

AFRICA SOCIAL IMPACT **REPORT** 2015



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Dear Friends

What an exciting year it's been! From the launch of our Accelerators in Ethiopia and Senegal, to the development of our African Social Entrepreneurship Network, we feel so privileged to support and invest in early stage social innovators with incredible ideas that are making the world a better place for children. In Africa, we now support over 100 social entrepreneurs across the continent through our Incubator and Accelerator programs and that feels truly great!



Every year, we aim to increase the quality of our support and to do whatever we can to help our social entrepreneurs succeed. In 2015, we invested in increasing the reach of our programs by launching Accelerators in Senegal and Ethiopia. It's always difficult to say no to those who don't make the final cut in our competitions, but still have promising ideas. Fortunately, the Accelerator allowed us to invest in more early-stage ideas and to help more of our applicants move forward with their social initiatives. The Accelerator had an amazing impact on social entrepreneurs, who learned how to launch a lean social startup and then built minimum viable products (MVPs) and tested their business models and social impact with real customers. In 2016 we hope to draw in investors to support Accelerators in the other five countries where we operate.

In an effort to increase the long term success, networking opportunities and benefits for our Change Leaders, we officially launched the African Social Entrepreneurship Network (ASEN). The network brings together

the Change Leaders in our program with other social entrepreneurs and organizations across the continent to develop a stronger entrepreneurial ecosystems in their respective countries, and Africa as a whole.

After such a busy year of new initiatives and new ideas arising from our various collaborations, the Reach for Change Africa team is ready to dive into 2016 and to keep building on the solid foundation we've built over the last few years. In 2016, we are looking to ramp up our partnerships to increase our impact and to amplify the voices of social entrepreneurs so that social innovation and its paramount importance for development is understood and acted on by influential stakeholders across the region.

Amma Lartey

Amma Lartey
Regional Director
Reach for Change Africa



Sara Damber
CEO & Co-Founder
Reach for Change

Dear Friends,

One of the biggest rewards that has come from establishing Reach for Change Africa has been seeing the incredible passion of African social entrepreneurs in action! Our African Change Leaders are inventive, hard working and have yielded tremendous results.

In 2015, we looked at ways we can take the great impact from our core programs and execute projects that respond to the challenges of countries and regions where we work. The Africa Social Entrepreneurs Network offers a unique opportunity to cultivate a pan-African environment that is supportive entrepreneurial initiatives and which connects social entrepreneurs beyond the Reach for Change family with initiatives such as

the C10 awards and an immigration integration program in Sweden.

I would like to congratulate the five African Change Leaders who were awarded for their contributions to preventing violence against children at the C10 Awards in Stockholm in November. Their work is making a huge difference in the lives of children and they provide inspiration to us all. You can read more about them and their inspiring work on page 26.

We look forward to creating even more impact in 2016 by working with even more Change Leaders and Accelerator participants across the continent.

Sara Damber

Who we are

Reach for Change Africa finds and supports smart, brave and passionate social entrepreneurs with innovations that improve children, youth and women's lives. We challenge them to aim higher, to reach further and to lead by example, inspiring others to follow. Today, Reach for Change Africa operates in 7 countries: Tanzania, Rwanda, DR Congo, Ethiopia, Chad, Ghana and Senegal, supporting more than 100 social entrepreneurs across the continent.

The Reach for Change Africa Story

When we first launched in Africa in 2012, we knew that there was talent just waiting to be discovered in the field of social entrepreneurship. What we have found is a wealth of inspiring social entrepreneurs with solid ideas to make the world a better place for children, women and youth throughout the continent! We are proud to have worked with more than 100 social entrepreneurs through our Incubator and Accelerator programs over the past four years.

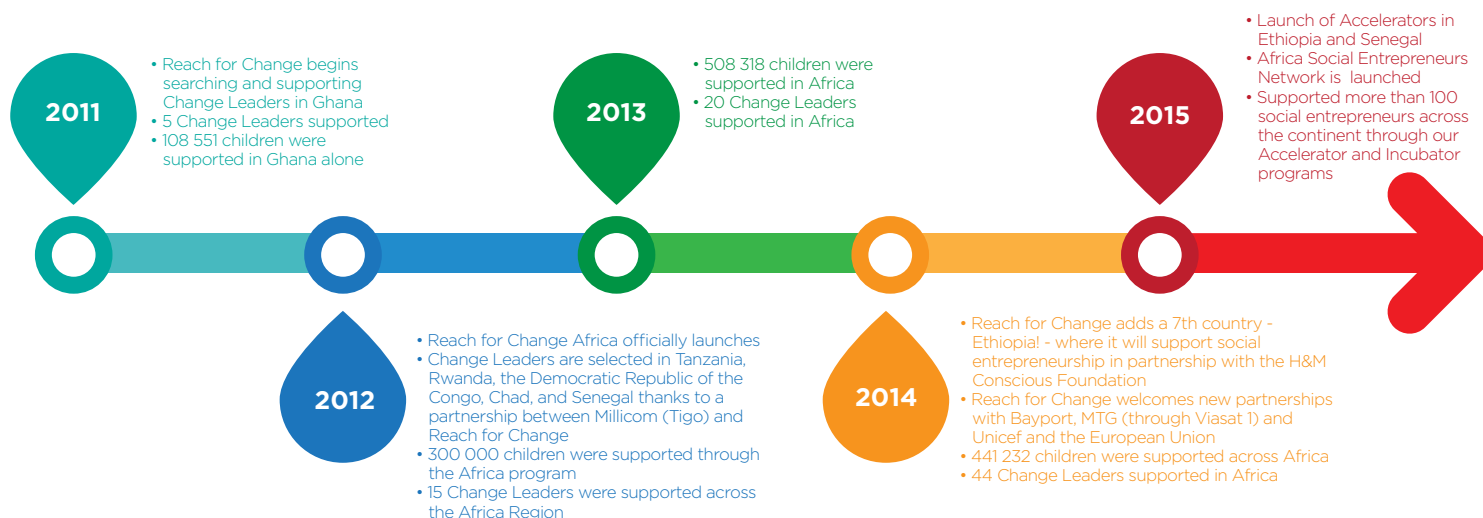
We believe that local African solutions are the best way to effectively combat poverty and other socio-economic problems facing our continent today. Working in seven countries in Africa - Senegal, Ghana, Chad, DRC, Rwanda, Tanzania and Ethiopia - we find and develop social entrepreneurs with innovations that solve some of the most pressing issues facing children

as well as youth and women. Our social entrepreneurs - brave, smart and passionate people that we call Change Leaders - are helped to scale their innovations through seed funding, access to business expertise and networking opportunities.

We've also built lasting partnerships with committed organizations that share our passion for supporting social entrepreneurship and continue to invest in our Change Leaders. Thanks to our partners' belief in the power of social entrepreneurship to change the world, year after year, our Change Leaders have been able to impact the lives of hundreds of thousands of children, youth and women.

Here's a snapshot of some of the steps in our story that brought us to where we are today:

Where we work



What We Do

We run innovation competitions, Accelerators and Incubators that enable social entrepreneurs to scale nationally and regionally. In this way, we empower local social entrepreneurs to increase their impact on the societies in which they live.

Our Innovation Competitions

We run innovation competitions in the seven countries where we operate to find and support social entrepreneurs. We have a database of over 15,000 applicants across these 7 countries, many of whom continue to work on and improve their innovations and enterprises. As part of the competitions many applicants receive feedback from local experts during pitch days and other events to help them improve their impact.

Our Accelerator Program

We constantly come across aspiring entrepreneurs with amazing ideas to make Africa a better place. Our Accelerator program helps these individuals take their ideas and turn them into action. Social entrepreneurs in the Accelerator are helped to create a minimum viable product and test their theory of change and financial model. The Accelerator culminates in a pitch day when the Accelerator participants present their project to a panel of judges. The strongest pitches receive additional financial support and a place in our Incubator.

We are proud to have launched Reach for Change in Ethiopia in 2015 and to be one of the first organisations to promote social and economic development by empowering social entrepreneurs in the country. In 2015, we launched an innovation competition with the H&M Conscious Foundation to invite social entrepreneurs to apply for our Accelerator program, with ideas that will help to improve the lives of children, youth and women. The competition was highly popular with a total of 175 social entrepreneurs who applied for the competition. A rigorous selection and screening process took place to identify 20 winners who entered the Accelerator program. The 20 winning social entrepreneurs were supported with seed funding and supports to accelerate the implementation of their ideas such as leadership workshops, business development, expansion strategies and more.



Abel Hailegiorgis, one of our Ethiopian social entrepreneurs, who makes innovative affordable wheelchairs made out of bamboo for physically disabled children and women. The wheelchairs are vastly cheaper than any other wheelchair available in Ethiopia.

Our Incubator Program

The goal of the Reach for Change Incubator is to help social entrepreneurs scale their organizations and maximize their impact. Change Leaders in the Incubator receive a financial grant and support through one-on-one coaching, mentoring, workshops, toolkits and training in core areas such as financial management, communication, marketing, business modelling, legal and compliance, and leadership.

Change Leader sessions are held regularly, where our entrepreneurs interact with and learn from each other. Our Change Leaders also get access to an extensive global network including other social entrepreneurs supported by Reach for Change, social entrepreneurs in other networks, employees from partner companies, media connections and many others.



AFRICA IMPACT 2015

In 2015, Reach for Change Africa continued to support social entrepreneurs who improve the lives of children, youth and women across Africa. These are a few of the results achieved throughout the year.



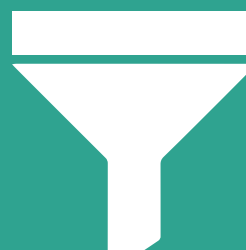
REACH FOR CHANGE

Reach for Change Africa finds and supports smart, brave and passionate social entrepreneurs with innovations that solve pressing issues facing children, youth and women. We run innovation competitions, accelerators and incubators that enable social entrepreneurs to scale nationally and regionally. We have operations in seven African countries: Ghana, Senegal, DR Congo, Chad, Rwanda, Tanzania and Ethiopia.

SELECTION

1,953

prospective African social entrepreneurs applied for support to develop ideas that improve the lives of children, youth and w



ACCELERATOR

135

social entrepreneurs were selected to participate in our Accelerator program

93% of participants said the Accelerator helped them develop their idea



The strongest applicants were selected into the incubator program

omen.



IMPACT ON SOCIAL ENTREPRENEURS:

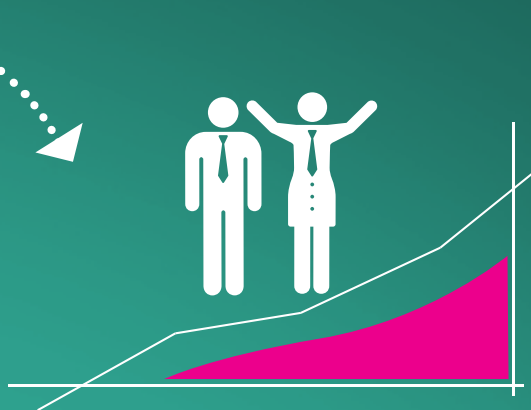
57% of our Change Leaders supported more children, youth and women, with an average increase of 2.6x

of our Change Leaders gained more revenues in 2015, with an average increase of 1.63x **57%**



INCUBATOR

57 Change Leaders were supported through our Incubator program



CHANGE LEADER DEVELOPMENT

Through our coaching and tools, our Change Leaders develop skills in strategic planning, public speaking, monitoring and evaluation, and learn how to create a sustainable business model.

"Being in the Reach for Change Incubator has developed my business skills and made me a strong social entrepreneur and changed Apps and Girls from just an idea to a sustainable social enterprise creating long term social impact to children. We would not have made it without Reach for Change, our dream is now a reality."

- *Carolyn Ekyarisiima, Apps & Girls, Tanzania*

"With support from Reach for Change, Challenging Heights is today a well respected global leader in the fight against child trafficking, influencing policies and systems not only in Ghana, but also in influential institutions such as the US State Department, the Senate, the Vatican and many more to bring about lasting solutions to the issue of child trafficking."

- *James Kofi Annan, Challenging Heights, Ghana*

Empowering local heroes to improve children's lives

When we choose to support social entrepreneurs, we look for people who have potential to make a very deep impact on the lives of as many children as possible. We give them tools to deliver measurable social change in a way that is financially sustainable. Meet some of our brave, passionate Change Leaders who are working to make their communities, their countries, and even the whole of Africa a better place.

23-year-old Dominique brings the joys of reading to Rwandan children

From as far back as she can remember, Dominique Uwase Alonga always loved books. But she was an anomaly among other Rwandan children, and that made Dominique a target for teasing, and a bit of a social outcast.



Dominique gives a donated book to Scovia Yukuri Mpagara, a student and enthusiastic reader at L'Horizon Primary school.

"In Rwanda, we don't have a culture of reading," says Dominique, 23, who doesn't belittle her country's traditions, but believes that an emphasis on oral traditions shouldn't mean that reading is scorned. And although she endured a childhood of exclusion because of reading, today Dominique feels sorry for her peers who missed so many adventures that she experienced, flipping from page to page of her treasured books.

That's what prompted her to found Imagine We – a small organization with a big goal to transform the lives of children by instilling a culture of reading throughout Rwandan society.

"I've travelled all over the world without stepping a foot outside of my home," says Dominique. It's that magic – the magic that influenced her imagination and inspired her to dream big in her own life – that Dominique wants to impart to Rwandan kids by helping them to discover the joys of reading.

With Reach for Change's Incubator, Dominique has spent the past year being mentored on branding, communications, networking, and reporting skills geared towards donors to ensure that Imagine We becomes a sustainable success.

"I like the closeness we have with our donors – both Reach for Change and Tigo," Dominique says. "You get this huge grant and then the fear sets in. But they don't leave you hanging. They follow up and people advise you through the whole process."

She also began developing an income-generating aspect to Imagine We, realizing that the funds acquired would help her non-profit to remain sustainable, while still staying true to their core values.

"We realized that we had some great expertise that people could pay us for and that could help us be more sustainable," she says. "We started a publishing house that we are hoping to launch early next year."

The publishing house will be a way of getting more Rwandan-written stories out to children, and also with an aim to inspire children as they read.

"I want children to realize that they can be anything they want within the pages of a book and that they can also write their own stories."

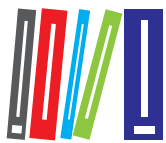
Since joining the Reach for Change Incubator, Dominique has impacted the lives of 2618 children, equipped eight schools in Rwanda with mini-libraries with 100-150 books in each school and published a book with eight original stories written by Rwandan children.

In 2015, Imagine WE:

supported
2 618
children through
its programming



Equipped 8
schools with
100-150
leisure books



Set up a reading library that receives about **35** children per day

Published its own book with
8 original stories
that were written by Rwandan children from different schools.

Empowering local heroes to improve children's lives

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Our Incubator

Didier develops SMS Lifeline to bring mobile health to rural children in Chad

Didier's participation in the Incubator for the past two years helped him to transform his work into a sustainable, stable organization.



Didier Lalaye's story of becoming a life-saving social entrepreneur didn't start off with instant success. But Didier had an idea with big potential, and Reach for Change wasn't about to let him slip away.

As a doctor in Chad, Didier saw a rising number of infections of bilharzia, especially among children and he knew he needed to do something to stop it.

Bilharzia, or schistosomiasis, is a disease caused by small parasites. It is a treatable illness, but one that can lead to very serious complications if it is not dealt with early. The disease is Chad's second largest public health concern.

"More and more people were becoming infected, and patients were coming in with advanced stages of the infection, making them more prone to serious health ailments such as infertility and bladder cancer," Didier says.

Didier brought this issue to a Tigo & Reach for Change Competition in Chad in 2013, where he presented his idea of bringing early testing to children in rural areas where they were most vulnerable. At the time, Didier had nothing more than the idea in place, and the judges felt he wasn't ready to become a Change Leader just yet.

But instead of saying so long to Didier, Reach for Change recognized his potential and brought him into its Lab (a lead-up to the Accelerator program), where Didier got a small amount of funding to get his idea off the ground. Over the course of the year, Didier was encouraged to integrate digital technology into his solution to tackle bilharzia – which is exactly what he did in the lab – and he began rolling out his project in rural Chad.



Didier Lalaye (right) conducts an examination on a young child living in rural Chad.

Didier's technology involves sending teams of technicians to deliver door-to-door testing for the infection. Results are then sent to patients and families via SMS. Where necessary, medical treatment regimens are also communicated via text message and medicines are delivered straight to patients' homes.

By 2014, it was clear that Didier's idea was on the right track, and had the potential to make a big difference in the health of children's lives in Chad. For the second time, Didier presented his project – now called SMS Lifeline – at the Tigo Digital Changemakers competition, and he won access to the Reach for Change Incubator and support of U.S. \$20,000 annually.

Didier's participation in the Incubator for the past two years helped him to pick up communications skills to effectively share the importance of his work and he has got valuable advice on how to effectively scale his organization to test more children. He has also learned how to transform his work into a sustainable, stable organization.

In 2015, Didier devoted his time to ramp up his digital technology factor: he spent time in the Netherlands to develop a small microscope that attaches to a mobile phone to test for bilharzia – making the much needed testing even more accessible for people in remote areas.

Didier has built his bright idea into a major initiative that ensures that children, regardless of where they live, have access to proper medical care to lead healthy happy lives. We can't wait to see what 2016 has in store for Didier and SMS Lifeline!



Didier prepares test-tubes for blood sample collections.

In 2015, SMS Lifeline:

**received
60 hours
of 1:1 support
through coaching**

**attended various
trainings to develop
his business strategy**

**Collaborated with experts to
develop new technologies to
enhance bilharzia testing for
patients in rural areas**

Empowering local heroes to improve children's lives

A letter from James Kofi Annan to Reach for Change

"I owe a debt of gratitude to Reach for Change. Its Incubator program brought direct benefits to me and to Challenging Heights. Today, Challenging Heights is a well-respected global leader in the fight against child trafficking."

Dear friends,

I would like to share with you the progress I have made with Challenging Heights since I joined the Reach for Change Incubator program and to let you know some of the benefits I have derived from the program.

I joined the Incubator in early 2013. Challenging Heights is a child rights organization that focuses on providing support for children and women affected by children trafficking in the fishing industry of Ghana. We run a school. We run a rehabilitation shelter for children rescued from slavery. We mobilise communities for action, and we carry out advocacy for system change. Our national office is based in Winneba.

At the time I joined the Incubator, Challenging Heights had an operational budget below \$200,000. Our staff strength was under 45, and we operated an unstructured women's livelihood program. We also operated an unstructured sports program. Our advocacy for system change was within the corridors of Ghana.

Today, Challenging Heights has a \$950,000 organizational budget. We have robust accounting systems supported by Morden accounting software. Today the staff of Challenging Heights has grown to 89 in total. Today, we have a strong women's livelihood project that includes a cooperative fish smoke house and a cooperative cold fish house, which help mothers to generate income and thus reduce the vulnerability of their children to trafficking. Soon, this initiative will also include a maternal health clinic.

Challenging Heights is currently developing a football program that will eventually run independently. We have built our own national headquarters with conference and meeting facilities, as well as a 50-seater capacity library for our children.

On top of all this, we continue to run our rehabilitation shelter in its strengthened and expanded form, we run our school in its expanded and strengthened form and we rescue children from the clutches of slavery and provide them with support. We now have in place a 5-year strategic plan that we are implementing.

Today, Challenging Heights is a well respected global leader in the fight against child trafficking, influencing policies and systems not only in Ghana, but also in influential institutions such as the US State Department, the Senate, the Vatican and many more to bring about lasting solutions to the issue of child trafficking. This year, Ghana parliament singled out Challenging Heights for commendation. Last year, I was appointed the board chair of one of the biggest children's networks in the world: Family for Every Child, which operates in 19 countries around the world with headquarters in the UK. I have taken my message to the Pope, the Anglican Archbishop of Canterbury, the Queen of Sweden, Senate house, etc. What this has meant is that our impact has reached thousands of children every year.

I owe a debt of gratitude to Reach for Change. Its Incubator program brought direct benefits to me and to Challenging Heights. Of course, there are still some gaps in the Challenging Heights program, and I feel prepared to lead the team to further improve our financial sustainability and program effectiveness.

James' Reach for Change Incubator experience included:

- 3 years of access to Incubator resources
- \$25,000 U.S. in annual funding from Tigo to expand his organization
- Access to Reach for Change's local and global networks that James used to attract attention from media and new supporters in Europe and North America
- Strategic Takeoff workshops that helped James to develop his long-term plan for Challenging Heights and prioritize activities according to the plan
- Opportunities to connect and learn from like-minded social entrepreneurs with national and global ambitions



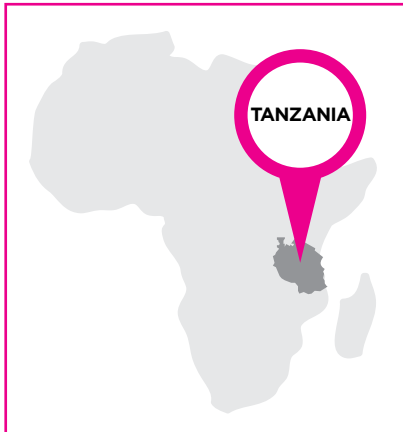
Empowering local heroes to improve children's lives

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Our Incubator

Kiiya JK applies business principles to promote children's rights in Tanzania

"Without the Incubator, I would not have taken seriously the key link between branding and fundraising."



Before Kiiya JK became a Change Leader, he had a solid idea to make a big contribution to child protection in Tanzania, but as a trained lawyer, business was not his strongest suit. But once he started in Reach for Change's Incubator program, that began to change very quickly.

Kiiya leads an organization called C-Sema, which strives to address the needs and challenges that children themselves identify by providing platforms for discussion between children and their parents, caregivers, and community leaders and creates actionable change as a result of these exchanges. C-Sema runs three core programs: a toll-free National Child Helpline that connects kids in need of care and protection to appropriate services throughout Tanzania, Happy/Sad Opinion boxes in schools that allow children to provide direct input in improving their learning environments, and a quarterly magazine for parents and children.

Through the Incubator, Kiiya has come to embrace the core tenets of sustainable business practices, which have been helpful in ensuring that C-Sema continues to be a leading force in addressing child issues in Tanzania.



Checking Happy/Sad opinion box at one of the schools C-Sema supports.

"I learned several things, ranging from the theory of change to strategic direction conceptualization to pitching and communication," says Kiiya, adding that when he first became a Change Leader in 2014, he lacked an understanding of the importance of branding and building up the public image of C-Sema.

"Without the Incubator, I would not have taken seriously the key link between branding and fundraising," he says. "The Incubator helped in making this point clear to me and my team. We've since taken to first build our image and use it to create loyalties in supporting our future fund drives."

In 2015, C-Sema began working to ensure that Tanzania's department of social welfare is funded, adequately staffed and that social welfare officers' capacity to handle children's issues is strengthened. Kiiya was also recognised as one of the 10 global leaders in child protection at the C10 Awards in Stockholm, Sweden.

In 2015, C-Sema

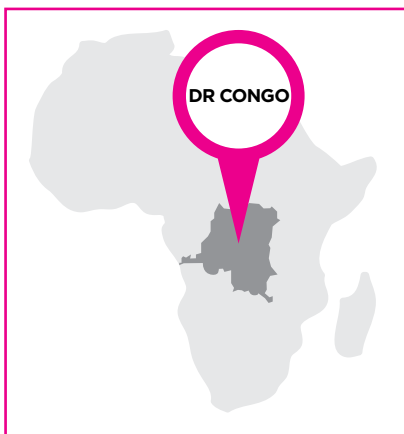
**doubled
its annual revenues**

**doubled
its volunteer support**

**worked in
30 communities
across Tanzania
to advance children's
rights**

Empowering local heroes to improve children's lives

Sijis gets Congolese children off the streets and into sports



Sijis Dienga Dikete always wanted to do something meaningful to make an impact on children in his community. But when he first started his work, he never could have dreamed he'd reach as many children as he does today.

An experienced coach and mentor, Sijis Dienga Dikete has a knack for applying the lessons learned through sports, into valuable life skills for children. Through his organization, *Enfant Foot Développement* – which translates loosely to “Child Footy Development” – Sijis uses football to make a big impact on underprivileged children in the Democratic Republic of the Congo.

In a country where years of civil unrest have torn apart the social fabric, the Democratic Republic of the Congo has become a place where many children are neglected by their parents or caregivers, drop out of school, live on the streets, become addicted to drugs and become parents themselves at far too young an age. These children desperately need love and support. And that's where *Enfant Foot Développement* (EFD) comes in.

When Sijis first started out, he knew he had a formula that would work. Providing children with parental guidance they lacked, and equipping them with life skills and social values through community sports, Sijis and his team encouraged the severely neglected children to strive for more and to reach their full potential. But being a coach, Sijis lacked some business skills that were crucial to ensuring the sustainability of his organization, and in helping him to scale his impact.

Since Sijis has had access to the Reach for Change Incubator, he has received support that helped him take his local initiative and expand exponentially. He has been able to scale *Enfant Foot Développement* to reach over 10,000 children across the DRC in the past two years, scaling his impact substantially.



Sijis sits with one of his teenaged beneficiaries at Enfant Foot Développement.

Sijis says that Reach for Change's Incubator helped him to improve his skills in business management which tie into his long-term goals to change the lives of children in DRC and beyond.

“The Incubator helped me to determine the number of core activities that would contribute towards our vision and to cut those that were not a priority. It also helped me to understand the indicators related to achieving our objectives,” Sijis says. “Reach for Change helped me to facilitate children’s reintegration into education systems and families, and has enabled me to help them develop their talents.”

Today, Sijis is a respected leader in the field of child protection, not just in the DRC, but also in neighbouring Congo-Brazzaville and Cameroon. He is a member of a regional organization that promotes sports with children and he is frequently contacted to assist member organizations in other countries to implement their programs for kids.

While Sijis has experienced immense progress over the past few years, he continues to look for opportunities to

grow, especially while he has access to the Incubator. In 2016, Sijis and his team will be exploring how to incorporate the use of digital technologies to strengthen and enhance their work in DRC and beyond.

In 2015, Enfant Foot Développement:

- attended 32 hours of trainings provided through the Incubator program
- received nearly 60 hours of 1:1 support
- was introduced to 7 prospective partners and funders
- scaled to create impact for children in two additional communities in DRC



A group of girls from Enfant Foot Développement share a laugh.

Accelerating social entrepreneurship and innovation

Through our innovation competitions we constantly come across aspiring entrepreneurs with amazing ideas to make their countries a better place. Our Accelerator program helps these individuals take their ideas and turn them into viable businesses. Social entrepreneurs in the Accelerator are helped to create a prototype or minimum viable product and test their social impact and financial model. The program which runs for 2 - 6 months includes training on how to launch a lean start-up. It uses design thinking methodology to take participants through the practical steps of understanding the social problem they want to solve and designing and testing an effective solution to that problem with an appropriate financial business model.

The Accelerator culminates in a pitch day when the participants present their venture to a panel of investors. The strongest ideas and entrepreneurs usually receive additional financial support and a place in the Reach for Change Incubator. It is always amazing for us to see ideas turn into viable ventures and many of the finalists who do not make it to the Incubator go on to win other competitions and to obtain funding from other funders - a testament to the effectiveness of the program. Accelerators can be run as stand alone programs or as a lead-up to the Incubator.

In 2015, 36 social entrepreneurs participated in Accelerators in Ethiopia and Senegal. Read about some of them and the innovative ventures they launched in the program.



Accelerator participants in Addis Ababa pose together upon completion of the program.

Ethiopia

In 2015, we launched a public campaign with the H&M Conscious Foundation to invite social entrepreneurs to apply for our Accelerator program, with ideas that will help to improve the lives of children, youth and women. The

campaign was highly popular with a total of 175 social entrepreneurs who applied for the competition. A rigorous selection and screening process took place to identify 20 winners who entered the Accelerator program. The 20 winning social entrepreneurs were supported with seed funding, supports to accelerate the implementation of their ideas such as leadership workshops, business development, expansion strategies and more.

Abel Hailegiorgis is working to make wheelchairs more affordable for disabled children and women. Because many disabled children are supported by low income families, they can't afford expensive wheelchairs that provide them with much needed mobility to get. Abel is designing a unique wheelchair to be produced at an affordable cost by using locally available bamboo!

Chronic malnutrition has a very negative impact on a child's development and can create a lot of stress in families. **Mulugeta Ayalew** has a solution to this problem using locally produced Spirulina - a microalgae with very high nutritional value - to combat malnutrition in children under 5 years old. Spirulina is an effective and affordable food supplement in Ethiopia and has the potential to significantly contribute to reducing malnutrition.

Mussie Teamirat has a goal to create better work conditions for women, while improving quality in the garment industry at the same time. Because many female garment workers in Ethiopia lack proper training and skills for the industry, they are paid less than their male colleagues. Mussie's plan is to provide innovative, flexible and customized training and entrepreneurial advisory service for the garment sector employees and factories.



Accelerating social entrepreneurship and innovation

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Driven by a vision of a world where teenage and homeless mothers can live better lives, for themselves as well as their children, **Tesfanesh Tadesse** is working to provide young mothers with the skills they need to succeed. She is helping to create employment among young mothers by providing vocational training in household chores such as baking 'injera'. Her beneficiaries

produce various types of cereal for commercial use and for community groups that can pay for the service. Her innovation also includes providing day care service for their children while their mothers are working.

Kalkidan Meshesha has an innovation that will protect the smallest, most vulnerable people in Ethiopia:

premature infants. Determined to change the high rate of infant mortality – especially in rural areas where premature birth is the leading cause of neonatal death – Kalkidan is producing infant warmers to save babies' lives. Making the warmers with local materials, Kalkidan is working to ensure her product is affordable and accessible to low-income parents.



Senegal

A total of 16 social entrepreneurs were selected as finalists in the Tigo Digital Changemakers competition this year in Senegal. All of these promising entrepreneurs took part in the Reach for Change Accelerator for 3 months to further develop their initiatives before the final selection on December 9, 2015.

Take a look at the 3 Accelerator Winners in the pink box below and read on to learn about some other amazing

Accelerator participants with high potential social innovations.

A little creativity can help to spark a child's interest in their studies, and help them to improve. **Babacar Diop** has created an app that will help students improve their math and reading skills. mJangale is available on feature phones making it accessible to more people.

Amine Fall is on a mission to improve child health in Senegal. Her Multi Alert Service, which operates on SMS, USSD and Voice platforms, sends a message to parents to remind them of vaccination appointments for their children. The service informs parents of the type of vaccination, the date and time of the appointment and the importance of the vaccine for their child's health.

In an effort to make education more affordable and sustainable, **Youma Dieng** is working on a book exchange platform that helps students to find used textbooks at little to no cost. The platform matches students who have used textbooks in good condition to exchange with other students on the platform so that students can find the books they need without having to pay high prices to purchase them new.

Issaba Bah is tapping into children's creativity to address issues they face. Issaba has developed a program and platform to mentor, educate and develop the creativity of children by teaching them to create animations and providing them with a space to share their creations and express their opinions freely on major issues affecting children.

Senegal Accelerator produces new Change Leaders!



Jean Luc Semedo and Evelyne Ines have developed a web and mobile application platform to promote blood donation by registering blood donors and encouraging them to donate. During the Accelerator program they developed prototypes to understand the willingness of donors to receive real time alerts for urgent cases needing blood transfusions. Out of the test 94% of donor responded as willing to receive these alerts to donate blood via SMS. The duo has already partnered with 19 blood banks in Senegal, and they plan to scale using SMS as a platform to roll out their initiative across the country. Their platform will use SMS and voice messages in French and in local languages to reach as many people as possible.

By addressing the need for internet connectivity in rural areas **Elisabeth Monteil** has found a solution that addresses social inclusion and education for children. Her "Cyberspaces" provide internet connection, laptops and computers in villages, as well as a place for trainings and access to information technology for young students and apprentices. A pilot has been successfully launched in Popenguine which employs 5 staff and has over 500 subscribers. The plan to scale will include using already existing spaces or buildings to house the Cyberspaces and engage local companies, schools and universities in the surrounding area who want to use the space and staff for trainings and workshops.

Running innovative competitions to find high impact social entrepreneurs

We run innovation competitions in the seven countries where we operate to find and support social entrepreneurs. We have a database of over 15,000 applicants across these 7 countries, many of whom continue to work on and improve their innovations and enterprises. As part of the competitions many applicants receive feedback from local experts during pitch days and other events to help them improve their impact.

Search & Selection

Through our Search and Selection process, we seek applications for our Accelerator program, review applications and identify social entrepreneurs to enter the program. This broad and extensive selection process is made possible with support from our partners and stakeholders as well as prominent experts in the social sector. Applicants are carefully guided through the selection process from which only a handful will be successfully identified as future social entrepreneurs.



In 2015, we ran

9 innovation competitions

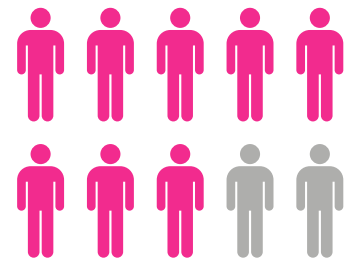
in Senegal, Ghana, Chad, Ethiopia, Democratic Republic of the Congo, Rwanda and Tanzania.



A total of

1,953 prospective social entrepreneurs

applied for the innovation competitions.



Approximately

80% of applicants

continue with their idea after the competition.

Tigo Digital Changemakers competitions

Tigo Digital Changemakers competitions find strong social entrepreneurs who are using digital technology to improve society and the lives of children. Six separate competitions were run in Ghana, Tanzania, DRC, Chad, Rwanda and Senegal at various times during the year.

Imagine Ghana Challenge

Imagine Ghana was run in partnership with UNICEF and the EU and was open to social entrepreneurs all across Ghana. The competition selected and invested in 10 social and entrepreneurs with innovations addressing education, child protection, health and nutrition, youth participation, or water, sanitation and hygiene - UNICEF's thematic areas.

Bayport Teacher Innovation Competition

The Bayport Teacher Innovation Competition selected 9 teacher innovators - teachers who were using an innovative methods to drive learning in STEM, Literacy and Numeracy for Elementary and Secondary Schools. The competition was made possible by funding from Bayport Financial Services.

Ethiopia Reach for Change Challenge

In Ethiopia, Reach for Change launched a competition to find social entrepreneurs whose solutions improve the lives of children, youth and women. Selecting 20 entrepreneurs into an Accelerator Program. This competition was made possible by funding from the H&M Conscious Foundation and Kinnevik Investment A.B.

We run innovation competitions for corporations, foundations, international development agencies and other partners. To learn more about our expertise in this area, email: africa.partnerships@reachforchange.org

Impact on Children

Leaving the past behind through the power of the arts



"Theater has brought a change in our lives. It helps us forget our dark past"

Patrick Mutabazi has had a lot to deal with in his 13 years of life. Abandoned by his father at just 3 years old, Patrick was raised by his mother, but during the darkest times, he had to fend for himself on the streets of Kigali, Rwanda, out of school and with little hope for the future.

Patrick would often turn to violence against other children to deal with his emotions related to neglect, isolation and sadness.

The past is not an easy subject for Patrick to talk about and he still struggles with feelings of abandonment. But thanks to support he has received from Kaami Arts, through the Abadabogora Rehabilitation Centre, he has found healthy ways to express himself and to deal with his wounds of the past.

Patrick used to listen to theatre over the radio, but he never imagined that one day he would get a chance to be an actor himself. Today, he is one of 33 children trained by Kaami Arts in theater, dance and drumming through

the "Urakunzwe Kibondo-Daraja" Project, which was initiated in May 2015. The project aims to use arts for social healing of former and current street children and to raise awareness about street children and the challenges they face by giving children a voice through performance arts.

"Theater has brought a change in our lives," Patrick says. "It helps us forget our dark past".

Artistic expression has given Patrick a new outlet through which he channels his emotions, and he says that it helps to prevent him, and other children, from fighting amongst each other.

"When you remember how your father abandoned you, sometimes you start beating another child as a way of consolation, but since I joined the trainings I learned how to manage my anger," he explains.

Patrick's face lights up when he talks about his new-found love for acting. With an animated voice, he is eager to describe the anticipation of getting

ready to go on stage, putting the props in place, standing still beside his fellow actors ready to perform, and finally, how much he loves it when he can finally start acting.

"I feel a change happening in me. There are times I spend the whole day smiling only because of theater," he says.

Kaami Arts, led by Change Leader Martine Umulisa, has engaged thousands of vulnerable children in Rwanda through arts programming, as it promotes the arts and demonstrates the value of artistic expression as an important part of children's psycho-social development in Rwanda. Martine seeks to create a lasting and transformational impact on each and every child her organization works with, so that their experiences with Kaami Arts stay with them for their entire lives, and help them to develop into adults who have the skills and tools to deal with life's challenges in peaceful and healthy ways.

Impact on Children

GraphoGame helps children learn to read, guiding them to sound out letters and piece longer words together using phonics.

Agnes learns to love the classroom through GraphoGame

"We believe we are not just helping children learn how to read but also building a strong future generation with individuals with a strong education background and who are learning lovers."

Agnes used to fear the classroom. Letters drawn on the chalkboard looked like nonsense to her young eyes, and she worried about being called on to read in front of the class. Some days, the six-year-old child would wander off on the way to school, deliberately missing out on her education for days, and falling even further behind in the Tanzanian primary school curriculum.

But a major change was headed Agnes' way – in the form of a fun and interactive game. When GraphoGame Tanzania arrived at her school, it was like a lightbulb switched on and very quickly Agnes became engaged in her education like never before.

As the initiative of Joan Avit, the educational Finnish application GraphoGame is making its way to young primary school students all across Tanzania. In 2014, GraphoGame reached over 1,200 students in Tanzania, who learned to sound out small words through the game. More than 60 primary school teachers were trained on how to use the application to support young children's learning.

"We believe we are not just helping children learn how to read but also building a strong future generation with individuals with a strong education background and who are learning

lovers," says Joan. "In this way we will be able to play a big role in eradicating poverty in our communities and countries at large, ensuring we have more informed communities."

Geared towards children in Grade 2, after 6-8 weeks of practicing 5-10 hours a week, children were able to advance their language skills from sounding out letters, to reading small words, and then reading longer, more challenging words.

GraphoGame not only helps children

learn to read, Joan says. It has also helped to boost their self-esteem, to improve their focus in the classroom, increase their attendance in school and motivate them to learn more.

As for Agnes, with the skills and confidence she has gained from GraphoGame, skipping school is no longer something she wants to do. For her, the classroom has transformed into a positive place where she thrives every day, and she doesn't want to miss a moment.



Young students show off their GraphoGame Apps, installed on mobile phones.



Impact on Children

Micro-flush toilets are inexpensive and easy to install in rural settings. This simple innovation helps to seal off pit latrines and improve sanitation.

Eunice enjoys her right to education thanks to micro-flush toilets

In 2015, Samalex Solutions travelled to dozens of schools to provide hygiene trainings to thousands of children like Eunice and has arranged numerous partnerships to install sanitary toilet facilities in schools country-wide.

When schools do not have proper toilet facilities, it creates an inequality between boys and girls, through a barrier to education for young women that simply shouldn't be there. Without a private, sanitary toilet, girls are deprived of their right to education.

This is something that Eunice understands first-hand. As a student at Nii Otto Kwame Basic School in Pokuase – a suburb of Accra, Ghana – she is forced to miss school every month when she is menstruating. “We have huge sanitation concerns in our school. The toilet facility here is inadequate and unhygienic,” Eunice says. “My friends throw refuse on the school premises.”

At the request of school administration, Samalex Solutions visited the school to investigate the sanitation. The administration had raised concerns about girls missing so much school and opted to install 10 microflush toilets for its students, developed by Samalex Solutions founder Samuel Gyabah, which safely seal off open pit latrines and use just one cup of water per flush. The micro-flush toilets are inexpensive and easy to install in rural settings.

Since winning Reach for Change and Viasat 1's Game Changer contest in late 2014, Samuel has been able to develop Samalex Solutions as a

rising social enterprise in Ghana. It is estimated that around 10,000 schools in the country have no toilet facilities at all, which means that children have no choice but to relieve themselves in nearby wooded or bush areas. In 2015, Samalex Solutions travelled to dozens of schools to provide hygiene trainings to thousands of children like Eunice and has arranged numerous partnerships to install sanitary toilet facilities in schools country-wide.

Thanks to the micro-flush toilets, Eunice now has higher attendance at school and says that her academic performance is improving because she no longer misses a week of classes every month.

After the installation of the microflush toilets, students at Nii Otto Kwame Basic School were given a training on how to use the toilets and they also learned about the importance of washing hands with soap and water immediately after using the toilet to prevent illness. Girls were taught about how to properly dispose of sanitary products. They were encouraged to take what they had learned to their families and communities, a strategy that Samalex Solutions believes will help to raise awareness about sanitation beyond schools and in the larger community.



One of the new micro-flush toilets built at their school.

Impact on Society

Felix is working to reduce drowning deaths in Ghana



Child participants at one of Felix Fitness' Fun Days. Students from different schools in Accra demonstrate the knowledge taught to them by Felix Fitness Foundation on Drowning Prevention and the rules and safety skills for being around large and small water bodies.

In a Ghana, where fancy buoys and lifesaving rings can be expensive and sometimes a bit challenging to find, a little creativity is required when it comes to locating lifesaving equipment.

For Felix Uzor, that creativity comes in the form of a large, empty Jerry Can tied to a rope, and the logic: "If it can float, it can save a life!"

Ghana sits on the Atlantic ocean and has dozens of rivers and lakes and with the severe flooding in Accra in June 2015, water safety education is of critical importance. Drowning is the leading cause of accidental death among children in Ghana between the ages of 10 to 19.

It's a sobering statistic, but one that Felix is determined to change. The upside is that such deaths are preventable and he has been working for years to educate Ghanaians about water safety.

Felix Fitness Foundation's drowning prevention and water safety program

has trained more than 31,000 young people in 2015 alone - and with such big numbers, it is contributing to the system change that Felix is aiming to create in Ghana.

Whether it's a long stick, a lifejacket or a Jerry Can, young people are taught how to save the lives of other people without putting their own lives at risk through the foundation's junior lifersavers program as well as through education in schools. Depending on their ages, children are taught water safety skills, basic and advanced rescue skills and CPR through the foundation. Felix Fitness Foundation also provides workshops for parents and caregivers to educate them about how to protect their children from drowning or other water-related accidents.

Felix's program has received worldwide recognition for its excellent quality according to international standards. In 2015, he successfully got support from the Royal Lifeboat Institute in the United Kingdom, enabling him to run his program in numerous regions across Ghana. Star Fish International, Lifeguards without Borders, and the International Surf Lifesaving Association all in the United States, have shown interest in his program as well.

This program has also now been recognized by the Ghanaian government and is being rolled out as

part of the National School Curriculum in schools across the country. In 2016, Felix Fitness Foundation will be training employees of various government departments including the Ghana Navy, Police, the National Disaster Management Organisation, fishermen and fire brigades to facilitate the formation of Ghana's Ocean Rescue team which will work to reduce the rate of drowning along the Ghanaian coast, as well as offshore drownings.



Felix Fitness Foundation has implemented a consistent, easy to understand set of safety rules that it promotes through its advocacy efforts:

1. Never swim alone: always have adult supervision.
2. Keep close to the beach, don't swim in the deep.
3. See and be seen: Make sure you can see others and they can see you.
4. If you spot a friend in danger don't be a rescue ranger, don't jump in even if you can swim. Call an adult or Lifeguard for help.
5. Obey Lifeguard flags, where they exist.
6. Avoid alcohol when swimming.
7. Parents keep your eyes on your children, not on your phone, friend or food.

Shule Direct makes big changes to education for Tanzanian kids

"Our aim is to create the best content from qualified teachers to help us reach our goal of ensuring every child has access to quality education,"

Tanzania has just got a big boost to its education system thanks to a new initiative, coined ICT4E, or Information and Communications Technology for Education. This year, Shule Direct set up a platform of interactive educational resources, available online for learners, no matter where they live in the country.

Tanzania is currently experiencing a massive shortage of teachers – 26,000 science and math teachers are needed, but with only 1000 new teachers being employed every year, it would take 26 years to level off the shortage. With her country facing such a major problem, Shule Direct's founder Faraja Nyalandu began looking outside the box for solutions and ICT provided the answer. Using a digital syllabus outline, text-based notes, revision questions, 3D science diagrams and quizzes and an interactive discussion forum with real-time feedback from teachers and peers, Shule Direct is enabling students to access a quality education, even when teachers may not be close by.

Thanks to a partnership with Tigo, Shule Direct's educational resources can now be accessed for free to any Tigo subscriber, meaning that students who access the website will not be charged data usage fees when they go online to benefit from Shule Direct's educational resources through Facebook's Internet.org app.

"Our aim is to create the best content from qualified teachers to help us reach our goal of ensuring every child has access to quality education," says Faraja. And Shule Direct has been making substantial progress.

In 2015, Shule Direct helped thousands of students who subscribed to the service to improve their chances of success through resources tailored specifically to Tanzanian curricula.

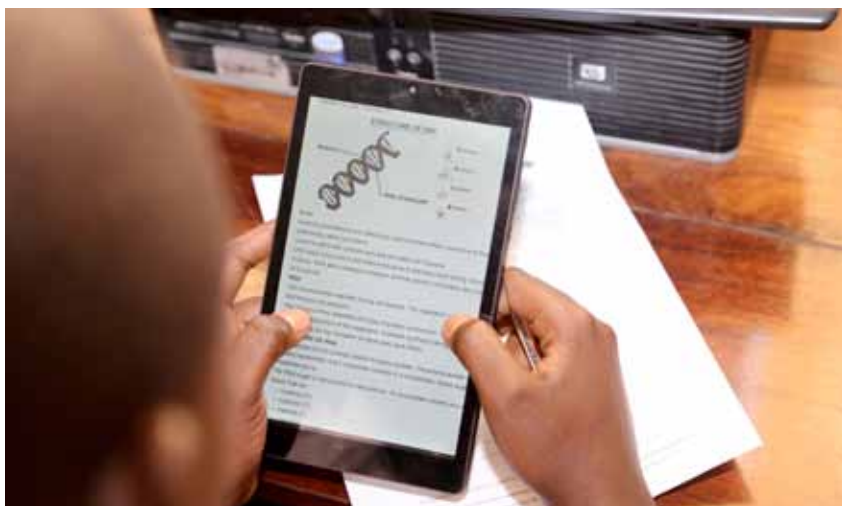
Proving that ICT isn't just about online technologies, the social enterprise



has equipped 5 schools with offline digital educational resources to which 4 813 students have access. Faraja and the Shule Direct Team also organise national essay-writing competitions, engage students with fun and challenging questions on its social

media pages and support teachers with their educational plans.

In total, Faraja's efforts have impacted the lives of over 13,000 children this year alone. Faraja is on a roll to say the least.



Naomi & Yvette influence Congolese government to recognize - and act on - the right to education for hospitalized children



Naomi and Yvette Kuseyo are taking change to new heights in the Democratic Republic of Congo with their organization, Les Écoles du Coeur (Schools of the Heart).

When Naomi and Yvette first applied to the Tigo and Reach for Change program, they wanted to set up one school at one hospital in DRC. Naomi, who learned to read and write in a hospital school in Belgium, wanted to bring education to hospitalized Congolese children so that even if they weren't in a regular school, they wouldn't have to fall behind in their education. At the time, one school seemed like a pretty big goal but now Naomi and Yvette have established schools in 3 hospitals in DRC and their work has been recognized at the national level. Today they are influencing the country's education system to recognise hospitalized children's right to education.

In addition to providing education to over 5,000 hospitalized children across the country through Les Écoles du Coeur, this year Naomi and Yvette were able to convince the Prime Minister that education should be accessible to all children, regardless of their health condition.

Naomi (centre) spends time with hospitalized students at one of her Schools of the Heart.

In November, the Prime Minister awarded Naomi for her work in promoting hospitalized children's right to education, and now the DRC government is looking into how Les Écoles du Coeur can be officially integrated into the country's education

program! This move has the potential to influence DR Congo's entire society, meaning that the vision of Les Écoles du Coeur - a world where all children have the chance to go to school regardless of their situation - is one big step closer to becoming a reality.



Yvette working with some of the children from the hospital.

Partnering for Change

At Reach for Change, we believe that when you pair the best people in the business field alongside the best entrepreneurs in the social field, really great things start to happen. This is why we place such a high value in our partnerships with organizations that share our passion for improving lives and who enable us to maximize our impact to change the lives of hundreds of thousands of children, youth and women across Africa every year. We are immensely grateful to our partners for their continued support and belief in our work.



Tigo (Millicom) has been supporting Reach for Change for the past four years in Tanzania, Rwanda, the Democratic Republic of the Congo, Chad, Ghana and Senegal. Every year, Tigo and Reach for Change put on a Digital Changemakers competition which locates two brave, smart and passionate social entrepreneurs in each of the six countries where we work. The winning Digital Changemakers are selected for their innovative digital solutions that respond to pressing issues for children across the continent. Winners receive

funding of USD 20,000 or more, as well as access to our Incubator program.

In addition to providing substantial funding for the Digital Changemakers, Tigo also contributes to the Incubator program by providing access to technologies and expertise that help social entrepreneurs to develop their organizations and expand their impact.

Tigo is a brand of Millicom, an international telecommunications and media company. Millicom offers various digital products and services to more than 60 million customers in fourteen markets in Africa and Latin America. To learn more about Millicom and its Tigo brand, visit www.millicom.com



"Tigo is championing the internet and the powerful role of digital technology to advance people's lives both financially and socially. Tigo Digital Changemakers is a wonderfully powerful story enabling us to not only help entrepreneurs to make their dreams reality, but to also help people bring about positive and sustainable differences to the lives of hundreds of thousands of children."

- Cynthia Gordon -
Millicom Africa CEO

Tigo Rwanda donates Changemakers Hub to support Change Leaders

In 2015, Tigo Rwanda made a big gesture to the Change Leaders by creating the Changemakers' Hub at Tigo's headquarters in Kigali. This office space provides a place where Change Leaders can come to work on their projects without distraction.

With Tigo's reliable internet access and close proximity to Tigo's experts, the Changemakers Hub has provided Change Leaders with an amazing resource that allows them to concentrate on building their organizations, particularly when they are just starting out. Thanks to the hub, Change Leaders don't have to worry about access to office space - and the bills that come along with it - and

can stay fully focused on their core objectives.

Not only does the Changemakers Hub provide a great location for Change Leaders to make the most of their experience in the Incubator, it also helps to raise awareness about the Digital Changemakers program and highlights Tigo's commitment to improving Rwanda for children through the prominent position of the hub, and the beautiful mural on the outside of Tigo Rwanda's headquarters.

Thank you Tigo Rwanda for this invaluable resource for our Change Leaders!



Partnering for Change



As one of the founding partners of Reach for Change, MTG has played a big role in the development and expansion of Reach for Change throughout the world. MTG's TV1

Tanzania and Viasat 1 Ghana channels run campaigns to find Game Changers who are making a big impact on the lives of children. From health to educational initiatives, Tanzanian and Ghanaian Game Changers have been enabled to change the world for children with financial support, professional coaching and media exposure to help them build sustainable ventures that will impact children for years to come.

MTG is a leading international entertainment group. MTG has operations spanning six continents which include TV channels and platforms, online services, content production businesses and radio stations. To learn more about MTG, visit www.mtg.com.

your future now



Thanks to Bayport Financial Services, outstanding teachers in Ghana have found the support they need to make a big difference in students' lives over the past two years through the Bayport Teacher Innovation Competition. The competition identifies and supports teachers in Ghana who have innovative ideas to improve education for children and youth. Since 2014, Bayport and Reach for Change have provided 15 exceptional teachers with financial

support - a grant of up to GHS 7,000 - along with advice and coaching to help them develop and scale their ideas.

Bayport Financial Services is a non-banking financial institution that provides customers in developing countries with access to credit and financial solutions, but most importantly, provides them with a chance for a better life. Bayport's customers in Botswana, Ghana, Mozambique, South Africa, Tanzania, Uganda, Zambia, Colombia and Mexico are provided with unique and tailored financial services, which range from short, medium and long-term loans to transacting services, insurance and savings options. To learn more about Bayport, visit www.bayportfinance.com.



"What I found most inspiring was the assistance from Reach for Change that helped Bayport identify a CSR programme that engaged social entrepreneurs whose projects are scalable, transcend time and have a positive impact on the beneficiaries. In addition, this satisfies our corporate objective of better engaging our customers, employees and improving on the brand image."

- Angela Leibel -
Deputy Managing Director,
Bayport



With the support of UNICEF Ghana and the European Union (EU), the iMAGINEghana Challenge identified 7 social innovators from Ghana with the passion and potential to make a strong positive impact on the lives of children. The goal of iMAGINEghana is to create lasting change for children specifically in the sectors of education; child protection; health and nutrition; water, sanitation and hygiene; and youth participation.

UNICEF Ghana is an arm of the international United Nations Children's Fund (UNICEF), a leading humanitarian and development agency working globally for the rights of every child. Child rights begin with safe shelter, nutrition, protection from disaster and conflict and traverse the life cycle: pre-natal care for healthy births, clean water and sanitation, healthcare and education. To learn more, visit www.unicef.org/ghana.

The EU is a unique economic and political partnership between 28 European countries that together cover much of the continent. One of the EU's main goals is to promote human rights both internally and around the world. Human dignity, freedom, democracy, equality, the rule of law and respect for human rights are the core values of the EU. To learn more, visit www.europa.eu.



"It has been inspiring to work directly with highly motivated Change Leaders who are determined to see their ideas come to life and who are open to work with us to tailor their solutions further to the needs of the most disadvantaged. All of our seven innovators have something unique and inspiring in their solutions, and we want to see all of them reaching their full potential."

- Clemens Gros -
Monitoring & Evaluation Specialist,
UNICEF

Partnering for Change



We had the pleasure of working with the H&M Conscious Foundation as a new partner in 2015! Together with the Foundation, Reach for Change is working in Ethiopia with the goal of strengthening young women & children by investing in social entrepreneurs. The project aims at positively impacting the lives of women, youth and children in Ethiopia by building the capacity of local social entrepreneurs to drive social development on a large scale.

The H&M Conscious Foundation is an independent non-profit global foundation, initiated by the fashion company H&M. The mission of the

Foundation is to create long lasting positive change and improve living conditions by investing in communities, people and innovative ideas. Through partnerships with prominent organizations around the globe, the Foundation drives change within three focus areas, as chosen by H&M employees and customers: Education, Clean Water and Strengthening Women. To further improve living conditions the Foundation supports innovative ideas that contribute to safeguarding the earth's natural resources, and it can also provide emergency relief in countries where H&M operates. Today, the Foundation is funded by the Stefan Persson family, founders and the main owners of H&M. Read more about H&M Conscious Foundation by visiting www.hm.com/consciousfoundation.



"The H&M Conscious Foundation truly values the collaboration we initiated in 2014 with Reach for Change. Reach for Change's working method helps social entrepreneurs become financially sustainable. We find this aspect very important, as it will ensure that the positive impact will continue beyond the project years."
- Luisa Book -
Project Manager, H&M Conscious Foundation

Kavli fondet

O. Kavli og Knut Kavlis Allmennyttige Fond

The Kavli Trust, of the Norwegian food group Kavli, supports social projects all over the world. Their focus is to

select a small number of potentially large-scale projects over several years to ensure sustainable social change is impacted. We are delighted that they have chosen to partner with Reach for Change Africa to scale local innovations transforming education in Ghana. This partnership is supporting four social

entrepreneurs in Ghana across 2016 who are working to improve education with grant funding and training and coaching from Reach for Change and its Incubator program, to enable them to develop their ventures to have measurable social impact, scale and work towards system change.



Sophie Stenbeck of the Sophie Stenbeck Family Foundation is a philanthropist, social entrepreneur and angel investor who has been actively involved in the creation of Reach for Change. The Foundation is proactive in seeking out interesting initiatives and individuals working for children's rights. We are delighted that Sophie has chosen to partner with Reach for Change Africa with the

launch of Women Innovate. Women Innovate is an initiative to enable high impact women social entrepreneurs to scale faster by providing them with opportunities for funding, mentoring, learning and experience sharing with other senior business women in Ghana, Chad, DRC, Rwanda and Tanzania. We hope to grow this initiative to support more women in more countries across the continent.



Reach for Change is proud to partner with British Council in Ghana. Established in Ghana since 1943, the focus of their work is on creating and

enhancing learning opportunities and building access and understanding between Africa and the global community. In addition to their core focus areas in education, the arts and society they now also have a social entrepreneurship agenda and strategy and have chosen to partner closely with Reach for Change in this. We have participated in their Business Investment Readiness program between Ghana and UK to foster

capacity building for organizations supporting social entrepreneurs which has been a great success in bringing best practice and training from the UK to our team in Ghana. In addition they are Keystone partners putting time and financial investment into SE Ghana, the social entrepreneurs network we launched in Ghana to drive policy, research, fundraising, learning and innovation for the social entrepreneurship eco system in Ghana.

Partner with us

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Our social entrepreneurs do incredible work, but none of that would be possible without the support of investors, both individuals and organizations, who get behind their transformative work. Social entrepreneurship is growing in Africa and as you've seen in this report, it has incredible potential to improve lives, to strengthen communities, to create lasting structural change at the societal level.

We believe that social entrepreneurship is the most effective, sustainable way to make the world a better place. We get behind the best talent there is across the continent and we challenge them to do better, to aim higher and to work to ensure that their impact is as far reaching as possible.

Investing in our Change Leaders is an investment in Africa's future. Be a part of their incredible work: take a look at the various ways that you can get involved.

Investment Partner

Our funding partners play an extremely important role in ensuring the sustainability of our Change Leaders ventures. Funding partners select a Change Leader that they would like to support and commit to fund their work for up to three years. This support provides Change Leaders with access to Reach for Change's Incubator and allows them to focus their attention on developing their organizations, scaling their impact and preparing for the future.

Funding partners also get the opportunity to have personal meetings with the Change Leader and receive quarterly updates on the impact achieved by the Change Leader that they support.

Innovation Competition Partner

We are always looking for new ideas and new talent to make Africa a better place for children, youth and women. You can be a part of helping us find and support the very best social entrepreneurs by developing a challenge or competition geared towards creating social impact in areas that are of particular interest to you.

Innovation Competition partners select one or more of the six fields in which they want to invest: health & development, education, expression & participation, economic participation, child protection and social inclusion. Once the field of investment and the country for the challenge have been selected, Reach for Change and its partner prepare and launch the campaign together to find the winning Change Leader who will be supported through our Incubator program and a fixed amount of funding to help their idea take off!

Media Partner

We know the value and impact that communications and marketing can have on spreading the message about social entrepreneurship. Which is why partnering with like-minded organisations who understand the benefits of sharing knowledge about social development and innovation is so important to us. By becoming one of our Media Partners, you become a part of sharing the message about social entrepreneurship and innovation and the role it is playing in the development of Africa today.

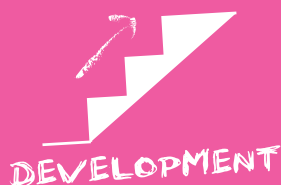
Pro-bono Partner

Be a part of developing social entrepreneurship in Africa by sharing your expertise and experience with our Change Leaders and Accelerator participants! As a pro bono partner you commit to supporting Reach for Change by offering services or products that strengthen our work.

Why partner with us?

In addition to the amazing feeling that comes with knowing that you play a direct role in improving the lives of children, youth and women, supporting social entrepreneurship also comes along with number of benefits to organizations and individuals who give financial support, as well as their time, to Reach for Change.

Measurable Social Impact - With our proven model for supporting social entrepreneurs to achieve their social impact objectives for children, our partners can be confident that their investment is producing great results. We measure and monitor social impact objectives quantitatively (KPI indicators) and qualitatively (impact storytelling) to be able to capture and share the changes our social entrepreneurs are creating.



Branding



- Our partners are visibly recognized on the Reach for Change website, social media channels and in all public relations communications related to the work they support. Working closely with our partners, we create communications content geared towards customers or stakeholders.

Employee Engagement



- Partnering with us can involve amazing opportunities for employee engagement. We offer many rewarding opportunities for employees to engage personally with our Change Leaders and to play a direct role in positively impact the lives of children, youth and women.



To learn more about how you can support social entrepreneurship in Africa, please contact:

The Africa Partnerships Manager:
africa.partnerships@reachforchange.org

Making Waves

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At Reach for Change, we use a proven model to select the most high potential social entrepreneurs and support them to achieve their social impact objectives for children, youth and women. We are so proud that our Change Leaders are getting the recognition they deserve beyond Reach for Change. Here is a summary of some of the attention they've been getting:



Lily Kudzro won the 2015 Future Awards Africa Prize in Education held in Lagos, Nigeria in December 2015. Lily is helping children discover their artistic side through her non-profit startup, Devio Arts to advance their cognitive, social and emotional development. Lily was recognized at the international Future Awards Africa event for the work she is doing to revitalize the arts in Ghana. Lily's organization provides arts education to children through community and school workshops, a mobile arts bus and by strengthening the ties between arts teachers across the country.



Bernice Dapaah (centre) pictured with her four co-awardees of the 2015 Entrepreneur for the World Award.

Bernice Dapaah was honoured with a 2015 Entrepreneur for the World Award in China. Bernice was recognized for her organization, the Bright Generation Community Foundation, which works to produce affordable, hygienic and innovative menstrual pads for young, school-aged girls in Ghana. Access to these products allows them to attend school - which they would otherwise miss out on during menstruation - by providing the protection they need to attend school during their menstrual cycle. The 2015 Entrepreneur for the World Award is given to talented entrepreneurs who have excelled in their field and demonstrated extraordinary dedication and commitment in their creative endeavours.



In 2015, Hayford Siaw earned himself a Ford Fellowship and partnered with Global Fund for Children! Since he became a Change Leader in 2012, Hayford has contributed immensely toward children's literacy and promoting a reading culture in Ghana and beyond! Hayford has impacted the lives of tens of thousands of children through his Street Library organization and has become increasingly ambitious in his work to improve literacy far and wide. This year, he received a 2015 Ford Motor Company International Fellowship in New York and was also selected as an African Knowledge Exchange Partner with the Global Fund for Children!



Dominique (centre with microphone) accepts her Young Rwandan Achievers Award.

Dominique Uwase Alonga from Rwanda was recognized by the First Lady of Rwanda in the Young Rwandan Achievers Awards. Dominique runs an organization called Imagine We Rwanda, which believes that through reading children can become creative and innovative individuals. Imagine We RWANDA was recently recognized by the First Lady of Rwanda, Mrs Jeanette Kagame, and the Ministry of Youth and ICT at the 5th edition of Celebrating Young Rwandan Achievers, held in conjunction with the YouthConnekt Champions. The event was aimed at rewarding individuals, companies and organisations that positively impact the lives of youth.

Significant events



Reach for Change Africa Regional Director Amma Lartey (second from left) sits on a Transform Africa panel about improving the social entrepreneur ecosystem across Africa

Transform Africa Summit

In October, we had the pleasure of taking part in the Transform Africa Summit held in Kigali Rwanda. Hosted by the country's president, Paul Kagame, the summit brought together top political and business leaders from all over Africa to discuss, debate and shape Africa's digital transformation agenda.

Reach for Change Africa's Director Amma Lartey took part in the "Beyond

Incubators, Accelerators, what's next...?" panel where she talked about promoting a social entrepreneur eco-system in Africa, through initiatives like the Africa Social Entrepreneurship Network. Amma also talked about the importance of aiming to create solid system change when social entrepreneurs seek to make an impact, and how having government on board with social entrepreneurs' initiatives can give a major boost to their sustainability. Reach for Change and Tigo Rwanda also announced the winners of the 2015 Tigo Digital Changemakers competition at the Summit.

Child 10 Awards

From November 8-10, 2015, Reach for Change and Sophie Stenbeck Family Foundation brought together 10 bold individuals with innovative solutions to prevent violence against the child for the second annual Child 10 Summit in Stockholm.

The theme of this year's C10 Awards was: "Violence, Vulnerability and the Family - understanding the role of mothers, family and community in protecting children at risk of violence."

We are extremely proud of the five Change Leaders from Africa who made their way Stockholm to receive awards for their amazing contributions in making the world a better place for children. Cecelia Fiaka, of Nneka Youth Foundation and Susan Sabaa of CRRECENT (Child Research & Resource Centre) in Ghana, Adoumkidjim Naiban of CESER (Special Education Centre for Disabled Children) in Chad, Brenda-Deborah Shuma of Gabriella Children's

Rehabilitation Centre in Tanzania and Kiya JK, of C-Sema in Tanzania were awarded for their immense contributions to preventing acts of violence against children.

Another five awardees from the USA, the Philippines, Nepal, and Sweden were also recognized for their exceptional work. To read more about the individual contributions of the Child 10 Awardees 2015, you can visit child10.org.

The Child 10 Award Forum was the highlight of the summit. Over 150 gathered at Grand Hôtel Stockholm

WISE Women's Summit

Reach for Change Africa had the honour of planning and attend the Women in Social Enterprise (WISE) Women's Summit in Accra, Ghana. WISE encourages women to come forward and allow their passion to flourish despite various societal inhibitions and brings together likeminded women for collaboration or to assist with the development of others.

During the women's summit, we had the chance to work together and exchange ideas on advancing women's entrepreneurship. We met with local women social entrepreneurs, visited a leading independent non-profit University in Ghana and heard from our very own outstanding social entrepreneur, James Kofi Annan, who has done incredible work to empower women in Ghana.

As part of our commitment to promoting an environment across Africa that is conducive to social entrepreneurship, participating in the WISE Women's Summit was a great opportunity to learn about the initiatives of a growing number of women entrepreneurs in the country, and to discuss the unique challenges they face. As social entrepreneurship continues to grow in Ghana, we believe that it is very helpful to have a space like this where women can come together.

to meet and celebrate the Child 10 Awardees, and to talk about the burning issues they are addressing with their work. Key stakeholders from the public, private and social sectors attended the ceremony.

The C10 Summit and Award Forum attracted a lot of media attention with over 40 stories in newspaper and on radio. We are proud to have brought attention to the extremely important issue of violence against children in all its forms, but also on the amazing work of the Child 10 Awardees.

Five of the 10 exceptional Child 10 Awardees, below, were Change Leaders from Africa. They were recognized for their work to prevent violence against children.



Significant events

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Impact Storytelling Workshop in Sweden



This May we collaborated with our valued partner, Millicom, to hold a three-day Impact Storytelling Workshop on the beautiful island of Ekskåret in Sweden.

Six Tigo Changemakers were chosen to attend the workshop: Carolyne Ekyarisiima from Apps&Girls, Tanzania; Lily Kudzro from Devio Arts, Ghana; Brenda Shuma from Gabriella Rehab Centre, Tanzania; Nyakwesi Mujaya from

Makini Organisation, Tanzania; Jacques Kayisire from Dream Team Football Academy, Rwanda; and Cecilia Fiaka from Nneka Youth Centre, Ghana.

Sponsored by the Swedish International Development Cooperation Agency (Sida), the project aimed to strengthen external communications of our Change Leaders organizations. The objective was to develop and build powerful storytellers out of our brave, smart and

passionate Change Leaders.

During the workshop, Reach for Change staff as well as a number of advertising experts from Sweden supported the Change Leaders who improved their presentation skills, and learned to engage and convince their audiences of the everyday impact their organisations are creating. They learned how to structure a great story, how to relate an individual child story to overall systemic change, dramaturgical approaches to telling your story and how to adapt stories to different target groups. The Change Leaders also got an opportunity to work with copywriting experts from Sweden.

At the end of the event, the Change Leaders were provided with funding from Sida to create short films highlighting their brilliant stories. These videos will be used to increase knowledge within the Swedish population about the situation in developing countries and the conditions for development. They will also be used for communication purposes for Reach for Change and individual Change Leaders.

Day of the African Child

June 16, 2015



In honour of the Day of the African Child, we held a week long social media competition seeking ideas that can impact African children from our followers across the continent. The competition brought about great engagement on our regional Facebook page: Reach for Change Africa. We received over 150 applications in 5 days and reached over 160,000 people through sponsored posts on Facebook, with tens of thousands of people engaging on the posts through clicks, likes, comments and shares.

The winner of the competition was 16-year-old Winnie Godlove from Tanzania, who received the most likes for her idea for how she would use 500 dollars to solve an issue for children in her community. Winnie received U.S. \$500 as a prize as well as mentorship to help her develop her idea.

Winnie runs a project called FanikishaMama, which is dedicated to raising awareness of fistula in Tanzania and fundraising for fistula victims to get seed income and other basic needs such as clothes and books for their children. Fistula is a severe injury sustained from prolonged childbirth that often results in incontinence and stillbirth. Women and girls who suffer from fistula often become social outcasts because of their condition.

Using the prize money, Winnie gave 100 USD each to four young mothers aged 14-18 who suffer from fistula to be used as seed funding for them to start their own businesses. Winnie reached out for business and ICT training for these women. Apps And Girls, a social enterprise supported by Reach for Change, is ready and willing to give them ICT training if need be to help them start off their life. The rest of the money will be used to further Winnie's work to raise awareness about fistula.

We are super proud to have supported a young African child who is empowering other African children to become entrepreneurs, take hold of their lives and bring about change for future generations!

Regional Initiatives

Strengthening the social enterprise ecosystem across Africa



In addition to our Innovation Competitions, Accelerators and Incubators, Reach for Change is committed to promoting an environment where social entrepreneurship can thrive, where entrepreneurs have the opportunity to raise growth funding from local and global investors to ensure their long-term sustainability, and where research is easily accessible to entrepreneurs, investors and policy makers to help them make effective decisions.

With the aim of strengthening the social entrepreneurship ecosystem in countries across Africa, **we initiated the development of the African Social Entrepreneurship Network (ASEN), a regional organization that brings together social entrepreneurs, as well as organizations that support them, to form national social enterprise networks in countries across Africa.** ASEN member countries will have their own local chapters that act as hubs linking to the larger pan-African network.

ASEN finds conveners in countries where national networks do not exist. These conveners are organizations that are investing in social entrepreneurs, are connected to other major players in their country's social enterprise ecosystem and can bring stakeholders in the sector together. **ASEN supports these national conveners to form national networks and supports these networks in the four ASEN focus areas: increasing learning and innovation, promoting research, raising funds and supporting SEs to be investment ready, and driving policy and advocacy.**



Bright Simons, founder of mPedigree, is a founding member of the ASEN chapter in Ghana. mPedigree is a global leader in mobile and web technologies that secure products against faking, counterfeiting and diversion.

In 2016, ASEN will begin setting up networks in Ghana, Tanzania, Chad, Ethiopia, DRC, Rwanda and Senegal. ASEN will launch formally at the Sankalp Africa Forum in Nairobi Kenya in February 2016.

To learn more about the network and how you can be a part of it, visit www.asen.network, follow: [@Asen_network](https://twitter.com/Asen_network) on Twitter.

The first country network to launch will be Social Entrepreneurs Ghana (SE Ghana) with Reach for Change and the British Council as keystone partners. **SE Ghana is a member-driven organization comprised of social enterprises, investors, and organizations that support social enterprises.** SE Ghana held its first general assembly meeting on Dec. 16, 2015 with 20 founding members who established four action groups to begin working on some key initiatives to strengthen the social enterprise ecosystem in Ghana:

- 1) developing a social enterprise policy for Ghana with the Ghana Ministry of Trade and Industry,
- 2) setting up a Social Enterprise Fund to support growth funding for social enterprises,
- 3) mapping out and supporting learning and innovation initiatives happening in the social enterprise space in Ghana, and
- 4) initiating research on the definition of "social enterprise," compiling a directory of social enterprises and creating a social enterprise eco-system map.

To learn more about the Ghana network visit www.seghana.net, follow [@SEGHana](https://twitter.com/SEGHana) on Twitter.

Regional Initiatives

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Women Innovate

In 2015, Reach for Change supported over 100 social entrepreneurs, half of whom are women. We know that investment in women helps to drive social change: women transform families and communities and have the potential to transform entire societies - but they need support. Despite the fact that a large number of women have creative ideas for change, many of their organizations remain small.

That's why Reach for Change is tackling this challenge head on by connecting early-stage women social entrepreneurs with experienced business leaders from Ghana and the United States through Women Innovate. Women Innovate provides a supportive network that helps women social entrepreneurs to reach their goals with the aim of highlighting the work of women social innovators in Ghana and exploring

solutions to the challenges they face.

Two Women Innovate events were held in Ghana in 2015. These two events held in January and October brought together women leaders from Ghana and the US to mentor social entrepreneurs in a half-day workshop. The October event hosted by US based Women In Social Enterprise (WISE) also focused on discussing solutions to problems facing women in a number of thematic areas identified by participants.

Women Innovate also provides grants for women social entrepreneurs - an initiative we will be officially launching

in 2016 with a grant from the Sophie Stenbeck Foundation. Five social entrepreneurs will be selected to receive \$20,000 in funding which would enable them to continue to work full time in developing and scaling their ventures for social impact and sustainability.

The funding will also enable the Women Innovate initiative to be expanded to Rwanda, Tanzania, Ghana and Chad with events for women social entrepreneurs, mentoring and providing a forum where women can connect and talk openly about the unique challenges they face related to their growth and development.



Media for Good

In line with our strategy to build a strong ecosystem for social entrepreneurship in Africa, Media for Good is a new initiative we are developing to engage journalists and writers in producing stories about the work of social entrepreneurs. Media for Good is envisioned as a platform where journalists and media professionals can access story ideas about the amazing things social entrepreneurs are doing to transform societies for a better future and contribute to the discussion on how Africans are transforming their continent through innovation.

We will be rolling out Media for Good in 2016 to bring together groups of journalists and media experts to write, report and talk about social entrepreneurship in Africa.

Are you a journalist or media expert, who would like to support us by being a part of this initiative? Would you like to learn more about it?

Please send an email to africa.communications@reachforchange.org to find out more.

Meet our Change Leaders

Chad



Jean Toningar

- Association d'Appui pour le Développement Communautaire (ASSADEC) [Tigo]

Jean is on a mission to address a serious threat to children's health in Chad with an innovative solution for malnutrition. His organization ASSADEC produces award-winning cereal that parents can learn to make on their own, in order to prevent malnutrition among children in Chad.

"The financial support I received through Reach for Change had a major impact on our project, because it allowed us to increase our porridge productions to feed more children throughout the country. Thanks to this support, many of these children were able to receive our product for free, and dozens of vulnerable women received training about how to make the porridge so that they could feed their children."

- Jean Toningar, ASSADEC



Didier Lalaye

- Association Tchad Plus (SMS Lifeline) [Tigo]

Didier is a medical doctor who has worked in one of the most renowned hospitals of N'djamena. His organization, Association Tchad Plus (SMS Lifeline) works to combat the high prevalence of bilharzia in Chad by identifying the disease quickly through simple mobile testing units that use a mobile phone to test for the disease. He has set up mobile testing units in villages which are vulnerable to bilharzia and face shortages in health care facilities.



Mariam Mayoumbila

- Kadja-Kossi [Tigo]

Mariam uses performance 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. Mariam decided to use her talent to address violence in schools using drama, traditional dances and sport to bring school children together and raise awareness about violence and teach them to resist it.



Adoumkidjim Naiban

- Centre d'Éducation Spécialiser pour les Enfants (CESER) [Tigo]

Inspired by his niece, Adoumkidjim started working with children with disabilities when he noticed how isolated she was due to her mental disabilities. Adoumkidjim founded CESER - a centre that provides education to mentally disabled children, helping them to identify their strengths and to integrate into society.



Patricia Ronel Neldingar

- Association pour le Développement des Technologies de l'Information et de la Communication (ADTIC) [Tigo]

After university, Patricia realized that national education levels were declining, especially at her old high school, which she visited regularly. Her solution was to create 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 the child's progress and keep the school and their children accountable.

Senegal



Alassane Ngom

- Parc des Sciences et des Technologies [Tigo]

Alassane was selected in 2012 in the first Tigo-Reach for Change challenge in Senegal. He is working to create a culture of scientific interest in his region through a science park. Alassane also runs a science program out of numerous secondary and tertiary schools, which provides scientific training to teachers and students and establishes science clubs in schools. In 2015, Parc des Sciences et des Technologies founded a 20 million CFA Francs scholarship - about 3,300 USD - for promising students in science and technology. In 2016, Alassane will become an alumnus of Reach for Change - we look forward to watching his dream continue to grow!



Jean Luc Semedo and Evelyn Ines - Diambar Mobile / Diamond

Jean and Evelyn have developed a web and mobile application platform to promote blood donation by registering blood donors and encouraging them to donate. The duo has already partnered with 19 blood banks in Senegal, and they plan to scale using SMS as a platform to roll out their initiative across the country. Their platform will use SMS and voice messages in French and in local languages to reach as many people as possible.

Meet our Change Leaders

Senegal



Elizabeth Monteil
- **Cybercase**

By addressing the need for internet connectivity in rural areas Elisabeth has found an solution that addresses social inclusion and education for children. Her "Cyberspaces" provide internet connection, laptops and computers in villages, as well as a place for trainings and access to information technology for young students and apprentices. A pilot has been successfully launched in Popenguine which employs 5 staff and has over 500 subscribers. Elisabeth plans to scale using existing spaces or buildings to house the Cyberspaces and engage local companies, schools and universities in the surrounding area who want to use the space and staff for trainings and workshops.

DR Congo



Sijis Dienga Dikete
- **Enfant Foot Développement (EFD) [Tigo]**

Children from dysfunctional families, particularly from lower class families, are prone to fail at school, become street children, become pregnant at an early age or succumb to drug and alcohol abuse. Through football and other sports, EFD provides vulnerable children access to alternative, healthy lifestyles by creating a positive environment that taps into children's natural propensity for learning and allows them to develop new life skills that will break the cycle of dysfunction.



Patrick Kabangiro
- **PaluCheck [Tigo]**

Patrick has created an innovative media mobile app, PaluCheck, that diagnoses malaria through infrared and internet technologies. This amazing innovation eliminates the need for blood samples or microscopes and allows health professionals to test patients quickly and effectively. With children being one of the most vulnerable groups to malaria, this initiative is helping to reduce the death rate of children infected with the illness through quick diagnoses.



Naomi and Yvette Kuseyo
- **Les Écoles du Coeur (ONGD Naomi) [Tigo]**

Naomi and Yvette are on a mission to ensure that hospitalized children enjoy their right to education. An estimated that 7.3 million Congolese children are out of school, 20% of whom are hospitalized. Les Écoles du Coeur (Schools of the Heart) provide children in hospital with access to education to ensure that they don't fall behind and have the same opportunities as any other child. In 2015, Naomi was awarded by DR Congo's Prime Minister for her efforts in advocating for hospitalized children's rights and the government began exploring possibilities to integrate Écoles du Coeurs into its national curriculum!



Nhana Samba
- **Le Geste [Tigo]**

Deaf children in DR Congo often don't have access to proper education of professional studies, and they suffer from limited access to many social services. Nhana runs a training and integration program that allows deaf children to use digital tools for educational purposes. The program visits special schools for deaf children and provides software and tools that will allow them to fully use the internet, despite their impairment.

"We have really improved in our communication because we received branding training from Reach for Change. This training helped us to improve our practices; the way we communicate our vision, our objectives and our mission."

- **Nhana Samba, Le Geste**



Noella Thindwa
- **Congolese Children for the Future [Tigo]**

Noella works to improve the lives of teenage mothers in Matadi and Kinshasa and to help curb their chances of living a life of poverty. Congolese Children for the Future trains young single mothers on how to start and manage small businesses. The organization also runs a nursery with around 200 children, which allows their mothers to focus on their businesses, while providing children with quality education. At the end of 2015, Noella graduated from the Reach for Change Incubator program to become one of our alumni.

Meet our Change Leaders

Rwanda



Jacques Kayisire

- Dream Team Football Academy [Tigo]

Jacques runs a training program that helps young Rwandans between the ages of 4-20 keep fit, learn discipline and teamwork and build their self-esteem while promoting peace and unity through the power of football. In addition to football skills, the club also hosts ICT skills training program to empower the players with the knowledge they need to be successful in an increasingly technologically-driven economy. In 2016, Jacques will be joining a growing number of Reach for Change Alumni; and although he has completed the Incubator program, the Dream Team Football Academy will continue to impact the lives of Rwandan children.



Gaspard Twagirayezu

- Creation Hill [Tigo]

In Rwanda, where only 15 per cent of secondary schools have science labs, and only five per cent have specialized technology programs, helping children to discover their abilities in Science, Technology, Engineering and Math is the driving force behind Gaspard Twagirayezu's organization, Creation Hill. Using trending technologies, fun experiments and technology-oriented games, Creation Hill is demystifying STEM principles for kids and providing them with a foundation to become future creators and innovators who will help develop Rwanda's economy down the road.



Martine Umulisa

- Kaami Arts [Tigo]

Martine founded Kaami Arts, with a team of other artists with backgrounds in music, theatre, cinema, photography, dance to help address some of the most vulnerable children in Rwanda. Kaami Arts provides children with platforms for expression, creativity, problem solving, positive thinking, and confidence building, and helps them to use their artistic abilities to create social change.



Yves Iradukunda

- Academic Bridge [Tigo]

Yves runs a program that empowers schools to efficiently collect and manage student's academic information, while making that information accessible to parents. His organization, Academic Bridge, provides a digital solution to schools that allows them to collect, process, manage data, share information and enable data-based decision making in education. His goal is to strengthen the education system in Rwanda, enabling parents to be fully involved in their children's education.

"As a startup, we needed capital to fund our testing and pilot phases. The Incubator provided a seed fund, and has now put us in touch with investors who are going to enable us to scale our operations and make greater impact. We will be able to enroll more schools and to serve more students and parents through our Web and Mobile Applications."

**- Yves Iradukunda,
Academic Bridge**



Dominique Uwase Alonga

- Imagine We [Tigo]

Dominique is a young and activist who is using her organization, Imagine We, to create a vibrant reading culture among children in Rwanda. Imagine We organizes national read-a-thon events and is working to equip schools across the country with their own libraries. The read-a-thon program is implemented through an interactive, child-friendly website and mobile app that children use to enter the competition and to find interesting and fun reading materials.



Sam Zizinga

- Cartoon Home Network [Tigo]

Sam is working to change the way that children learn, helping them to do better school. His Cartoon Home Network provides school-aged children with video simulations that provide practical demonstrations of the theory covered in the curriculum, to help them better retain concepts. Sam is currently building digital videos to support curriculum in all science courses in nursery, primary and secondary school levels.



Louis Ngabonziza

- Empowering Children with Disabilities [Tigo]

In Rwanda, children with hearing impairments can be excluded from formal education and society at large, resulting in illiteracy, stigmatization in their communities and socio-economic marginalization as adults. Louis' organization Empowering Children with Disabilities is working to change this and to ensure that deaf children access the resources they need to succeed. By providing hearing impaired children and youth with formal education, technology and vocational skills, Louis is working to build a generation of confident, self-sufficient young Rwandans.

Meet our Change Leaders

Tanzania



Kiiya JK
- C-Sema [MTG]

Sema is a Swahili word that means speaking. The term "sema" literally means affording children opportunity and space to speak out. That is the spirit behind Kiiya JK's organization, which provides platforms for children to discuss and address the challenges they face. Through its National Child Helpline, happy/sad opinion boxes in schools, training and mentoring for young students and its quarterly parenting magazine, C-Sema is giving children a voice, empowering them to identify the challenges they face, and most importantly, listening to them when addressing the issues that children need solved.



Sharnel M. Deo
- Pen Tanzania Organization [MTG]

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 outcome in Tanzania. This project integrates the use of ICT through provision of computer training in primary schools.



Emmanuely Lyimo
- Twaonekana [MTG]

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.



Nyakwesi Mujaya
- Makini [MTG]

Nyakwesi has combined her passion for arts and her love of children into a social enterprise that saves children's lives and rehabilitates them so that they can become independent, functioning and productive members of society. Her work has triggered an exponential growth in the number of social entrepreneurs in Dar Es Salaam: in many cases, the youth who benefitted from the program are now finding their purpose in helping other children to get off the street and realize their dreams!



Innocent Sully
- My Little Travelling Library [Tigo]

Lack of access to reading materials and the absence of a strong reading culture have resulted in a cycle of low literacy among children in Tanzania. Determined to change this, Innocent came up with My Little Travelling Library, an organization that is creating a network of mobile handcart libraries to bring books to children in rural areas. Through this work, Innocent is working to foster a reading culture among this generation of children, increasing literacy levels and independent learning in Tanzania.



Faraja Nyalandu
- Shule Direct [Tigo]

Faraja Nyalandu is an advocate for children's rights, quality education, women's empowerment and human rights in general. She founded Shule Direct - a technology-based solution for teacher shortages in the very strained education system in Tanzania. Using a digital syllabus outline, text-based notes, revision questions, 3D science diagrams and quizzes and an interactive discussion forum with real-time feedback from teachers and peers, Shule Direct is enabling students to access a quality education, even when teachers may not be close by.



Joan Avit
- GraphoGame [Tigo]

In Tanzania, just 1 in 3 Grade 3 students in Tanzania able to read a basic Kiswahili story. Joan Avit knew something needed to be done to address the country's literacy problem. Borrowing from a Finnish model, she developed GraphoGame Kiswahili to help Tanzanian students learn to read the country's most used language and, more importantly, to instill a love of learning among children from a young age.

Meet our Change Leaders

Tanzania



Carolyne Ekyarsiima

- Apps & Girls [Tigo]

As a university lecturer in computer sciences, Carolyne Ekyarsiima noticed a troubling pattern: the lack of young women in the classroom. From her own experience, Carolyne understood that girls simply didn't have opportunities to develop an interest in the field as boys. That's why she started Apps & Girls, a social enterprise that brings ICT to young women through workshops, competitions, camps, coding clubs and more to give them the kick-start they need to discover that with the right skills, they can do anything they set their minds to.

"Being in the Reach for Change Incubator has developed my business skills and made me a strong social entrepreneur and changed Apps and Girls from just an idea to a sustainable social enterprise creating long term social impact to children. We would not have made it without Reach for Change, our dream is now a reality."

**- Carolyne Ekyarsiima,
Apps & Girls**



Leka Tingitana

- LX Technological Solutions for Africa [Tigo]

Leka Tingitana is a tech specialist with a passion for creating digital solutions to problems in the health sector. Through his company LX Technological Solutions for Africa, Leka is developing a mobile communications platform EAFYA, to support the emerging network of Community Health Workers (CHWs) who are on the front-line in providing healthcare support to expectant and new mothers. This innovation will play a key role in reducing the number of infant deaths in Tanzania. Beginning 2015 he will be developing this initiative with the support of UNICEF experts.



Brenda-Deborah Shuma

- Gabriella Rehab Centre [Tigo]

With a background in Occupational Therapy, Brenda-Deborah is experienced with the needs of children with disabilities and autism and she has a deep understanding of their specialized needs. That is why she founded the Gabriella Children's Rehabilitation Centre, which offers education, therapy, skills-development, family support and advocacy for children with developmental disabilities all in one location. The centre helps Tanzanian children to reach their full potential in life, regardless of developmental challenges they may face.



Thadei Msumanje

- TAREOI [Tigo]

Thadei founded the Tanzania Rural Empowerment Organization – better known as TAREO – a social enterprise that brings ICT education to children, youth and their instructors in remote areas of Tanzania. "We focus on the people that others forget. People in poverty. People who face discrimination. People whose voices are ignored." Using this approach, TAREO is helping to educate and develop the ICT capacities of vulnerable young Tanzanians to increase their chances of employment and to give them the skills they need to address problems in their communities.



Neema Shosho

- Afya Slices [Tigo]

Afya Slices uses digital tools to provide nutritional information targeting mothers, caretakers and health providers. With the aim of reducing the infant mortality rate and malnutrition among children up to five years old, Afya Slices platform aims provide information on how to use locally available & affordable food to improve child nutrition. Neema has developed different categories to enable parents and caretakers to retrieve information, based on the age of their child. Through mobile phones, users can enter specific codes that will provide them with appropriate nutritional information for the category they've selected.



Edward Simon Bihaga

- Umoja wa wawezeshaji [Tigo]

Edward is an activist who is determined to eradicate child labour in Kigoma, Tanzania and beyond. Using his organization Umoja wa wawezeshaji, Edward is digitizing educational material about child labor to be disseminated via SMS to create awareness about on issue of child labor. His organization also plans to rescue enslaved children and empower their parents through socio-economic activities to reduce the risk of their children being pushed into forced labour again and to help vulnerable children access education.

Meet our Change Leaders

Ghana



Cordie Aziz
- Environment 360 [UNICEF & EU]

Cordie is working on a fun and interactive space where children can learn better environmental sanitation habits. Using cartoon characters like Jaku and the Earth Defenders, Cordie aims to change behavioral patterns and help children learn how to make a variety of useful products from waste items which they can sell for profit. Her organization already runs successful seminars and camps for children in private schools, at a fee. Through the opening of an education centre, she plans to expand her outreach to include children who otherwise wouldn't be able to access this type of education.



Ernest Gavor
- 233 Apps [UNICEF & EU]

Ernest Gavor is the founder of an organization called Moja, which means Blood in the Twi language. In Ghanaian hospitals there is a chronic shortage of blood, which poses a big health risk especially for mothers and their babies during birth. Ernest has developed a mobile app through which he will register potential donors and link them to the blood banks. This will increase voluntary blood donation and bridge critical gaps within the blood transfusion supply chain.



Wilson and Zakiya Amooro
- Trash4Books [UNICEF & EU]

This dynamic duo is creating a viable chamber orchestra with violins made from trash. This initiative seeks to create a cleaner, healthier and better educated society through the power of classical music and recycling. Their goal is to teach classical music to 100 underprivileged children this year with musical instruments made from recycled trash! These children will learn to express themselves in a creative and stimulating way and their work will cumulate to their first public performance – so stay tuned!



Ishmael Hammond
- Special Attention Project [UNICEF & EU]

Ishmael has a mEducation solution which enables effective teaching of the English language using the phonetics of a local dialect (Twi) for children with learning difficulties such as Dyslexia. The app is multi-sensory and self-correcting, and can be used by schools, families and individuals. Ishmael is currently working on a digital version of this methodology, which will scale his impact.



**Randolph Rodrigues
& Wolanyo Amoah**
- TTD MEDIA [UNICEF & EU]

Cousins Randolph and Wolanyo are very passionate about education. They believe that a different, more engaging approach can help children become articulate adults. With the belief that children love social networks and sharing their stories, they have created an app that fosters collaborative writing and can also support input from offline storytelling for example, to facilitate users in rural setting with limited mobile connectivity. Through the app, children will have fun while learning to write and exercising their creativity.



Linda Ansong
- STEMbees [UNICEF & EU]

Linda has a passion for IT and a belief that everyone can learn how to code and create apps and IT tools. She is convinced that if children receive a solid STEM (Science, Technology, Engineering and Mathematics) education, they will have more chances to succeed in their adult life. She plans to open a centre where children will be taught ICT and STEM in a fun and practical way.



Bernice Dapaah
- Bright Generation Community Foundation [UNICEF & EU]

Bernice works to produce affordable, hygienic and innovative menstrual pads. Her enterprise is empowering financially challenged young girls of school going age to fulfill their academic potential by providing the protection they need to attend school during their menstrual cycle.



Stephen Hammond
- Teacher Innvoation [Bayport]

When students have poor literacy skills, they inevitably perform poorly in all other subjects. Stephen Hammond has set out to address the issue of students' inability to read and write effectively by equipping them with fundamental literacy skills. Using an integrated, multi-sensory approach, Stephen is working to help students develop strong literacy skills.

Meet our Change Leaders

Ghana



Jonah Adongo
- Teacher Innovation [Bayport]

Jonah is bringing innovation to teaching with his creative and dynamic instruction style. Jonah started out creating models from whatever material he could find to help students understand the concepts outlined in Ghana's curriculum through visual and tact. After the Bayport Innovation Competition, Jonah came up with a plan to use animated videos to teach automotive engineering in technical schools.



Abdulai Mohammed
- Teacher Innovation [Bayport]

In Yendi, where Abdulai works, he has noted the inability of pupils to fully grasp basic concepts in numeracy, necessary for educational development. He has come up with special mathematical games to arouse and sustain the interest of young students, improve their concentration and build their abilities in math to ensure they have a bright future.



John Ali Ninchmah
- Teacher Innovation [Bayport]

A dedicated teacher, John was very concerned about Ghanaian student's results in their BECE and WASSCE examinations. Understanding that many students have poor reading and writing skills that contribute to low performance on their exams, John developed a program to use extensive reading to help students improve on fundamental English grammar and language proficiency to help them improve their general academic performance.



Theresa Ohene Asarebea
- Teacher Innovation [Bayport]

Primary school teach Theresa Ohene Asarebea has been very concerned about children in lower primary struggling to read two-three letter words. A literacy advocate, she wanted to help them read at the appropriate level for their age with comfort and confident. Theresa is working to spark an interest in reading among her pupils by using engaging pedagogy that will help to see the fun side of reading through flash cards and dice games that she has developed as literacy development tools.



Albert Anokye Frimpong
- Teacher Innovation [Bayport]

Albert Anokye Frimpong is passionate about reading and writing and he wants to pass that passion on to students. Albert has developed word classes to help improve children's reading and writing skills to help them better express themselves and to perform better in school and have more opportunities in the future.



Rita Siaw
- Teacher Innovation [Bayport]

Rita is working to address a problem of creativity, reading and writing skills in her students. Aware that many pupils in Ghana have difficulty in reading and writing essays, she is helping them to develop the motivation to read and write for pleasure by equipping teachers with child-centered ideas and approaches to teaching that motivate children and get them excited about literature and creative writing.



Philip Acquah
- Teacher Innovation [Bayport]

Working as a teacher in Adankwaman district in Ghana, Philip watched his accounting students struggle to get the practical skills they needed to understand and solve problems in the real world. He came up with a practical learning approach that allows students to go out and gather raw or external data, analyse it and use it to solve cost accounting problems.



Michael Tornyenu
- Agbejinu - Teacher Innovation [Bayport]

Michael, a junior high school student has set out to address children's lack of interest in reading and writing. He wants to use teaching as a method to inspire student's imaginations and instill a love for literature and creative writing by making them the authors. Michael is turning his class into a publishing house where students will write their own stories for publication!

Meet our Change Leaders

Ghana



Adelaide Nyakey
– Teacher Innovation [Bayport]

Adelaide knows firsthand the importance of digital skills in an increasingly technologically-driven job market. As a design teacher, she wants to instill her students with the skills they need to succeed but she noticed a lack of psychomotor skills among junior high school students in her basic design technology course. Using a combination of practical basic design technology lessons, workshops for children on STEM technologies, after-school support programs, and workshops and exhibitions, Adelaide is helping students to build their skill sets and develop a passion for the intersection of art and technology.



Serwah Quaynor
– AACT Centre [MTG]

Serwah is a trained nurse who runs the Autism Awareness Care and Training Centre, a centre 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.



Samuel Gyabah
– Samalex Solutions [MTG]

Samuel Gyabah is a firm believer in the power of education in transforming lives. And with the knowledge that 10,000 schools in Ghana do not have toilet facilities for their students, let alone an understanding of the links between proper hygiene and good health, Samuel set out to make a big change in his country. Samalex Solutions installs "microflush" toilets – an inexpensive, sealed off toilet that uses one cup of water per flush and keeps bugs and disease away - in schools throughout Ghana and provides hygiene trainings to teach children how to stay healthy.



Anthony Agee-kum
– Edutainment Homework Canopy [MTG]

Edutainment Homework Canopy provides light and space that children require to do their homework and read their schoolbooks. With various edutainment activities available to generate enthusiasm for learning among the children, as well as community volunteer teachers who serve as role models, the homework canopy is an environment where learning is fun, and success is never far from reach.



Florence Adu
– LEAP Transmedia [MTG]

Florence runs LEAP Transmedia which develops educational content and programming for multimedia channels to boost the literacy and numeracy in Ghana. Her program 109 Alphabet Street uses radio, animation and other media to bring storytelling and sing-song learning to children. 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.



Sara Yeboah
– Sangy Foundation [MTG]

To curb the problem of high teenage pregnancy and maternal and infant mortality, as well as increased school drop-out rates, Sara decided to address the root causes of teen pregnancy through her organization, the Sangy Foundation. The foundation aims to prevent and address teenage pregnancy by educating young women and men about reproductive health, providing medical screenings and by mentoring young people on how to make good choices that will help them to lead healthy lives.



Susan Saaba
– CRRECENT [Tigo]

No one knows better than Susan Sabaa just how much a second chance means. Working with former juvenile offenders, Susan's organization CRRECENT helps young people to integrate back into society and enables them to take the power over their lives back into their hands and set their own paths for a successful future. Through an extensive set of psychological, financial, educational, interpersonal supports CRRECENT has touched the lives of hundreds of youth, allowing them to press the reset button on their lives and aim for a brighter future.



Felix Uzor
– Felix Fitness Foundation [Tigo]

Concerned about the high rate of child and youth drownings in Ghana, Felix Uzor decided to use his fitness business as a way to save lives. Using education and advocacy efforts through the Felix Fitness Foundation, Felix has raised awareness about the risks of water activities and how to prevent drownings. He has also equipped hundreds of young people with water safety, rescue and CPR skills.

Meet our Change Leaders

Ghana



Hayford Siaw
– **Street Library [Tigo]**

Hayford started out with nothing more than a car, some books and a big dream: to combat high illiteracy rates among Ghanaian children with a mobile library. Today, Street Library Ghana operates in thirteen communities across the country and has touched the lives of more than 5000 children. For Hayford, this is just the beginning. Street Library will soon be rolling out services in Liberia, Mozambique and Cameroon to give the gift of literacy and knowledge to even more children.



James Kofi Annan
– **Challenging Heights [Tigo]**

From the age of 6 to 16, James Kofi Annan was enslaved, starved, abused and forced to work in appalling conditions. After managing to escape and turning his life around, James was determined to prevent other children from experiencing the same thing. He founded Challenging Heights, an organization that rescues and rehabilitates children from slavery, identifies and educates vulnerable children and empowers youth and families to help prevent child trafficking.



Peter Kwarteng
– **Neonatal Network Support System [Tigo]**

In Ghana, where close to 5 percent of infants die before the age of one, Peter Kwarteng saw an opportunity to create change. After attending a training on neonatal care in Japan, Peter has brought back ideas back to Ghana to improve the chances of survival for vulnerable babies through education, institutional networking and financial support for critical emergency medical care.



Cecilia Fiaka
– **Nneka Youth Foundation [Tigo]**

Cecilia Fiaka saw a problem in her home village and decided that she needed to step up to help children from having their childhoods cut short by teenage pregnancy, drug use and incomplete education. She founded the Nneka Youth Foundation and has touched the lives of thousands of Ghanaian kids through summer camps, tours, educational programs and career development, instilling a sense of self-worth and ambition that helps the youth to say no to drugs and underage sex and instead focus on their future goals and dreams.



Regina Agyare
– **Soronko Solutions [Tigo]**

When Regina founded Soronko Solutions – an organization that brings STEM trainings and skills to rural children in Ghana – she knew that she needed to place a particular emphasis on girls, to ensure that her initiative wasn't simply replicating the norm in STEM education. In addition to teaching critical thinking skills and problem solving skills that will help children find job opportunities to improve their lives and enable them to contribute to developing their communities, Regina has also initiated a special Tech Needs Girls class that focuses on addressing the gender gap in ICT by connecting girls to female computer science and engineering pros who teach and inspire their young Ghanaian students.



Erasmus Ackon & Marian Ewuram
– **IT4Teens [Tigo]**

Knowing just how important ICT skills are in an increasingly digital world, Erasmus Ackon and Marian Ewuram Wiredu saw an opportunity to help combat poverty through skills development. With a target on children aged 8 and up, the pair founded IT4Teens to train young people in topics ranging from basic computer skills to app development and graphic design. This dynamic Change Leader duo has equipped thousands of children and youth with marketable technology skills that will make them competitive and relevant in the job market and ensure a brighter future.



Lily Kudzro
– **Devio Arts Centre [Tigo]**

A firm believer in the transformative and developmental potential of creative arts in children's lives, Lily Kudzro has made it her mission to help children find their artistic side through her non-profit startup, Devio Arts.. Understanding the role that creative arts play in children's cognitive, social and emotional development, Lily is working to revitalize the arts in Ghana – as an extracurricular activity and in traditional classrooms – through community and school workshops, a mobile arts bus and by strengthening the ties between arts teachers across Ghana.

Meet our Change Leaders

Ghana



Alice Amoako & Solomon Avemegah - Autism Ambassadors of Ghana [Tigo]

Alice and Solomon are working together on an autism awareness and emergency response service set to change the way Ghana and the world look at Autistic Care. They have developed an amazing app that will not only educate and inform but also give emergency response to caregivers of autistic children, who are often marginalized in society.



Sheila Osei Boakye - Literacy 4 Life [Tigo]

Literacy for Life is an organization that equips teachers with the skills required to instill strong language and literacy skills in children. Tapping into the power of digital resources, Sheila's organization helps teachers boost their language teaching skills, raise their English proficiency, acquire e-learning teaching skills and increase their computer and web literacy so that students in Ghana can benefit from better-educated teachers who can prepare them with the skills they need to succeed.



Josephine Marie Godwyll - Young at Heart Gh [Tigo]

Josephine founded Young at Heart Gh to improve education in rural areas in Ghana. Her solution makes use of technology to improve the learning experience of children in rural schools by empowering them with basic computer skills, setting up ICT learning hubs equipped with computers and educational software and encouraging the use of these facilities for distant learning tutorials.



Israel A. Yeboah - Unilynq [Tigo]

Israel is using his organization Unilynq to eliminate the use of traditional student data storage in paper form while increasing the number of students passing their exam each year. Unilynq is a data storage system and an e-learning platform for students that keeps track of their academic data and helps students to enhance their learning. Unilynq is an online web application that can be used across various platforms including PCs and mobile devices.

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 provided support and contributed their expertise! We are all part of the movement. Together we are creating a better world for children.

Any questions or comments about the Social Impact Report, please contact the Africa Communications Team africa.communications@reachforchange.org

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Investment AB Hinnerik



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FOUNDATION**



Kavlifondet
O. Kavli og Knut Kavlis Allmennyttige Fond



Sophie Stenbeck
of
SOPHIE STENBECK
FAMILY FOUNDATION



Children come together to play, learn and interact at Nneka Youth Foundation, Ghana. Read more about the project on Page 38.



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