



resonate

2019 ANNUAL REPORT





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RESONATE UNLOCKS
LEADERSHIP
POTENTIAL OF WOMEN
AND YOUTH IN EAST
AFRICA...

... SO THEY CAN
CREATE THE CHANGES
THEY WANT TO SEE IN
THEIR LIVES AND
COMMUNITIES.



THE PROBLEM

The “**confidence gap**” for women is pervasive globally which translates to missed opportunities for social and economic advancement.

When organizations deliver programs that solely focus on hard skills or education, they are **leaving impact on the table**.

OUR SOLUTION

Resonate provides **short leadership workshops** that allow women and youth to shift their mindsets, turn skills into action, and fulfill their potential.

By complementing skills and education with leadership training, we ensure that women and youth not only have access to opportunity, they also have the **confidence to be leaders**, start businesses, and advance in their careers.

CLIENTS

79

NGOs, companies,
government programs

PARTICIPANTS TRAINED

7,961

women & youth

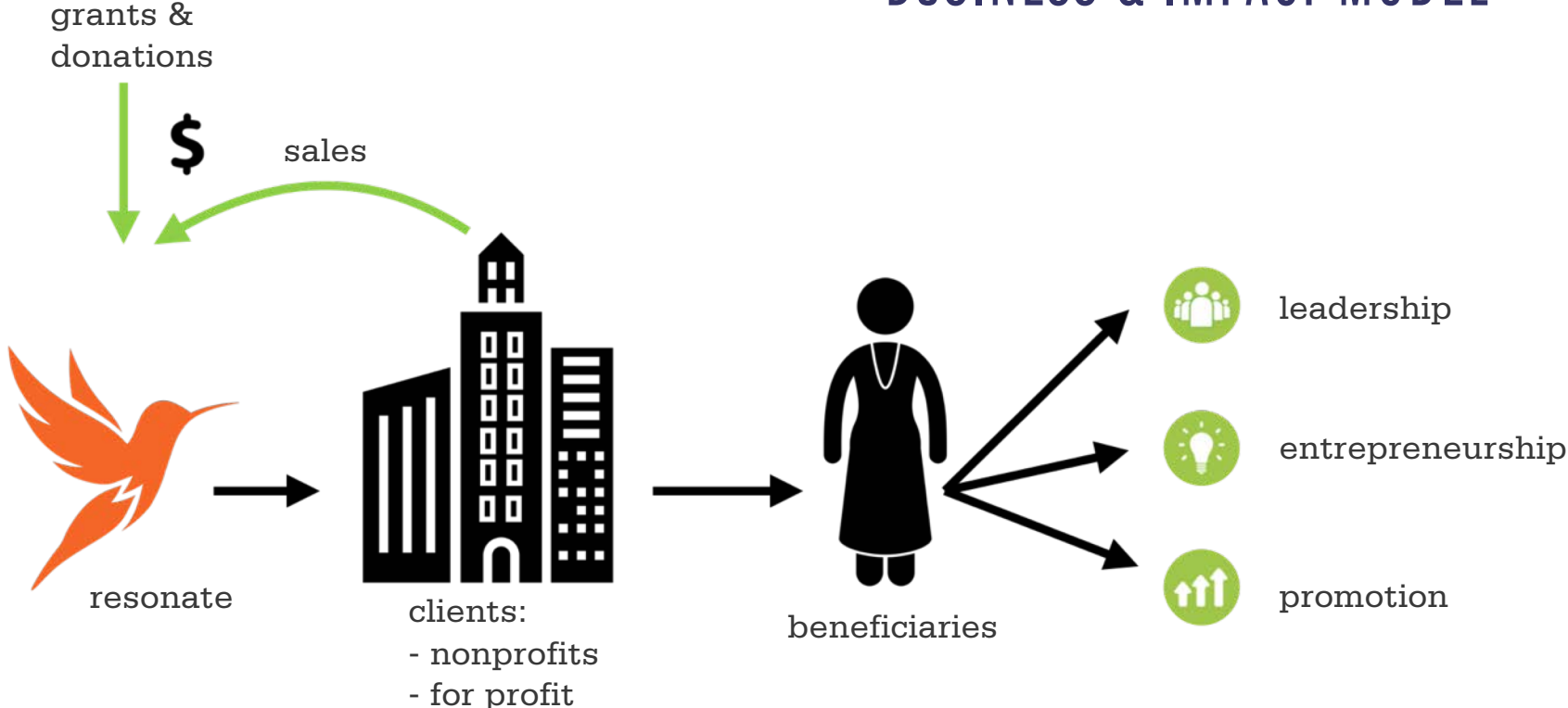
IMPACT

73%

take on new
leadership roles



BUSINESS & IMPACT MODEL



OUR PROGRAMS

1 STORYTELLING
FOR
LEADERSHIP

Participants
trained in 2019: **1,536**

Teaches women public speaking and confidence, and builds support networks

2 ACTION
LEADERSHIP

Participants
trained in 2019: **102**

Students learn leadership through community projects

3 PROFESSIONAL
DEVELOPMENT

Participants
trained in 2019: **447**

Job seekers and professionals learn soft skills needed for success



OUR PROGRAMS

4 TRAINING OF FACILITATORS

Facilitators trained in 2019: **30**

Trains large organizations to deliver our workshops themselves and amplify their impact.

Regular recertification programs and impact measurement ensure quality control.



SUCCESSES



RECORD NUMBERS.

This year, we achieved record numbers in:

- 1 **Participants Trained In A Year** 2,115 participants
(89% female)

By utilizing our Training of Facilitators (ToF) program, we were able to use our pool of Resonate Facilitators to deliver workshops more frequently and even simultaneously to other Resonate workshops.

- 2 **Number of Youth Trained In a Year** 639 youth
(90% female)

We increased our impact among youth (age 12 to 24) by 62% as compared to 2018. Due to an increase in funding, we were able to deliver more free or subsidized workshops. A key milestone was signing an Memorandum of Understanding with the Ministry of Youth through the Rwandan National Youth Council to train vulnerable young women.

SUCCESSES



NEW TRAINING OF FACILITATORS (TOF) PARTNERSHIPS.

- 1 Sustainable Growers Rwanda: 14 Facilitators
- 2 Abahizi Rwanda/kate spade new york: 6 Facilitators
- 3 Hand in Hand International in Arusha, Tanzania: 15 Facilitators (training was completed in early 2020)

With each ToF training, we learned how to make the transfer of our content more concise and easier to understand, how to certify high-quality facilitators and how to better communicate the value-add of the program to partners.

LESSONS LEARNED



LOW INDIRECT PARTICIPANT NUMBERS.

After training 20 facilitators last year, we were thrilled at the chance that these facilitators could potentially reach 35,000 women and youth this year. However, we learned that while this indirect model is appealing to partners, it's actually very difficult to manage other organizations' goals, operations, and timelines and to know exactly how many participants they trained. By the end of the year, we confirmed that only 310 participants were trained indirectly.

LESSONS LEARNED



MEASURING IMPACT IN AN INDIRECT DELIVERY MODEL IS DIFFICULT.

Another challenge of delivering trainings through partners is that it can be difficult to collect participant data for Monitoring & Evaluation (M&E) purposes when our tools and processes do not easily match the partners' existing processes. As we realized that partners were reluctant to use our M&E tools on top of their own tools, we applied for and acquired some funding to automate our own M&E data collection and analysis tools so that we are able to collect participant data ourselves, even in the indirect delivery model.



LESSONS LEARNED

FLUCTUATING TEAM SIZE.

Due to medical and performance issues, our team went from 8 to 5 full time staff by the end of the year.

In spite of our reduced capacity, our team worked harder than ever to reach our goals and impact the highest number of women and youth to date, but we were also stretched by the end of the year.

Our reduced capacity affected our capacity for sales but we were able to make up the revenue gap through fundraising.



2019 IMPACT



LEADERSHIP

73% take on leadership roles



ENTREPRENEURSHIP

37% start businesses



PROMOTION

30% academic or professional advancement

IN HER OWN WORDS



Odette

Community Sales Agent
Single mother of four

“I learned I was the one who could change my life, and my family’s life.”

Click [here](#) to watch Odette’s story.

2019 FINANCIALS

Key Metrics - 2019	
# of full time employees	5
# of part time facilitators	8
Participants reached	2,115

Expense	USD
Personnel	\$160,713
Cost of Goods	\$33,234
Business Development & Marketing	\$14,953
Operational Expenses	\$48,666
Total Costs	\$257,575

Revenue	USD
Earned Income	\$68,574
Philanthropic	\$292,668
Other Income	15,406
Total Revenue	\$376,648

2020 GOALS



2,500

PARTICIPANTS
TRAINED

\$250k

GRANTS &
DONATIONS

80%

INCREASED
PROACTIVITY

2 NEW

COUNTRY PILOTS
IN EAST AFRICA

2020 GOALS

TOF WITH YOUTH THROUGH SCHOOLS


Integrating our transformative leadership content in traditional educational and vocational training programs is key to building a generation of future African leaders who can compete for jobs and other opportunities, regardless of their economic background. We are aiming to deliver ToF trainings **to schools in underserved communities**.

REGIONAL EXPANSION

Building on partner engagement efforts in Nairobi and Arusha last year, we will continue our regional expansion work through further market research, stakeholder engagement and **pilot programs in two new countries**.

SECTOR-FOCUSED PILOTS IN RWANDA

We will partner with groups to support girls and young women's participation and **professional success in STEM**. We also plan to run a pilot program with **underserved youth in a refugee camp** to help build their leadership and soft skills, and to cultivate a sense of hope and a growth mindset so they can create opportunities for themselves and their communities.



THANK YOU!

We'd like to express a special thank you to our donors and funders.

With your help, we're able to give women and youth the skills and confidence to create a better future for themselves and our world as a whole. We cannot express our gratitude enough to those who help us make our vision a reality.

