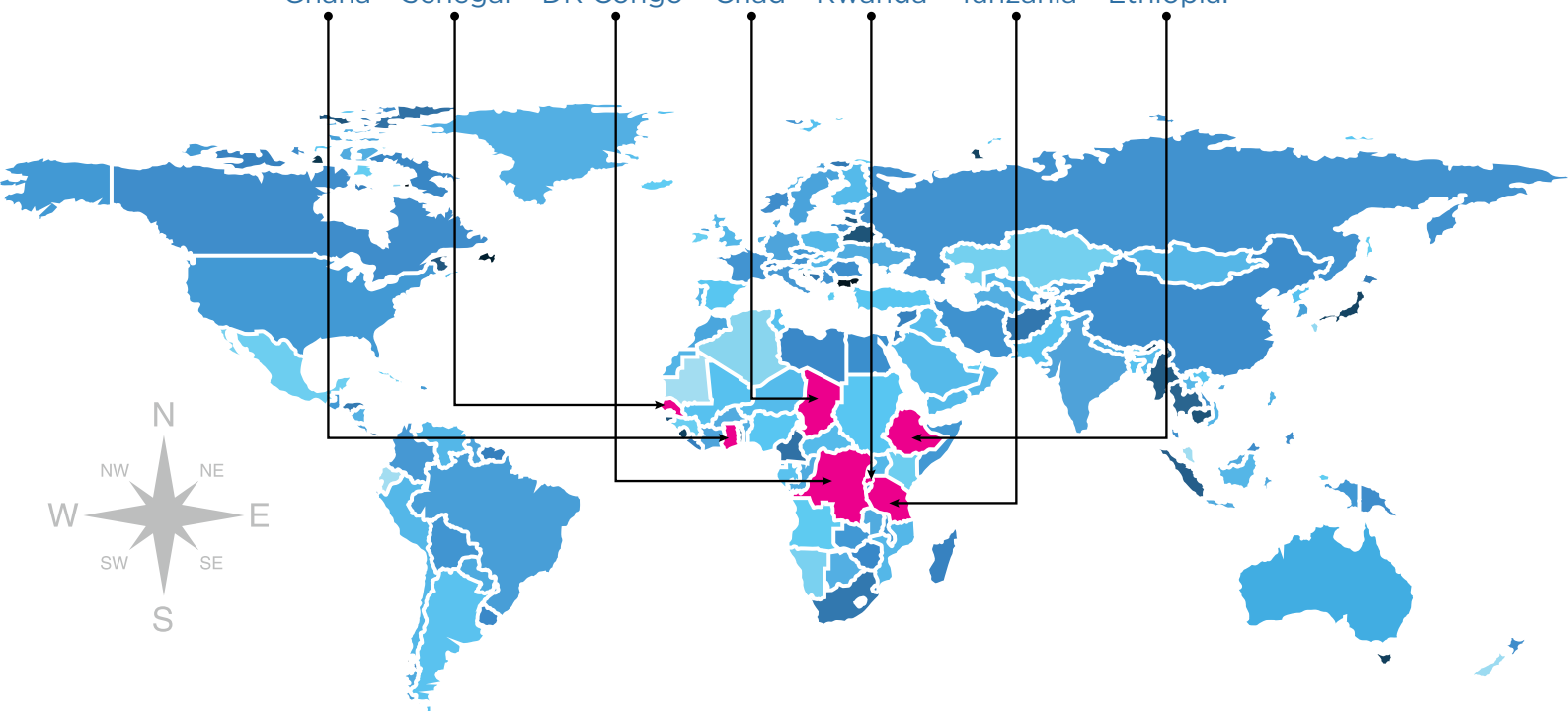
Investment AB Kinnevik



H&M CONSCIOUS FOUNDATION

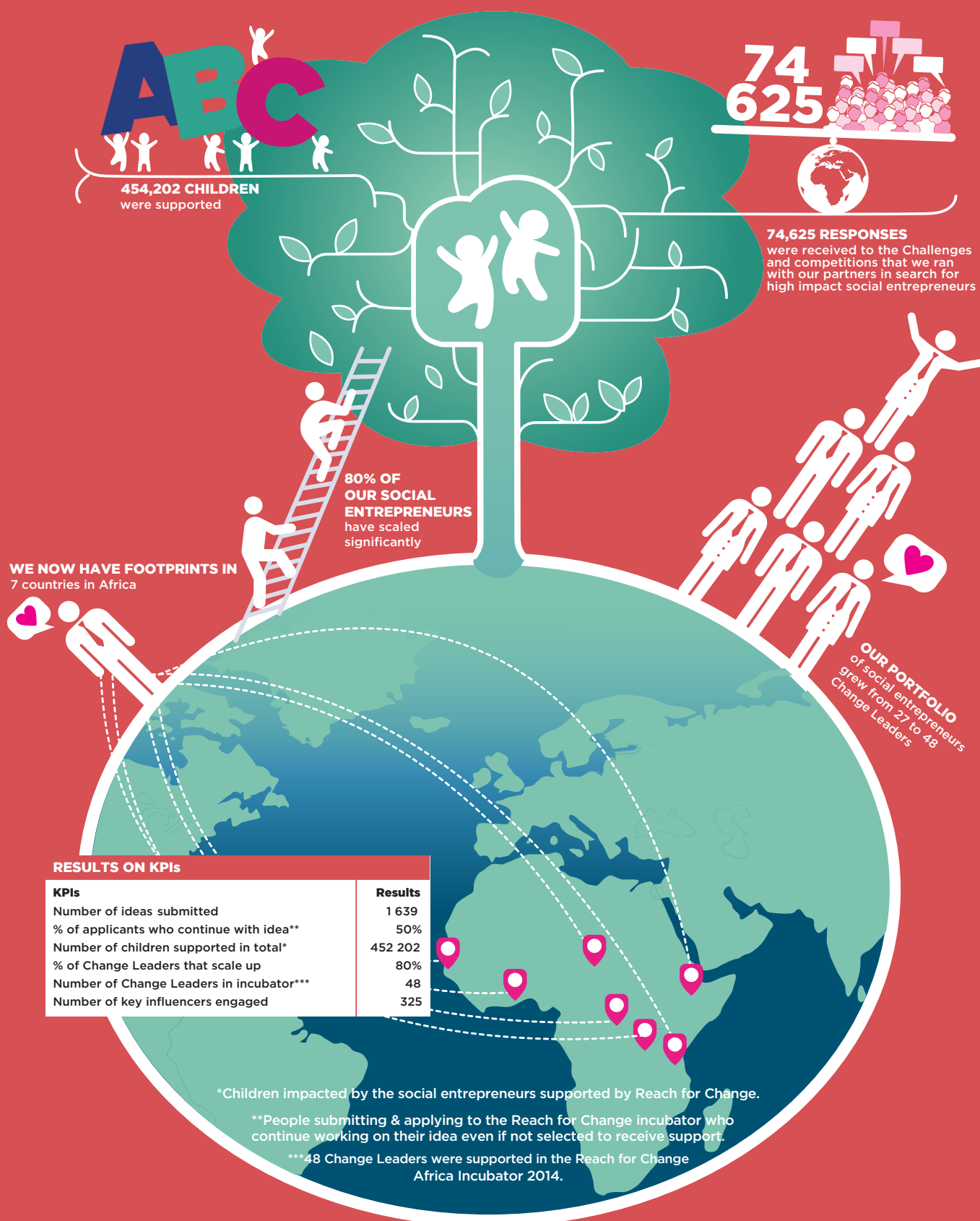


Ghana • Senegal • DR Congo • Chad • Rwanda • Tanzania • Ethiopia.



AFRICA IMPACT 2014

In 2014, Reach for Change Africa has continued spreading its work aimed at improving children's lives. We have found amazing local social entrepreneurs and helped them develop innovative solutions solving pressing issues for children. These are some of the things we achieved during the year. Thank you for being part of the change!



IMPACT ON SOCIAL ENTREPRENEURS

Reach for Change invests in exceptional individuals with unique ideas for social change. We know that impact cannot always be quantified: we foster empowerment, wellness, hope, dreams, acquisition of skills and knowledge. Measuring impact, however, has been a priority since the organization's launch in 2010. Below are highlights of the impact that some of the social entrepreneurs in our incubator are making within the region. From teaching coding workshops to connecting health providers with mobile phones, our Change Leaders are improving and even saving lives throughout Africa.

NOELLA IS WORKING TO END POVERTY FOR YOUNG MOTHERS



Noëlla Thindwa
Congolese Children for the Future

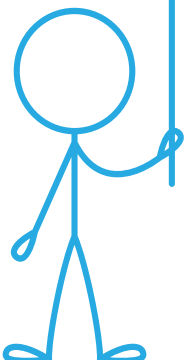
Noëlla Thindwa started with a dream to improve the lives of teenage mothers in Kinshasa and to help curb their chances of living a life of poverty. This dream prompted her to create Congolese Children for the Future, an NGO that trains young single mothers on how to start and manage a small business. *"If you give these girls a chance, you can stop poverty," Noëlla said. "When girls have safe places to meet and access to training and job skills, they can thrive. And when they thrive, everyone around them thrives too."*

Noëlla's dream has grown from an idea to a vibrant, supportive and successful enterprise that allows young moms to gain enough for their families and bring positive change and development in their communities. In the past year she has also been able to train over 185 young women, 50 of which are now running small scale businesses that cater for their families. Noëlla also runs a nursery with 178 children, 90% of these children passed their annual exam and proceeded to the next level in 2014. All this has been made possible through the financial support and mentorship of Tigo and Reach for Change experts and advisors.

Impact story: Ornella, joined Children for the Future two years ago, as a young 16-year-old mother. Ornella who is now 18, holds a sewing workshop that trains young women how to sew clothes. Besides becoming great fashion stylists of Matadi and Kinshasa, the support of Noëlla's program has propelled these vulnerable girls into entrepreneurship.



178 vulnerable children supported in the creche/nursery



90% of the children passed their annual exams & proceeded to the next level

185 young women were empowered and learnt skills they now use to support their children to grow and develop healthily.



50 of the 185 can now sustain a business





NNEKA YOUTH FOUNDATION - GHANA

Nneka Youth Foundation is an organization that was founded by Ghanaian change leader, Cecilia Fiaka. The organization holds various educational summer camps to give guidance and support to children in rural communities in an attempt to curb social vices and bring them to the point of believing that they too can be world changers. Nneka Youth Foundation has been on course to tackle this and break the cycle, and to spur the youngsters to work towards the achievement of their dreams.

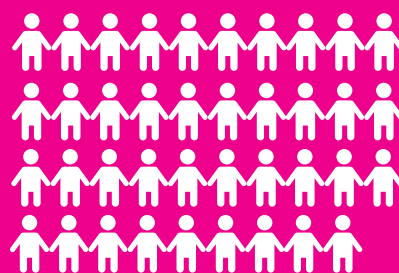
The goal of the organization is to reduce teenage pregnancy among school children; increase enrolment of students particularly girls in Senior High School reduce dropouts as a result of drug abuse and other social vices; and to improve on examination results.

The organization has achieved this through a high level of stakeholder engagement with children, youth, parents, teachers and even government and local authorities. Last December, they held a mega Christmas party for 650 youth in which the Greater Accra Regional Minister and other officials graced the event to show their support.

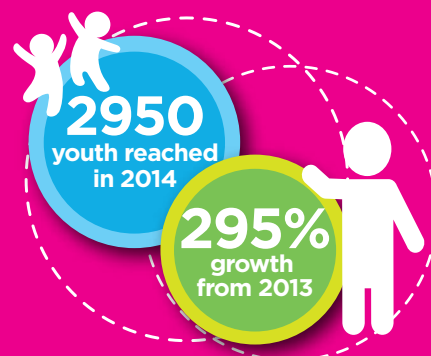
In 2014 Nneka Youth Foundation held its eighth Nneka Summer Youth Camp.

The first camp took place in 2012 where 500 youth were drawn from 10 communities in the South District of Ghana for two weeks. In 2013, this number doubled to 1000 youth from 44 communities.

2014 has seen the Foundation grow tremendously by venturing into 4 different districts in two regions in Ghana; one in the Greater Accra region, and three in the Volta Region. A total of 2950 youth were reached in 2014. This represents over 295% growth from 2013's reach!



650 youth engaged in Christmas Party in 2014





Adoumkidjim Naïban (CESER)
Centre d'Education Spécialisée pour Enfants Retardés

Adoumkidjim is overcoming the discrimination, prejudice and abuse of children with mental disabilities in Chad.

Adoumkidjim Naïban is one of the Change Leaders supported by Reach for Change and Tigo in Chad. He created the first ever Centre, *Centre d'Education Spécialisée pour Enfants Retardés*, (CESER) specifically addressing the needs of children with mental. The Centre is completely self-sustainable with smart investments made in income generating activities and strategic partnerships. The children in the Centre have developed their social and life skills as well as learning professional skills they can use to earn an income. Their families have also been trained and supported to better understand and support their children. Adoumkidjim launched CESER in the capital N'Djamena in 1998 and ran it with great success but on a limited scale.

Despite this success, Adoumkidjim was limited in his scope. There was a lack of structural support and an understanding of mental disabilities in Chad and CESER was fighting for these children alone. The Centre had a limited capacity and was only able to work with 141 children in N'Djamena during the first 15 years of operations. Parents from other regions contacted CESER desperate for support for their children as well but Adoumkidjim didn't know how to expand the reach to support all the children across Chad.

With the support from Tigo Chad and Reach for Change, Adoumkidjim has launched a network of parents and went from supporting 141 children to supporting 1,693 children and their families across 5 other cities in Chad in only 2 months.

Reach for Change provided expert support in how to scale impact efficiently, through which Adoumkidjim created this model of coordinating parental networks in each city. Together with the technical support and network of Tigo Chad, CESER launched an SMS survey to identify the families of children with disabilities and was so able to identify and connect with 1,693 families.

He has also organized various workshops in different regions where many parents and the wider community got to know more about mental disability. The majority had considered mental disabilities as a curse but have now accepted to change their negative perceptions of it.

In 2015, Adoumkidjim continues to build on this great success; he is establishing a systematic support structure for children with mental disabilities all across Chad. He will launch more parental networks, including hard to reach desert communities in the north of the country and build strong partnerships and broad support for the cause.

Meet Bintou, one of the many beneficiaries of Adoumkidjim's work

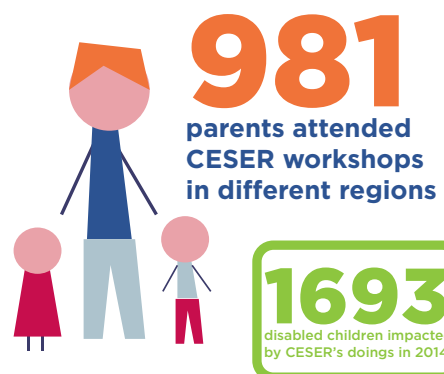
Bintou Souleymane was born paralyzed in Chad. Until the age of 4, she could not sit or walk on her own and she was always crying, feeling sad because she was paralyzed. She longed to be able to play with other children. This was the state of Bintou's life until her parents found out about Adoumkidjim's Centre, CESER. Bintou's parents decided to reach out to CESER where they enrolled her for physical therapy.

CESER enrolled Bintou in a home education program and a trainer from the Centre would come to her house periodically to give her physical therapy exercises. A year later, Bintou began to walk and sit in an upright position, and was then moved from the home monitoring program to the Centre. A bus comes every morning to pick her up to go to the Centre and drops her off home after classes.

Today, Bintou is 8 years old and she has made many friends at the Centre. Although she cannot speak yet, she understands what her friends say and she gets to play with them in all activities that the Centre provides!



Below are highlights of the impact that Adoumkidjim's work achieved in 2014



ERASMUS & MARIAN ARE TEACHING THE FUTURE GENERATION TO CREATE, NOT JUST CONSUME, TECHNOLOGY.

When it comes to development, Information and Communications Technology has become an emerging field that can help lift people out of poverty. But in rural Ghana, where many children have never laid eyes on a computer, let alone thought about developing an app or designing a website, how do you even begin to address a knowledge gap so wide?

That's the challenge Erasmus Ackon and Marian Ewurama Wiredu have taken on, with their non-profit organization, IT4Teens, and they are making huge strides in educating young Ghanians in one of the world's most in-demand skill-sets.

IT4Teens was designed as a safe out of school learning environment where children from age 8 and above and the youth work with adult mentors to sharpen their IT skills from introduction to computers to general graphic designing, software development, mobile application development, website designing, hardware and networking.

Whether they are enrolled in school, or have dropped out, all children and youth are welcome at IT4Teens. In fact, a particular emphasis is placed on school drop-outs, who are particularly vulnerable to living a life of poverty. IT4Teens equips them with skills that they can use to earn a living.

The past year has been an active and a very rewarding year for IT4Teens. They promoted peer-to-peer learning and succeeded in introducing close to 1,500 children to their first internet experience. The program has gained so much popularity in the city of Takoradi, Ghana that they haven't always had the space to meet the sheer demand of children coming in with the hope of learning skills. Of course, no child is ever turned away – the instructors simply make more time for them at alternate dates to ensure they reach as many children as possible.

Last November, Erasmus and Marian also successfully launched the IT4Teens project in Boinso, one of the remote farming communities in the Western Region of Ghana. This is a community where, both the young and the old had no idea what internet was all about prior to IT4Teen's presence in that community.

This dynamic Change Leader duo has equipped 1,500 children and youth with marketable technology skills that will make them competitive and relevant in the job market and ensure a brighter future. A quarter of these are dropouts who now have a second chance in life.

For 8-year-old Janet Anyete, when she first entered the classroom, she was scared to touch the computer, fearing it might give her an electric shock. By the end of her training with IT4Teens, as most children of her age tend to

do, Janet's curiosity took over as she began to explore the many wonders of computers.

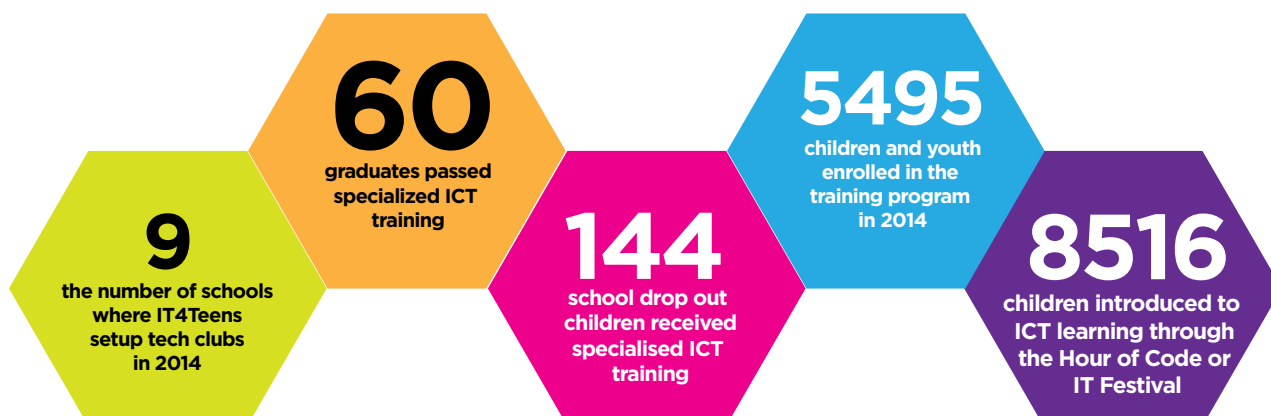
"Thanks to IT4Teens, I know more about computers and I have been able to educate my friends, parents and people about computers," she wrote to IT4Teens in a thank you note.

The effectiveness of IT4Teens can be seen in Janet's newfound abilities. Today, she can create animated 3D stories that dance across the computer screen, a digital testament to her creativity skills.

IT4Teens has expanded its program this year to include radio ICT quizzes, which have increased their reach and spurred greater excitement for ICT. They have also expanded their reach from their initial target age group to offer ICT education to children as young as 6 years old to adults in their mid-thirties.



Erasmus Ackon and Marian Ewurama Wiredu
Founders, IT4Teens



GASPARD DEMYSTIFIES TECHNOLOGY FOR CHILDREN



Gaspard Twagirayezu
CreationHill

It's a wonder that Gaspard Twagirayezu ever became interested in engineering, let alone that he holds a Masters Degree in that field. This Change Leader comes from Rwanda, where only 15% of secondary schools have science labs, and only 5% have specialized technology programs. Helping Rwandan children to understand that Science, Technology, Engineering and Math is something they can do and enjoy is Gaspard's life goal and his organization Creation Hill is making that happen.

"We wanted to use trending technologies to make our beneficiaries, secondary school children, understand that today's technology is not magic," Gaspard says. "We wanted them to believe that it is something they can do themselves."

Creation Hill uses trending technologies, fun experiments and technology-oriented games to demystify science and technology principles. Through Tech Fairs, children are given a chance to build and interact with electronics and carry out physical computing exercises and other exciting engineering experiments. Interested students get to continue the adventure through Creation Clubs for a week of fun, competitions and exploring the promises of science and technology to change communities. Creation Hill has reached over 2,000 students in 2014 through Tech events throughout Rwanda; this is double the number of children reached the year before. His work is indeed educating the technology leaders of tomorrow.



CHILDREN REACHED

2,100
children reached
through tech fairs
and school
visits

1350
through tech
fairs

750
through (3) three
independent
events

389
Children reached
through clubs

185
at SOS

204
at Kagarama
Secondary
School

100
children reached
through
eCamp

TRAINEES



40 Mentors trained

- 12 Temporary
- 28 Permanent volunteers



Gaspard's vision is to create a world where Africans are pioneering new technological solutions to national, regional and global problems."



IMPACT ON CHILDREN



Saida smiles jovially for the camera

Saida is empowered to overcome her disabilities!

Saida is a 14 year old girl who has delayed development and epilepsy. She had a difficult upbringing because her parents were forced into separation due to her condition. Her parents blamed each other for Saida's condition. Her mother remarried and so did her father, leaving her under the care of her old grandmother. Her relatives didn't want anything to do with her because she drooled saliva constantly and had epileptic seizures frequently, which were perceived as demonic possession. She had never been treated by a doctor and had not received any appropriate medication for her condition. Instead she was given traditional remedies, which made her condition worse.

Saida's neighbors heard about Gabriella Rehabilitation Centre, an organisation founded by Change Leader, Brenda Deborah Shuma in Tanzania. The Centre empowers Tanzanian children with disabilities by providing them the vocational skills needed to make a living and build a future. They then advised her grandmother to reach out to the center for help. Since then Saida has been receiving training at Gabriella Centre including healthcare from a pediatrician who visits the Centre twice a month. She is now on medication for seizures and her epilepsy is under control. She has had therapeutic intervention to work on her physical skills. Saida has improved tremendously. Because she does not drool as much as she used to, this has reduced episodes of recurrent pneumonia. After seeing Saida's improvement her mother decided to take an active role in her life, by attending the therapeutic sessions run at the Centre, and by taking Saida into her family. Saida's stepfather has agreed for Saida to spend her holidays with his family too. Saida is very jolly when she goes for holiday since this gives her a sense of belonging. She is learning to be independent in terms of self-care and is able to wash her clothes, make her bed and feed her self, which makes it easier for her to be accepted by her friends and by the community.

Brenda-Deborah Shuma is the Founder of Gabriella Center and is a therapist who graduated at Tumaini University. She has a strong background in working with children with neurological and cognitive impairments.



Brenda with some of her children from the Centre

Jordan acquires life skills through sportsmanship

Learning the value of team spirit can leave a major mark on a child's life. And in Rwanda, one Change Leader is using it as a tool to transform the post-genocidal society. Using the power of football, the Jacques Kayisire's Dream Team Football Academy is using sport to instill unity among children from diverse backgrounds, giving them a real life understanding of the power of working together as an alternative to divisive ideologies. Teaching discipline and leadership, the team prepares children for life - on and off the field.

One young player Jordan, explains the difference the team has made in his life: "I like being a part of the Dream Team Program and I learn a lot from here. Our Coaches teach us different human values such as teamwork, hard work, socialization, focus, timekeeping, respect for our opponents, and being competitive", he says. "Football also makes me healthy."

The club also addresses other root issues of conflict such as poverty, lack of education and joblessness by supporting it's team members in need, through thick and thin, regardless of their background. In 2014 alone, the club touched the lives of over 3000 children through various football tournaments and games.



Jacques Kayisire Founder Dream Team Football Academy





Modesta presents her website project to other girls

Modesta uses technology to give fellow students a voice

Carolyn Ekyarisiima is one of our Change Leaders in Tanzania who founded an organisation called Apps & Girls which is helping girls to make use of technology and to turn incredible ideas into tangible projects that make a difference. Fifteen-year-old student activist Modesta Joseph was one of Apps & Girls winners at its annual coding competition in 2014. As an advocate for children's rights, Modesta has already begun to show a strong entrepreneurial drive. She developed a website to curb the abuse children experience on public transit in Dar es Salaam Tanzania, where students don't have equal access to transport.

Children by law are to pay less, hence they are harassed and abused by bus conductors who refuse them access to board the bus because it generates less profit. If a child is lucky enough to board a bus they are not allowed to sit, as the seats are reserved for adults. To address this inequality, Modesta designed a website called "OUR CRIES", a platform where students can document harassment, abuse and other negative experiences while using public transport. All reported incidences are forwarded to Tanzania's Surface and Marine Transport Regulatory Authority for further action. Her website also invites the public to sign a petition to bring an end to child-commuter grievances.

"I have managed to code my website project from scratch! This has been amazing for me and I feel Apps & Girls has made my dreams come true! I always wanted to do something to help my community and now here I am in the early stages of registering my project to an organization that fights for the right of good transport for children!" exclaims Modesta.

In 2014, Carolyn impacted the lives of over 400 girls like Modesta through coding workshops so that they are empowered to create their own solutions to problems they see.



Carolyn Ekyarisiima
- Founder of Apps & Girls



Mariam goes from the streets to the runway

Mariam Joseph, grew up feeling inferior lonely and with out confidence. Her mother passed away at the age of 1 and her father was not present. She was raised by her relatives, who for the most part were physically abusive. At a tender age she sought refuge in the streets of Dar es Salaam. In 2013, Mariam met Nyakwesi, and this encounter began a journey that would change her life forever.

Through Makini, Mariam learnt about her value and worth; she learnt to be confident in her skin and she was given hope that her dreams of becoming a model can become a reality. She is now 15 years old and has already been employed by a professional modeling agency in Dar es Salaam! Mariam is striding down major regional fashion shows such as Swahili Fashion Week! But more than this, she is using her knowledge and experience to encourage and uplift other vulnerable street girls.

Nyakwesi from Tanzania is passionate about creative arts and children. As an orphan, taken in and raised by adoptive guardians, she was inspired to devote her life to help children who were in a similar situation as she was growing up.



Nyakwesi Mujaya
Founder of Makini

Today, Nyakwesi successfully runs Makini, an organization for homeless and orphaned children that equips them with the support and skills they need to pursue their dreams. Nyakwesi's work provides the kids with access to shelter, health facilities, social services, psychological support, basic education and, most importantly, life skills through the arts.



IMPACT ON SOCIETY

SCHOOL OF THE HEART - DR CONGO

Prior to School of the Heart, hospitalized children in the Democratic Republic of the Congo had a slim chance of being able to access education or continue their studies while receiving treatment, making it hard for them to return to school after their illness and resulting in many dropping out of school altogether. With the philosophy that no child should be deprived of an education due to health or physical limitations, Yvette and Naomi Kuseyo have been working tirelessly for the past two years to establish schools in hospitals, with coaching and support from Tigo DRC and Reach for Change's incubator.



**YVETTE & NAOMI KASEYO
FOUNDERS, SCHOOL OF THE HEART DRC**

"Today, there are nearly 9,000 hospitalized children who have benefited from the School of the Heart and more than 80 percent continue to go to school after leaving the hospital," says Naomi. "We are so proud of that."

Naomi is taking her work beyond direct provision of education for kids with the aim of making education a right for all children in the DR Congo.

Naomi and her mom Yvette applied to the Tigo and Reach for Change program, with the intention of only launching one school at one hospital. Through the Incubator Program, they were inspired to pursue social entrepreneurship even further.

Their first school opened on April 15th 2013 and the fourth school officially launched this year with a huge press conference together with Tigo DRC. Tigo DRC has committed itself to assist in launching these schools in more cities and to provide TVs and tablets that can be used for learning. Over 3,000 young patients between the age of 3 and 18 years attend classes in these unique schools.

The President of "Ongdnaomi Les Ecoles Du Coeur", Miss Naomi Kuseyo Colin, aged 20 and living with a rare disease of abnormal growth deficiency, revealed that she was inspired by her own story to create "School of the heart - Les Ecoles Du Coeur." She actually learnt to read and write in a hospital school in Belgium.

"I always wanted to implement this idea in our country for all Congolese hospitalised children, so that they can continue their schooling. When hospitalization is too long, families are financially ruined by paying for health care and find themselves unable to ensure the education of their children."

Since 2012, Naomi's dream has become a reality.

In 2013 through about 12,000 hours of lectures, over 3,029 hospitalized children received free lessons and 15,000 parents were also impacted in the process. In 2014, School of the Heart impacted the lives of more than 5200 children. They have also grown to be known throughout DR Congo; Naomi is now recognized as a role model for young entrepreneurs. Looking forward, School of the Heart has declared 2015 to be their digital year. They plan to equip each classroom with a flat screen TV and Internet as they believe that digital technology will help reach a greater number of children in hospitals while using fewer teachers.

This story shows that there is a huge potential for social entrepreneurship to create positive impact for children in DRC!



“ *The children we rescue go through a process of healing from the scars of torture, brutal pain, malnutrition, illiteracy, psychosocial deficiencies, medical issues and forgiveness,”* says James. *“We give them a platform to restore their childhood, and to begin to dream.”*

Two thousand. That's the number of children who are saved or prevented from being trafficked into labour every year thanks to James Kofi Annan's organization – Challenging Heights.

Part school, part recovery Centre, and part advocacy, education and skills-generating organization, Challenging Heights is changing the lives of thousands of children in Ghana, who are at risk of being sold into slavery. James' organization equips vulnerable children and formerly enslaved children with the knowledge, education and skills they need to lift themselves and their families out of poverty and sets them on a path where there is no need for a parent to sell their child to ruthless child traffickers.

21,000 children are engaged in hazardous child labour on Lake Volta, many of who have been victims of child trafficking. An estimated 181,000 Ghanaians are living in modern slavery today. He has made great progress on several fronts but most of all in terms of System Change and Social Impact. He has been invited to the Vatican in Rome to advise and participate in an effort to drive awareness of child trafficking globally. Pope Francis also announced the theme for World Day of Peace [1st January 2015], to be: “Slaves no more, but brothers and sisters”.

At a national level, Challenging Heights joined forces with

the Anti-Human Trafficking Unit of Ghana Police Service to conduct screening of vehicles on roads at road blocks. In just one night this resulted in the rescue of 33 children. Further investigations revealed that, 4 were actually being trafficked whilst the other 29 children were at risk of exploitation. In addition, James is also engaging actively with the Ministry of Gender, Children & Social Protection to work towards implementing child protection policy across the country.

In terms of Social Impact, not only does James rescue hundreds of children every year from slavery but he ensures that these children receive an education and are reintegrated back into society. Last year 100% of rehabilitated (previously trafficked) children passed their Junior High School (JHS) exams. This is phenomenal in a context where many regions are suffering from 0% Basic Education Certificate Examination (BECE) pass rate. His program is making a difference, not only by rescuing children from traffickers, but by rehabilitating them so that they can reintegrate into society as productive individuals who have healed from months – or even years – of enduring brutal abuse. James is a recipient of multiple awards for his work, including the 2008 Freedom Awards, the World's Children's Prize in 2013 and the 2014 C10 Awards.



PARTNERING FOR CHANGE

We place a high value on our relationships with partners who share our belief in the potential of social innovations that can change the lives of children. The support of our partners provides an opportunity to drive higher impact. Our major partner has been Tigo; which has supported our operations in six countries across the region since 2012. Our other funding sources include Bayport, MTG, UNICEF, EU, Investment AB Kinnevik and H&M Conscious Foundation.

Together with the social entrepreneurs we support, we are impacting the lives of thousands of children in Africa.

Tigo & Reach for Change are supporting Changemakers



We are proud to have Tigo (Millicom) as the Regional Senior Partner for Reach for Change in Africa. Together with Tigo, we identify and support social entrepreneurs with innovative ideas to transform the lives of society and children in the region.

Since 2012, together we have invested in these entrepreneurs by giving them organisational funding worth \$20,000 or more and a rigorous incubator program. In 2013 & 2014 we impacted the lives of over 1 million children. Together we are currently supporting 37 Changemakers in 6 countries in Africa namely, Ghana, Rwanda, Tanzania, DRC, Chad and Senegal.

The program in 2014 evolved to focus on digital innovations and solutions, for children and society. For Tigo, supporting digital social entrepreneurs aligns well with their strategy to create a digital transformation in Africa. As one of the most dynamic digital lifestyle brands, this flows down to everything they do, including their Corporate Responsibility initiatives.

As the regional senior partner, Tigo contributes not only funding, but also helps implement the program and supports the social entrepreneurs with technology and expertise. For more information about Tigo, visit www.millicom.com

MTG is one of the co-founders of Reach for Change and in 2014, stepped up the collaboration with Reach for Change by launching an initiative to improve the lives of children in Tanzania and Ghana. In this collaboration, TV1 Tanzania and Viasat1 Ghana searched for local Game Changers to win a place in the Reach for Change incubator plus financial support, professional coaching and media space to gain recognition for their initiatives. Together, Reach for Change and MTG are supporting 10 Game Changers in Ghana and Tanzania.

For more information about MTG, visit www.mtg.com

Bayport & Reach for Change are supporting Innovative Teachers

your future now



Bayport Financial Services (Ghana) 'Bayport' is a Non Banking Financial Institution, with subsidiaries in Ghana, South Africa, Zambia, Uganda, Tanzania and Botswana.

Bayport is a senior partner of

Reach for Change in Africa. In 2014, Bayport and Reach for Change Ghana launched the BAYPORT TEACHER INNOVATION COMPETITION which seeks to identify and support teachers in Ghana with innovative ideas that can improve education for children and youth.

The selected teachers will receive support to develop and then scale their ideas to become financially sustainable and reach as many children as possible. They will receive a grant prize of up to GHS 7,000, plus advice and coaching and their progress will be monitored over a period of 1 year to ensure they meet agreed targets set for the year(2015). This year 9 teachers will be selected to join the support program and 13 teachers will receive small grants to continue growing their initiatives.

For more information visit: www.bayportghana.com



MTG & Reach for Change are supporting Game Changers

Modern Times Group (MTG) is an international entertainment group

with operations that span four continents and includes free-TV, pay-TV, radio and content production businesses.

Unicef, EU and Reach for Change are supporting Social Innovators



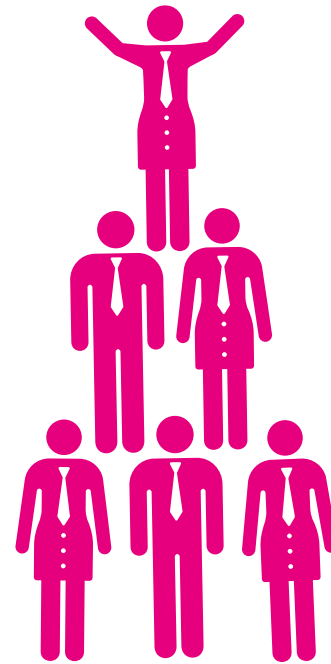
Late last year UNICEF Ghana, the European Union and Reach for Change launched a competition called iMAGINEghana. The competition aims to find and support up to 10 local social entrepreneurs and innovators with ideas that will impact children's lives in the areas of Education, Child Protection, Health & Nutrition, Water Sanitation and Hygiene and Voice and Youth Participation.

Up to 10 social entrepreneurs will receive a needs-based cash grant and mentorship from the Reach for Change incubator program to develop and expand their idea. In addition the selected social entrepreneurs will receive mentorship through the Reach for Change incubator. Certainly, there are many of them out there in Ghana. The incubator programme will try to find them and support them, to create real change in the lives of children who need it most.

To find out more about the iMAGINEghana competition please visit reachforchange.org/iimagineghana

To learn more about UNICEF Ghana please visit www.unicef.org/ghana

To learn more about the European Union please visit www.europa.eu



485 PARTNER CO-WORKERS

**were actively engaged in
Reach for Change Africa's
work in 2014**

PARTNER WITH US

Reach for Change offers various opportunities to individuals, organisations and foundations to support our work. Our partners may invest on our core program; to enhance the quality of our incubator program. We can partner with an investor to identify and select new social entrepreneurs through a co-branded campaign. Our partners can also support us by providing direct support to social entrepreneurs in our portfolio.

Partnering with our programs means that you help us find and develop more social entrepreneurs, improving lives for even more children. Reach for Change ensures that investments grow into sustainable and measurable change through its Incubator program.

Interested?

Please contact our Partner Relations Managers below:

Giulia Tavalato. Africa Development Manager
giulia.tavalato@reachforchange.org

Pebbles Parkes. Africa Fundraising Associate
pebbles.parkes@reachforchange.org

or visit our website for more information:

<http://africa.reachforchange.org/en/partner-us>

SIGNIFICANT EVENTS

PROTOTYPE CHANGE

Prototype Change was an incredibly successful summit that brought together Change Leaders from all over the world between November 21-23 in Stockholm, Sweden last year. The summit explored how digital technology is creating social change around the world – and what the next step will be in continuing to develop and support this movement.

The results were amazing! We were able to run our first ever Hackathon - we managed to create 8 digital innovations that can change the lives of children! The prototypes that were created are impressive; from devices that can provide both online and offline educational content to an app and SMS service made to empower primary health care workers in remote areas with information about different medical conditions, to help ease the process of diagnosis when working on the field.

We were honored to have the attendance of Millicom as a partner for this Summit together with our Change Leaders! Extraordinary individuals who are pushing boundaries globally – tech wizards and child's rights heroes, grassroots activists and innovative corporates from Sweden, Rwanda, Tanzania, Ghana, Chad and DR Congo – attended the event. A wealth of creative and innovative solutions to children's issues were created at the Summit.

Be sure to visit www.prototypechange.com to learn about the solutions that emerged from the summit and to fuel your own entrepreneurial imagination!



Interview: Carolyn Ekyarisiima at Prototype Change

Carolyn is one of our Tanzanian Change Leaders who attended Prototype Change Summit so she could learn and share her experiences and knowledge on how to create digital solutions that can create a better world for children. The Prototype team got together with her for an interview to find out more.

Hi, Carolyn, tell us more about your work!

CAROLYN: I am the founder of Apps and Girls. I want to bridge the gap in ICT among girls in Tanzania and give every girl the opportunity to use ICT to better their lives. We do this through coding clubs in schools, where girls learn the basics to do “real” coding later on.

We also arrange weekend programs on Saturdays, to give girls a space to discover and use ICT. We bring laptops, divide them in groups and help them create real working ideas. Our summer and winter camps help them focus on HTML and the basics of coding, so that they can attend the annual Hackathon and work on their own solutions.

What is your main goal with Apps and Girls?

CAROLYN: I want girls to use technology to change their lives. I want them to keep using technology in whatever they do. Some girls don't continue into university, but through ICT they can continue working on their own ideas, and find information easily. For girls who go into university, Apps and Girls helps them continue within the field to become engineers. The main goal is to integrate them in society and empower them through ICT to get a better life.

That's amazing! Tell us a bit more about the role of technology in your work.

CAROLYN: Tech is the basis of what we do. In the future, I hope to crowdfund a bus that would go out to rural areas and educate girls in ICT. I want the bus to be fuelled by solar power and also use solar power for the computers we bring with us. I am also looking for partnerships that can help me to implement permanent computer labs all over Tanzania.

Obviously, you've had lots of successes. What have been some obstacles on the road?

CAROLYN: A lot of parents were insecure about their girls going someplace to learn about computers. They thought they were only going to chat and play, but the reality looks so different to what they thought!



What's an example of a solution a girl would work on at camp?

CAROLYN: There's this girl called Winnie. She's only 15 and works on a storytelling site to help women who are discriminated due to health issues related to giving birth. These women are often excluded from society because they bleed after giving birth, but Winnie's site tells the stories of these courageous women. She also raises funds for these young women to get started financially and begin to live a normal life again.

What do you hope to do more of in the future?

CAROLYN: I am working on a website, which will primarily show all the things the girls have come up with so far. If 10 out of 40 current projects that the girls create are really well made and function effectively, that would make a great case for the work girls can achieve through ICT. I also want the site to be a crowdfunding platform so everyone can support the ideas and help make their dreams a reality.

This is super inspiring, thank you and best of luck!

CAROLYN: Thank you!

Carolyn Ekyarisiima is the founder of Apps and Girls. Her main geographical areas are: Tanzania, Dar es Salaam. Read more about Apps and Girls by visiting www.appsandgirls.com



REGIONAL INITIATIVES



WOMEN INNOVATE - GHANA

Women Innovate – A Knowledge Sharing and Networking platform for Women.

There is a huge amount of potential that has yet to be harnessed among female social entrepreneurs. Although there are a vast number of creative women with great ideas, many of their organizations remain small. Reach for Change decided to tackle this issue with Women Innovate – a supportive network that helps women to reach their social change goals.

So, why is this a priority for Reach for Change? Investing in women social entrepreneurs leads to the transformation of families and communities and women are needed as national and regional leaders of social change and for responsible business. Reach for Change is looking to spearhead efforts to garner support in the form of funding, coaching and business advice which will enable these women to scale up faster. Women Innovate is one of these approaches and was launched this year in Accra, Ghana.

The goal of the Women Innovate is to highlight the work of women social innovators and explore solutions to some of the challenges they face. The event connected early-stage women social entrepreneurs in Ghana with experienced women business leaders from Ghana and the US to problem-solve and share experiences.

Women Innovate provided a unique opportunity for learning and knowledge sharing to enable more women to fully participate at a larger scale. After a successful start, we are looking to replicate this across the African region to reach even more women to provide them with the support they need to take their innovations to the next level.



DAY OF THE AFRICAN CHILD CELEBRATIONS IN CHAD

Three hundred people came out for a weekend of music, dancing and fun for the kids in Chad on June 14-16 last year to honour African children and to promote their rights. The event was organised by Change Leaders in Chad namely Mariam Mayoubila who is breaking the negative cycle of violence in schools through theatre and Adoumkidjim Naiban who runs a specialised education Centre for children with mental disabilities. The event was supported by Reach for Change and our partner Tigo Chad. The International Day of the African Child was implemented by the African Union to commemorate the thousands of black school children that were killed in South Africa's Apartheid government in 1990 when they staged a protest about the racist education system that deprived them of the same opportunities that white children received.

The event was graced with the involvement of 12 primary schools, along with their headmasters, 50 children from the Adoumkidjim Center for children with mental disabilities, a number of Tigo ambassadors – musicians who performed – and dancers from Mariam Mayoubila's Kadja-Kossi Association for Cultural Exchange. Journalists were also present to cover the momentous event.

As excitement for the big festivities on the 16th were building, Mariam organized the finale of a football tournament involving 12 primary schools from different parts of N'Djamena. On Sunday, Didier Lalaye – another entrepreneur in the Reach for Change Incubator Program – successfully launched his project; fighting against bilharzia using digital solutions.



For the big day on Monday the 16th, Mariam and Adoumkidjim organized a major ceremony in Al - Mouna's in Chad. Mariam's ballet presented different dances of Chad, with bright colours and exciting dance routines. All children were invited to dance and they joined in with tons of enthusiasm! To conclude the evening, the various football teams were given gifts and also to all the children who attended.



HOW WE MEASURE IMPACT

Collecting impact data in a credible and cost-efficient manner is challenging in our markets, since they have remarkably different infrastructures and conditions for documentation. In addition the issues addressed by our entrepreneurs vary greatly in character, which means there is no 'one-size-fits-all' method. These challenges are not unique to Reach for Change but are true for many players in the social sector.

Recognising these challenges, we use a wide variety of qualitative and quantitative data collection methods to maximize our understanding of the impact achieved:

- **Qualitative methods** include interviews with entrepreneurs and children, as well as field visits to the sites where our entrepreneurs carry out their work. Moreover we collect stories; local Reach for Change staff submit stories describing impact on entrepreneurs, and entrepreneurs submit stories describing impact on themselves and on children. We believe that the voice of the beneficiary - be it an entrepreneur or a child - greatly enriches our understanding of the impact achieved.
- **Quantitative methods** include annual surveys which we send to both Change Leaders and applicants, in order to understand how we have impacted them as well as allow them to evaluate our work. In addition we survey the partner senior management that acts as advisors to our Change Leaders, to capture their perception of what it is that drives impact. Apart from the annual surveys, we collect data through an online social impact reporting platform where entrepreneurs provide quarterly reports on selected indicators. This continuous monitoring and evaluation allows us to quickly identify entrepreneurs in need of extra support, as well as best practice examples to learn from.

Several of our data collection methods rely on self-reporting, that is the data source is the entrepreneurs themselves. This requires a solid procedure for ensuring data accuracy. For example, we ask our entrepreneurs to submit their annual turnover - how can we feel certain that the number submitted is correct?

- **One quality assurance measure that we take, is to triple-audit the data.** First, the local Reach for Change Program Managers - who know the entrepreneurs' operations by heart - carefully review the numbers. Second, our Regional Directors examine, question and eventually approve them. Lastly, the numbers are inspected by the central impact team. Each reviewer screens the reported data for plausibility (are the numbers realistic given the entrepreneur's operations) and consistency (e.g. do the numbers make sense over time, i.e. from one year to the next).
- **All entrepreneurs must back up their reported data with verification, i.e. documentation supporting the numbers stated.** Such documentation could be e.g. the entrepreneur's annual report, or lists with the names of the children supported. In case the numbers reported are unrealistic, inconsistent or simply very high, we request additional verification.

One of the most important purposes of monitoring and evaluating the impact we achieve, is to identify successes and failures and use them for our learning and development. Impact analysis is performed locally by our Program Managers as well as globally by our central impact management team. Insights and learnings gained are fed into the Program Development Team (PDT) where each region is represented, which ensures that all learnings are shared throughout the organization irrespective of geographical location.

For more detailed info about methodology and definitions, [visit reachforchange.org/measures](http://visitreachforchange.org/measures)

Improving children's lives through social innovation

The end goal of Reach for Change's work is to improve children's lives on a big scale. The social entrepreneurs supported work to solve pressing issues facing children in a number of different areas, including health, development, education and social inclusion.

Number of children supported across investment themes in 2014 in Africa



Health & Development
333,335



Expression & Participation
27,871



Child Protection
29,720



Education
33,301



Social Inclusion
3,632



Economic Participation
13,373

DIGITAL: THE NEW SOCIAL DRIVER IN AFRICA

The rise of digital technologies is enabling and creating incredible opportunities for our social entrepreneurs to further their impact. From teaching coding workshops to connecting health providers with mobile phones, our Change Leaders are using digital tools to improve and even save lives throughout Africa.

This report highlights great examples of Change Leaders who are scaling their impact through digital tools such as Carolyne Ekyarisiima from Tanzania (Pg 20), who is closing the gender gap by teaching girls how to code; Marian Wiredu and Erasmus Ackon from Ghana (Pg 8) who are bridging the digital divide by bringing ICT to underprivileged societies; Adoumkidjim Naiban from Chad (Pg 9) who is using a SMS broadcast service to overcome the discrimination of children with mental disabilities; and Didier Lalaye (Pg 28) who is using digital technology to improve healthcare in remote areas of Chad.

Shule Direct, Tech Needs Girls and Neonatal Network Support System are organizations that also address social challenges by increasing the digital skill set of the next generation and provide access to healthcare through digital tools. These amazing social initiatives are closing the gender gap in ICT, creating greater access to education and championing health care through the use of modern technology.



Faraja Nyalandu

Faraja is creating greater access to education

Faraja is the co-founder of Shule Direct, an Ngo working to address the lack of sufficient secondary textbooks by collecting the best content from qualified teachers and making it freely accessible online. The organization is giving an opportunity to children in Tanzania to learn and realize their potential. To date Shule Direct has installed offline digital educational material in 10 schools; trained over 50 teachers. On a monthly basis the website receives an average of 25,000 new visitors with a return rate of 43%. The website has acquired 3,800 new subscribers in the past year alone.



Regina Agyare

Regina is closing the gender gap in technology

Regina Agyare from Ghana has introduced coding to 1,200 girls last year through her Ngo Tech Needs Girls. The Ngo teaches ICT to girl only Secondary Schools across Ghana. In addition to this they ensure that they leave behind a tech club in every school they visit. Some of the changes they have seen in these girls is very impressive; most of them are able to create and present websites they built with HTML, CSS and Forms! This year Regina looks forward to revising her language of instruction to local languages such as Hausa to ensure that all her audiences can learn and understand!



Peter Kwarteng

Peter is championing health care with digital tools

In Ghana, where the infant mortality rate is around 47 per 1000 children, the difference between survival and death of an infant comes down to education, awareness and financial resources. Peter Kwarteng's work with The Neonatal Network Support System allows the youngest, most fragile human beings to have a chance at childhood by increasing their chance of survival during their first weeks of life. Believing firmly that a child's life should never be in jeopardy because his or her parents are uneducated or from a disadvantaged background, Peter set out to save the lives of precious babies in northern Ghana by setting up a call system that would connect mothers to health care Centres and midwives who can advise and support them in their time of need.

WE'RE LAUNCHING AN AFRICA SOCIAL ENTREPRENEURS NETWORK! BE A PART OF IT!

This year Reach for Change Africa will set up a unique regional social entrepreneurs network for high-impact African social entrepreneurs and driven innovators from across the continent with projects that have the potential to scale nationally or regionally. The network will bring

together African change agents with big visions and expose them to successful leaders from across the world who will inspire them to even greater heights! It will tap into the potential of peer-to-peer learning that will spur the growth of social entrepreneurship and its impact in

Africa. As we look to launching the Africa Social Entrepreneurs Network, we are expectant that it will further our cause in turning great ideas into tangible impact across our continent! If you are interested in being a part of the network or learning more, please email us at africa@reachforchange.org

MEET THOSE CHANGING THE WORLD WITH US



Christine Mukundwa
TIGO RWANDA
(Corporate Responsibility Manager)



Latifa Diack SOW
TIGO SENEGAL
(Public Relations Manager)

Tigo Rwanda - Christine Mukundwa (CR Manager)

As CR Manager, Christine is actively involved in spearheading the Reach for Change Program in Rwanda. Here are a few words she shared with us concerning her experience being a part of the Program.

What have you found most inspiring about the Tigo R4C Program?

What inspires me most is the passion that drives the social entrepreneurs to believe in themselves and their projects, and of course the impact these projects have in their communities also inspires me.

How thorough or efficient do you find the search and selection process in finding exceptional ideas?

Time and Skills investments go a long way to prove the efficiency of the Reach for Change program. During this time a lot of processes and procedures have to be adhered to. We are very conscious that the future of these entrepreneurs lie in our hands and that these are potential ideas that would shape the future of the Rwandan child. Experts with relevant skills are always invited to look at the business plans and the sustainability of the chosen projects.

Which Change Leaders from our Reach for Change Incubator inspire you the most?

Wow...That would be like asking a mother to choose her best child! Change Leaders are selected based on the uniqueness of their ideas and the impact that will be created as a result of their projects. I believe each of them inspires me in their own unique perspective, and as a team they compliment the program in an amazing way.

Any other comments on your experience with Reach for Change?

I feel extremely humbled to be working closely with the Change Leaders; each day is filled with determination to elevate the lives of children. It is a beautiful journey that we all want to be a part of.

Tigo Senegal - Latifa Diack Sow (PR Manager)

Latifa had the chance to be a part of the Prototype Change Summit in Stockholm in November 2014. Here are a few words she shared with us concerning her experience.

What were some of the best experiences you had at Prototype Change?

Going to Stockholm in NOVEMBER, honestly I was not excited about that at all! And then I arrived and met such wonderful people. I was teamed up with such a great team and all of us have different stories and different cultures but we all got along so well! It was so easy working with them. They truly inspired me. My team worked on the topic "Access to education for the hardest to reach" and "creating a better world for children" - both topics were ambitious and challenging! We had two days to create a prototype that will change the lives of children. We created EDUSIA, "a multi-platform device that can provide both online and offline access to learning content to children in remote villages in Ghana and Tanzania."

How has attending the Summit inspired you in your work as a Tigo co-worker?

I came back from Stockholm really inspired by the stories I heard from the change makers and social entrepreneurs. I came back inspired and motivated. I told my coworkers that Tigo Senegal has to be part of the change that is happening in Africa; we have to communicate to Tigo employees and Senegalese people that we work with an organization that can help you to make a better future for your community. We are proud to say that we continue to support Reach for Change and that the 2015 Tigo Digital changemakers will be launched in Senegal.

Which Change Leaders stories inspire you?

Faraja Nyalandu. Founder of Shule Direct in Tanzania. She is a lawyer who is "digitizing" the education system in Tanzania. This passionate lady makes me realize that you can bring change if you work hard and focus on helping your community. You have to believe in it. I came back to Senegal with an attitude that shouts "everything is possible!"

Thank you Reach for Change!!!



Patrick Mugisha
TIGO RWANDA - (Head of
Territory Management)



Diksia Valentin
TIGO CHAD - (Backup Administrator)



Kebder Guenang
TIGO CHAD
(General Manager's Assistant)

Tigo Rwanda - Patrick Mugisha (Head Of Territory Management)

Patrick also had the opportunity to be a part of the Prototype Change Summit in Stockholm in November 2014. Here are a few words he shared with us concerning his experience.

What were some of the best experiences you had at Prototype Change?

The best experiences at the Prototype Change Summit was being introduced to the different Change Leaders and getting to know firsthand how they are impacting people in their communities. I also got to understand more about the origin of Reach for Change; what has been achieved so far by Sara Damber (the Co-founder of Reach for Change) is very inspiring.

How has attending the summit inspired you in your work as a Tigo co-worker?

Attending the summit has renewed my resolve to participate more in the activities and projects of the Change Leaders whenever they need our assistance, so as to ensure their success.

Which Change Leaders stories inspire you?

All the Change Leaders have a very unique contribution to their respective communities through their projects. However I am especially impressed with Caroline Ekyarisiima's Apps and Girls initiative, which inspires young girls to excel in ICT.

Tigo Chad - Diksia Valentin (Backup Administrator)

Diksia is one of the Tigo Chad coworkers who provides advisory support to our Change Leaders. He shared with us some of his experiences being a part of the Program.

Which Change Leader do you support and how do you advise them?

The Change Leader I support is Mariam Mayoumbila. I advise her on the planning and execution of her monthly, quarterly and annual program. I also help her in the practical execution of her program activities.

As an advisor, what have you found most inspiring about working with a change leader?

It all starts with a shared passion for children. Her passion for children is clearly evident in the way she talks about and cares for these children. We live in strange times

now-a-days; current trends are dominated by wars and indoctrination, it is imperative to have a monitoring and guidance plan for the youth from a very young age. Our dedication to this program against violence in schools is not a matter of chance; together we are building a foundation for pacifism and mutual respect for this current and future generation.

What have you found most inspiring about the collaboration between Tigo and Reach for Change?

The collaboration between Tigo and Reach for Change is very inspiring. The perpetual search for Change Leaders with promising ideas is a long term pledge to positive change and sustainable improvement. Money can only solve a problem in a limited area, but an idea can grow and solve problems beyond borders. This philosophy of finding a solution to a local problem and grow it to impact the whole world is the source of our fidelity to the collaboration between Tigo and Reach for Change.

Any other thoughts about your experience with Reach for Change?

We have learnt from Reach for Change that although money is important in any project, we can also make a positive change by simply contributing our knowledge and ideas.

Tigo Chad - Kebder Guenang (GM's Assistant)

Kebder is one of the Tigo Chad coworkers who provides advisory support to our Change Leaders. She shared with us some of her experiences being a part of the Program.

How do you support our Change Leaders?

I give technical advice on how to make applications, schedule project deliverables, organize activities and formulate techniques.

What have you found most inspiring about the collaboration between Tigo and Reach for Change?

What I find the most inspiring is being able to share my knowledge with a Change Leader and see their project grow.

Any other thoughts about your experience with Reach for Change?

It is an experience filled with many lessons learnt. Most importantly, I have learnt that improving the life of a child is not only about supporting a project. It is making changes to our everyday life; in the way that we interact with children, show them affection by listening to them and giving them what they really need so that they can progress in life.

MEET OUR AMAZING SOCIAL ENTREPRENEURS!



**Sijis Dienga - "Enfant Foot Development (EFD)"
DR CONGO**

Children in dysfunctional families from different social levels are prone to fail at school, become street children, become pregnant at an early age or succumb to drug and alcohol abuse. Through sports, "Enfant Foot Development" provides these

children an alternative lifestyle by creating a positive environment that allows them to develop new life skills and create a willingness to learn. *"Financial support and coaching from Tigo and Reach for Change has been instrumental in allowing us to achieve our goals. We can now reach remote towns more than 2000 km from the capital Kinshasa, where some schools have adopted our programs in their teaching curriculum. Many children have been reintegrated to their families with a remarkable transformation in the behavior; some have even returned to school. We are grateful to Reach for Change for really helping us achieve these amazing results in the lives of thousands of children in a short time - something that would have taken us many years".*

and access digital technology. Together, we will make the deaf community smile."



**Patrick Kabangiro - PaluCheck
DR CONGO**

PATRICK has created an innovative media mobile app called "palucheck" that diagnoses malaria through infrared and internet. With this amazing innovation, there is no need of a blood sample, or a microscope! This solution allows health professionals to carry out

their activities quickly and effectively, reducing the death rate of malaria infected patients. *"With the help and support of Reach for Change and Tigo, I want to establish a sustainable social enterprise in order to create lasting change in the diagnosis of malaria; this will be helpful not only for children, but to the society at large. With Reach for Change, we will make it happen".*



**Naomi and Yvette Kuseyo -
"ONGD NAOMI"
DR CONGO**

Naomi and Yvette have always dreamt of setting up a learning facility in hospitals in DR Congo where many children are constantly hospitalized due to malaria, typhoid, and other diseases. In 2014, it was estimated that 7.3 million Congolese children

were out of school, 20% of whom were being hospitalized. Parents have always had to choose between their child's health and their education. Since their NGO was accepted in the Reach for Change incubator, they have realized their dreams becoming a reality. They now work to ensure that sick and hospitalized children enjoy their right to education! *"Today, there are nearly 9,000 hospitalized children who have benefited from our program and more than 80 percent continue to go to school once they leave hospital - we are so proud of that".*



**INNOCENT SULLY - My Little travelling Library
TANZANIA**

Lack of access to reading materials and the absence of a strong reading culture has combined to create a vicious cycle of low literacy among children in Tanzania. Children have been unable to access interesting literature and hence developed a

poor reading habit. Innocent James' "My Little Travelling Library" concept is creating a network of mobile handcart libraries, bringing books to children in rural areas. Through this work, Innocent aims to inspire a reading culture among a generation of children, increasing literacy levels and independent learning. *"With the support from Tigo and Reach for Change, I have successfully set up the basis of refining my current program in Mwanza region. This support has helped me think bigger and given me a better perspective about my project".*



**Nhana Samba - NGO "Le Geste"
DR CONGO**

Deaf people in DR Congo don't have access to proper education or professional studies, and they suffer from limited access to many social services. Nhana runs a training & integration program for deaf children to use digital tools in educating them, breaking barriers and introducing

them to the world of technology. The program visits special schools for deaf children and provides software and tools that will allow them to use the Internet fully even with their impairment. *"With the help of Tigo and Reach for Change, this sustainable social enterprise will give deaf children the ability to learn entrepreneurial skills*



**Kiiya - C-Sema
TANZANIA**

C-Sema runs the National Child Helpline (CHL) in-collaboration with the Government of Tanzania. The National Child Helpline helps children in need of care and protection through a toll-free 116 telephone line available across all networks in Tanzania. The helpline has received

over 47,000 calls since its inception in June 2013 with over 3,700 cases connected to services throughout Tanzania mainland and Zanzibar.

"Through Reach for Change and TVI Tanzania we have learnt that we need to become 'credible' in the eyes of the community we serve so that we can be entrusted with the task of changing the lives of children".



**SHARNEL M. DEO- PEN
TANZANIA**

Sharnel runs a Mobile Computer lab for public primary schools, a project which is implemented by PEN Tanzania Organization to improve the quality of ICT education and learning outcomes in Tanzania. This project integrates the use of ICT through provision of computer training in

primary schools. *"Through our work with Reach for Change we have gained new confidence, knowledge and skills which has led to the expansion of our project"*



**Brenda - Gabriella Rehab Centre
TANZANIA**

Having graduated from Tumaini University with a degree in Physical Therapy, Brenda-Deborah Shuma, Founder of Gabriella Children Rehab Centre, has invested her time and education in caring for children with neurological and cognitive impairments. She runs a successful

rehabilitation z that houses 68 children with mental and physical disabilities in Moshi, Tanzania.

"I can not explain how grateful I am to Tigo and Reach for Change. Through their support and advice I have been able to run and manage a succesful Centre. This Centre has brought meaning and purpose to so many children who have grown up feeling different and neglected by society".



**CAROLYNE - Apps & Girls
TANZANIA**

Aiming to bridge the gender gap in ICT in Tanzania, Carolyn runs Apps and Girls which inspires and empowers girls aged 10-18 to pursue computing and to develop digital innovations. By establishing coding clubs in schools and through holiday events such as workshops,

exhibitions, hackathons, boot camps and competitions, this NGO is shaping Tanzania's future female leaders.

"Through Reach for Change and Tigo I have gained a big network of supporters, partners and sponsors and Apps & Girls has leveraged great brand exposure. We wouldn't have been able to reach as many girls in schools - from 40 girls to 268 girls in a year! More to that the Reach for Change incubation & mentorship program, has made me a great & strong social entrepreneur with all the potential to keep Apps & Girls running. We highly appreciate you Reach for Change!"



**Emmanuely Lyimo-Twaonekana
TANZANIA**

There is an increasing consensus that, children have the right to express their views especially in matters affecting their lives. However there are a number of barriers impeding children from enjoying these rights fully, these challenges include limited skills and platforms to express themselves.

Emmanuely Lyimo through Twaonekana, in partnership

with ANPPCAN are responding to these challenges by building children capacities in understanding and exercising their right to expression through creative media that provides a platform to air their voices. *"Reach for Change has played an important role in providing technical, moral and financial support to make this dream come true - finally children can speak their minds and be heard!"*



**Faraja Nyalandu - Shule Direct
TANZANIA**

Faraja is a lawyer with a passion in advocacy and pursuing people's social rights. She is passionate about children's rights, quality education, women's empowerment and human rights. She is the co-founder of Shule Direct, an NGO working to address the lack of sufficient secondary textbooks

by collecting the best content from qualified teachers and making it freely accessible online. The organization is giving an opportunity to children in Tanzania to learn and realize their potential. *"ICT for Education is still young in Tanzania; we are now well positioned to change that. We're glad to be leading the movement with Reach for Change and Tigo."*



**JOAN AVIT - GraphoGame
TANZANIA**

Learning to read is the key component to literacy, quality education and poverty eradication. However about two thirds of Tanzanian children are not able to read by grade two! Joan Avit, through her project GraphoGame Tanzania, has introduced a digital

teaching methodology which uses mobile phone gaming to teach young children to read. *"Reach for Change took a leap of faith in believing in what was just an idea - now it is impacting the lives of hundreds of children in rural Kilimanjaro. We have had numerous testimonies from students, parents and teachers about how their child is not only learning to read but is now excited about school. If it was not for this support, training and encouragement, all this would not be possible!"*



**Thadei Msumanje - TAREO
TANZANIA**

Thadei Msumanje believes that technology is a powerful development tool that can be used to further global education, livelihoods and health. Through his NGO, Majengo Kids Youth & Tech School, he addresses this problem by bringing ICT to children in the

rural communities. He integrates ICT learning with other learning structures such as a kindergarten to make sure that the benefits of ICT for learning processes are available to children in rural Tanzania.

"Technology is a powerful development tool that can be used to combat poverty. "Learning through ICT" technology in rural Tanzania is now becoming a reality through the big support we get from Tigo and Reach for Change."



**Nyakwesi Mujaya - MAKINI
- TANZANIA**

Nyakwesi is passionate about creative arts and children. As an orphan, taken in and raised by adoptive guardians, she was inspired to extend a helping hand to children who were in a similar situation as her. *"I believe in the power of the arts to encourage these children and convince them of their importance*

in the society, Reach for Change and TV 1 Tanzania also believe in this, this why they continue to support and encourage me in this journey".



**Jean Toningar - BAL - TCHAD
- CHAD**

Jean produces an award winning enriched flour which helps malnourished children. His association not only makes this nutritious product but goes the extra mile by training mothers to produce the flour on their own and take proper care of their child's health. *"Since 2012 we have*

enlarged our activities in many regions, we now have 40 stalls selling our products around the country, not to mention the many hospitals that use our product to feed their patients on a daily basis. All this was only possible thanks to Tigo & Reach for Change".



Adoumkidjim Naiban - CESER -CHAD

Adoumkidjim started working with children with disabilities when he noticed how abandoned his niece was due to her mental disabilities. He was inspired by her to create CESER, a Centre that provides formal & non formal education to mentally disabled children, helping them to integrate into society. *"I have been running this*

program since 1998 but since Tigo and Reach for Change joined my journey I have now been able to scale my project to other regions".



**Mariam Mayoumbila - KADJA-KOSSI
- CHAD**

Mariam uses performing arts to address the issue of violence against children. Her method of teaching promotes self-expression to break the negative cycle of child violence and develop a culture of peace. Since 2013, she has decided to make use of her talent to address violence in

schools. The idea consists of using drama, traditional dances and sport to bring school children together and sensitize them against violence. *"After one year in the Reach for Change incubator I have been able to scale my activities and we have seen a significant decrease in violence in the partner schools we work with".*



**Didier Lalaye -
ASSOCIATION TCHAD PLUS
- CHAD**

Dider is a medical doctor who has worked in one of the most renowned hospitals of N'djamena. Didier Lalaye, ASSOCIATION TCHAD PLUS combats the high prevalence of bilharzia by identifying the disease quickly through simple mobile testing units

that use a feature phone to test for the disease! He has set up mobile testing units in villages which are vulnerable to the disease and face shortages in health care facilities.

"I am excited for what this innovation will mean for many people in Chad, especially those who live far from health care facilities. I am grateful to Tigo and Reach for Change for giving me this opportunity to be part of a great digital movement in my country".



**Patricia Ronel Neldingar -
Association pour le Développement
des Technologies de l'Information et
de la Communication (ADTIC)
- CHAD**

After university Patricia realized that national educational levels were declining, especially in her old high school which she visited regularly. Her solution to this was creating a mobile

platform that allows parents to follow up on their child's development in school. This platform allows parents to be actively involved in their child's progress and keep the school and their children accountable!

"I believe if parents are able to keep the schools and their children accountable the performance will improve. As a society we all need to be actively involved in the learning process of students. Reach for Change and Tigo have allowed me to be part of this change".



**JACQUES - DREAM TEAM Football
Academy
- RWANDA**

Jacques runs a training program which helps rejuvenate Rwandan youths and increase their self-esteem while promoting peace and unity across the country through football.

"I have been part of the Reach for Change incubator since 2012, it has been the most inspiring three years of my life. Using football to teach kids life skills has been such a joy in my life. My passion has indeed been turned into a reality".



**GASPARD Twagirayezu - Creation Hill
- RWANDA**

Gaspard inspires Rwandan youth to become creators, rather than just users, of technology, through his in school tech fairs, tech clubs, and E-Camp programs. *"We thank*

Tigo and Reach for Change for their financial and moral support. We would have not done it without you!"



**Martine Umulisa - Kaami Arts
- RWANDA**

Kaami Arts works to empower children through the arts by building their skills and ensuring their well-being. The Centre raises awareness of the most pressing issues faced by children through community-based performances and debates. *"Our*

special thanks go to Tigo and Reach for Change Rwanda, for sponsoring and coaching us. With their precious support we have witnessed the amazing phenomenon of our ideas becoming a reality. Their trust in our idea and capability brought to us other sponsors and partners".



**Dominique Uwase Alonga - Read-a-thon (K-Rat) events
- RWANDA**

Dominique is a young and active activist who wants to create a vibrant environment where children enjoy reading by organizing Read-a-thon (K-Rat) events that reward the best children readers of the nation.

"Reading should be easily available to all children, now through Tigo and Reach for Change we can make that happen in Rwanda!"



**Yves Iradukunda - Academic Bridge
- RWANDA**

Yves runs a program that empowers schools to efficiently collect and manage student's information, the end goal being to ensure a successful education system for children where parents are fully involved

their child's education. Access to information is power. *"We are empowering children, parents and teachers to create an education system that works. Thank you Tigo and Reach for Change for partnering with us to do this!"*



**Regina Agyare - Tech Needs Girls
- GHANA**

Tech Needs Girls believes in a world where all children are able to create technology which enables them to reach their full potential. With proceeds from their for-profit business they are developing an interactive and practical Science, Technology Engineering and

Mathematics curricula which will develop rural children into critical thinkers.

"We are particularly careful not to leave girls behind as it is often the practice, hence we created a mentorship program called Tech Needs Girls, which teaches disadvantaged girls to lead, innovate and create technology. Thank you Reach for Change and Tigo for making this possible".



**Lily Kudzro - Devio Arts Centre
- GHANA**

Lily Kudzro is passionate about children and art. She has created the Devio Arts Centre which provides an opportunity for children and young people to acquire creative life skills.

"I want this Centre to become a source of creative empowerment for the youth, but we also need the program to be financially self-sustainable, Reach for Change has taught us how to do this". Devio works through various rural community workshops and public school workshops. The beautiful beads the Centre makes are also on sale at AfroChic and soon other retail outlets also, to sustain her programs.



**Marian Wiredu and Erasmus Ackon - IT4TEENS
- GHANA**

Marian and Erasmus founded IT4Teens with proceeds from their company Smart Information Systems in 2013. They provide competency

based ICT training to children and the youth in schools as well as high-school dropouts to equip them with employable skills. IT4Teens has trained instructors to work with the children right from introduction to computers to general graphic designing, coding, mobile application development, website designing, hardware and networking. *"Through the support of our partners we have been able to reach out further afield to rural areas and set up ICT clubs in schools which need the technical support and training. Already 900 children have received training".*



**Cecilia Fiaka - Nneka Youth Foundation
- GHANA**

Cecilia works with great passion towards improving and shaping the lives of children in deprived communities. The foundation intends to solve the problems of teenage pregnancy and drug abuse among the youth in rural areas as well as the

continual deterioration of exam results. *"Over the last two years NNEKA YOUTH Foundation has taken giant strides in changing the lives and mindset of over 1,000 children, this would not be possible without the advice and support of our dear partners, Tigo and Reach for Change".*



**James Kofi Annan - Challenging Heights
- GHANA**

Challenging Heights rescues children from slavery and other forms of child labour. *"I was once a child slave from the age of 6 to 13 years until I escaped and worked my way up to becoming a bank manager at Barclays Bank. This is my opportunity to help those who*

are now in the same position I was many years ago. I am grateful for Tigo and Reach for Change for allowing me to give back to my community in this way". He founded "Challenging Heights" to help rehabilitate and reintegrate these children back in community.



Peter Kwarteng - Neonatal Network Support System [NNSS] - GHANA

Peter is a Medical Officer working in the Neonatal ICU of the Tamale Regional Hospital. He has seen many newborns die or have to live with debilitating disabilities because they did not receive simple first line treatments that could have

stabilized them. So he created NNSS. NNSS uses mobile technology to connect midwives in community health Centres to regional hubs so they can provide first line interventions that will save lives. *"We have connected over 37 rural health care Centres and saved hundreds of lives since launching in 2013. We acknowledge the support and dedication of our partners Tigo and Reach for Change in making this possible".*



Hayford Siaw- Street Library - GHANA

Hayford's journey started by bringing books in his van to a local rural community. This concept has grown to become a mobile library in rural communities - promoting literacy and educational curiosity among disadvantaged children. *"Since joining the Reach for Change incubator in*

2012 I have expanded to over 16 communities, mobilized groups of local and international volunteers, increased internally generated funds for my program to over 50% and I am now ready to expand to 3 new countries!"



Sharron Nestor & Felix Uzor - Felix Fitness Foundation - GHANA

Drowning is one of the leading causes of accident deaths in Ghana and the third leading cause of accident deaths globally.

Felix Fitness Foundation is a social enterprise that runs swimming classes and fitness sessions for clients. They run a "3R"s drowning prevention program in schools across coastal communities in Accra and awareness campaigns. *"Due to the exposure we received from Tigo and Reach for Change we have gained new partner endorsements which allows us to scale this program across Ghana."*



Michael Baabu - Safe Child - GHANA

Michael addresses the problem of a high number of road accidents involving children, many of which are fatal. Safe Child runs Inter-school safety education competitions and campaigns for safer roads and homes. *"I have been able to reach thousands of kids with this life saving campaign. We have also engaged with key national stakeholders to address*

safety issues. We are grateful to Reach for Change and Tigo for making the path to success so much easier."



Mohammed Tahir and Eve-Lemieux - DUNK! - GHANA

Marie-Eve and Mohammed's strong passion for basketball and vulnerable children resulted in a grassroots NGO called DUNK! They hold their practices in various communities in the city

of Accra. The idea behind DUNK - Developing Unity, Nurturing Knowledge, is to give children from deprived communities a sporting opportunity. *"Through the combined work of our partners Tigo and Reach for Change, we were able to bring life skills training and mentoring to young student-athletes who are encouraged to take leadership roles in their community and become agents of change."*



Susan Sabaa - CRRECENT - GHANA

For the past 15 years Susan has been working to promote and protect the rights of children in Ghana. Working with former juvenile offenders, Susan's organization CRRECENT helps young people to integrate back into society and regain power over their lives by setting their own paths for a successful future. Through an extensive set of psychological, financial, educational and interpersonal support, CRRECENT has touched the lives of hundreds of youth. *"On behalf of all the young people we work with, I am grateful for Reach for Change and Tigo for allowing these young people to press the re-set button on their lives"*.



Samuel Gyabah - Samelex Solutions - GHANA

Samuel constructs micro flush toilets for local schools and rural communities. His project addresses the lack of proper and hygienic waste disposal facilities in Ghana by providing access to simple and affordable toilets. As a trickle down effect, the project solves various other

issues such as absenteeism especially among girls, open defecation and illnesses caused by improper sanitation. *"It has been less than a year since I joined the Reach for Change incubator through the Viasat 1 Ghana Game Changers Competition but I have been able to construct 25 micro-flush toilets and reach 4 communities - I am expectant to see what we shall be able to achieve in this year to come"*



Alassane Ngom (Parc des Sciences et des Technologies de Ziguinchor) - SENEGAL

Alassane Ngom was selected in 2012 in the first Tigo- R4C challenge in Senegal. His idea was to create a culture of scientific inquiry and learning in children and youth and fight the deficit of scientific interest in his region through a science park in Ziguinchor. Last year he began

a science program in 17 secondary schools and 2 high schools. The program provides scientific training to teachers and students and establishes science clubs in schools.

"It has been a really long journey with Reach for Change; I am grateful and humbled by their constant encouragement and for believing in me even through the toughest of times"



Sara Nana Yeboah (Sangy Nursing Foundation) - GHANA

Sara's work in health education and her outreach programs are a great inspiration across Africa. She founded The Sangy Nursing Services that organizes health outreach programs and home care for sick children and the aged. The Sangy Foundation serves as the non-profit arm of the

nursing services and provides health education to young girls across the country.

"My vision is to reduce teenage pregnancies and HIV infections rates in the society through health education. Although I did not win the competition, through game changers my work has gained significant recognition across Ghana and Africa"



Serwah Gaynor - AACT - GHANA

Serewah is a trained nurse who runs The Autism Awareness Care and Training Center, a center that provides education for children and youth with autism. The lack of educational programs for children with autism in Ghana motivated her to start this center. The center's core operation is awareness creation, advocacy and

training of parents and teachers to support children with autism.

"I am grateful to Viasat 1 and Reach for Change for being a part of this journey in breaking the stigma associated with autism in our society"



Anthony Agee-Kum - Edutainment Canopy - GHANA

Edutainment Homework Canopy provides light and space to assist children to do their homework and read their school books through the help of community volunteer teachers. The edutainment activities generate children's enthusiasm to learn while the community volunteer teachers act

as role models who encourage these children to learn.

"Through the advice and guidance from Reach for Change, I now plan to scale this project to 7 more communities across Ghana this year"



Florence Adu and Ekem Amonoo-Lartson - GHANA

The duo are the co-founders of LEAP Transmedia which develops educational content and programming for multimedia channels to boost the literacy and numeracy curriculum. Their program 109 Alphabet Street uses radio, animation and other channels with story-telling and sing-

song learning. LEAP Transmedia is collaborating with Sesame Workshop, the producers of the world renowned educational television show Sesame Street, to develop local scripts and characters alongside well-known Sesame Street characters like Big Bird and Grover starting with programming in Hausa-speaking communities.

"We are grateful for all the exposure and networking opportunities we have received from Viasat 1 and Reach for Change"



Children come together to play, learn and interact through Dream Team Football Academy. Read more about the project on Page 11

Thank you!

My warmest thanks go out to all our social entrepreneurs, the entire Reach for Change team, partners, coworkers, advisors, experts, peers across the continent and world who have contributed their expertise! We are all part of the movement. Together we are creating a better world for children.



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