



resonate

2020 ANNUAL REPORT

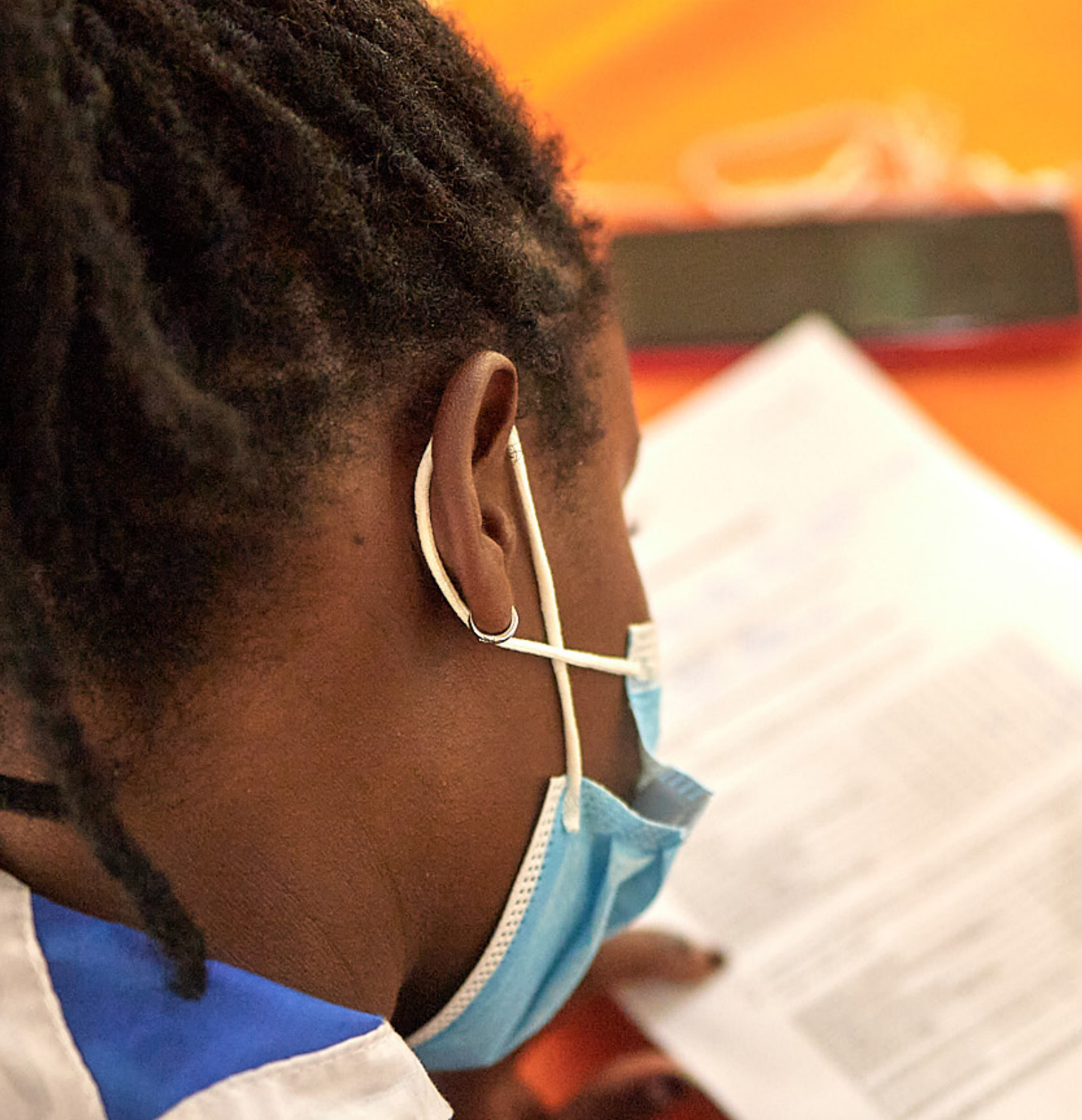


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To say that 2020 was a challenging year would be an understatement. The communities we serve faced increased hardships and we at Resonate knew that our work was needed now more than ever. But in our work, we define leadership as ‘being proactive in the face of a challenge.’ We knew that we would need to exhibit this leadership to tackle the challenges to come and support the women and youth we serve in navigating this pandemic.

We quickly adapted our leadership programs for virtual and remote delivery to reach our participants and partners. We completed a randomized control trial in the middle of the pandemic and were able to measure significant impacts of our programs in spite of the social and economic impact of COVID-19. We witnessed the pandemic affecting women and youth disproportionately and adapted parts of our program offerings to launch impactful COVID-19 recovery initiatives.

In times of hardship, partnerships are more valuable than ever. I thank all of the partners who work with us to build the leadership and soft skills of women and youth in East Africa. I thank our funding partners and donors who stepped up to support us even more as we faced these challenges together. And I thank our small but mighty team for adapting to what felt like never-ending change, for supporting each other, and for their unwavering commitment to building a gender-equal world.

Turikumwe! We’re in this together!

Norette Turimuci
Executive Director

MESSAGE FROM THE

EXECUTIVE DIRECTOR





Resonate unlocks the 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 hard 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 professionally and academically.

“Attending Resonate’s training helped me understand that I am a valuable person, and that my thoughts can be valuable.”

**Noella, Participant
Imbuto Foundation**

OUR BUSINESS & IMPACT MODEL

Resonate works closely with non- and for-profit clients on programs that benefit women and youth.

These programs have all been proven to facilitate increased opportunities for leadership roles, entrepreneurship, and promotion to our beneficiaries.



OUR PROGRAMS

1



STORYELLING FOR LEADERSHIP

1,246 Participants trained in 2020



Teaches women public speaking and confidence, and builds support networks.

2



ACTION LEADERSHIP

40 Participants trained in 2020



Students learn leadership through community projects.

3



PROFESSIONAL DEVELOPMENT

279 Participants trained in 2020



Job seekers and professionals learn soft skills needed for success.

4



TRAINING OF FACILITATORS

28 Facilitators trained in 2020



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

Regular recertification programs and impact measurement ensure quality control.

2020

YEAR IN REVIEW

2020 was a year of adaptation and resilience for Resonate, its partners, and its participants. Together, we saw significant impact during a time where our training was more important than ever.



Participants trained directly in 2020

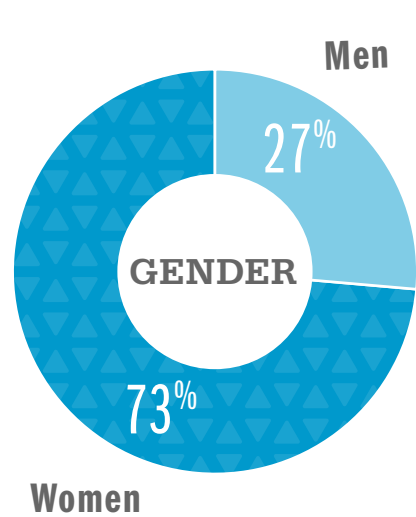
> **1,653**

Participants trained directly since Resonate's founding as of Dec 31, 2020

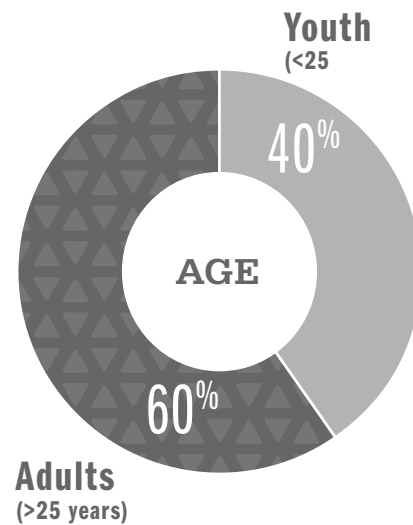
> **9,763**

PARTICIPANTS

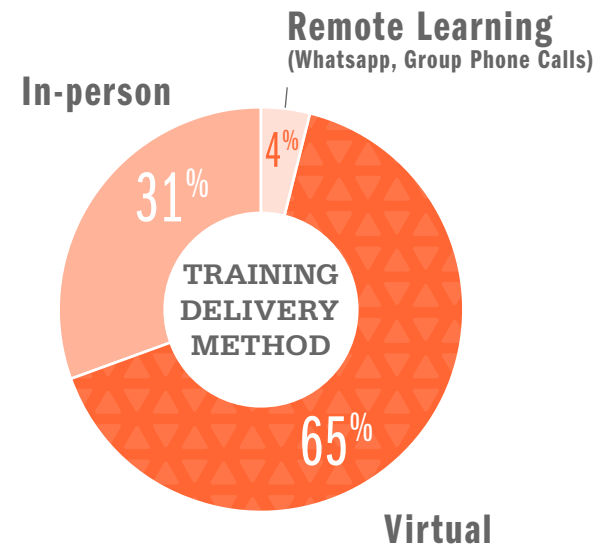
IMPACT



Women	1,214
Men	439



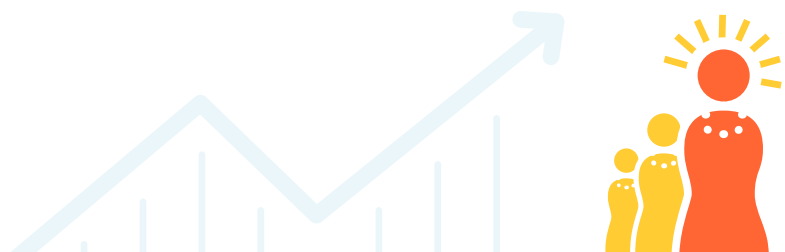
Youth (<25 years)	985
Adults (>25 years)	668



Virtual	1081
In-person	505
Remote Learning	67

78% Increase in leadership in one of more of the following ways:

- 66% took on leadership roles formally or informally
- 26% started businesses or income-generating activities
- 22% advanced professionally or academically





Successful pivots during a global pandemic

When the first case of COVID-19 was documented in Rwanda in March 2020, the team moved to remote work and developed training approaches that allowed us to continue our program activities virtually via Zoom trainings and remotely via WhatsApp and group phone calls.

From January to December 2020, we worked as a team to train a total of 1,653 participants while testing new training approaches and adjusting to a new way of life.

“COVID-19 made our mission more important than ever. The Resonate team and supporters successfully adapted our workshops to virtual and remote delivery, and we are continuing to invest in improving these methods to serve our beneficiaries.”

Delice Fatiro, Program Manager
Resonate

Successful Training of Facilitators Program

Through a Training of Facilitators program with an NGO called Hand in Hand International, an additional 442 women were trained by our certified Resonate facilitators in Arusha, Tanzania, marking Resonate’s first international workshop.



“Hand in Hand Tanzania members trained in Resonate’s Storytelling for Leadership have found the content really useful not only for their businesses but also for their personal life.

They are much more confident to express their views and voice their opinions within the community.”

Isabel Creixell, Program Development Manager
Hand in Hand International



2020 Impact Story

Meet Martin, 30 Years Old



▶ BEFORE RESONATE

Martin had been attempting to organize activities for the National Youth Council for his sector. However, he was struggling to connect with the youth and get them to engage with his programs.

AFTER RESONATE

Martin learned the power of storytelling and this new method to connect with the youth in his sector. **He became more proactive in his approach and saw an increase in youth participation.** His beneficiaries were more open to him and even came to him with their own ideas for activities and programming.





Resonate COVID-19 Recovery Initiatives Developed

The COVID-19 pandemic hit women and girls the hardest in several aspects of their daily lives. Yet, they are at the backbone of recovery efforts in their communities, and that's why they should be at the center of response programs.

We developed three COVID-19 recovery initiatives in alignment with the Government of Rwanda priorities to ensure that women and girls are supported and can actively participate in the recovery of their communities and the country.



GIRA UBUSHOBOZI

Youth leadership with a focus on job creation and employability skills



SPEAK FOR CHANGE

Building advocacy and leadership for women and girls in Sexual Reproductive Health and Rights promotion and Gender-Based Violence prevention programs



RISE & STEM

Building leadership and increasing the professional advancement of women and girls in STEM





2020 Impact Story

Meet Claudine, 21 Years Old



▶ BEFORE RESONATE

Claudine underestimated herself and struggled to find a job even though she had completed a short six-month training course in mining.

AFTER RESONATE

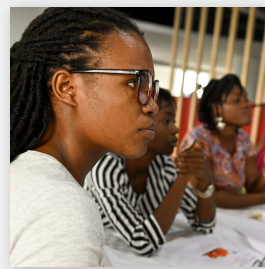
Claudine became confident to speak to people, and she approached the CEO of a mining company for an internship. She had the dream of having her own mining company, and with the skills she gained, **she now has her own mining business and employs five people.**

[CLICK HERE TO LEARN MORE ABOUT CLAUDINE'S STORY](#)



KEY SUCCESSES

Randomized Control Trial (RCT) Completed



To better understand how Resonate's programming is impacting the lives of its beneficiaries, Resonate took part in a yearlong randomized control trial from August 2019 to November 2020. The goal was to isolate the changes that took place as a result of our program in order to better understand and quantify our program impact.

The trial, which was launched in partnership with economic researchers from Georgetown University and UC Berkeley, and in partnership with CARE International in Rwanda, was completed at the end of 2020 and showed a very positive impact of our programs.

Results showed that our flagship program, Storytelling for Leadership, has strong impacts on psychosocial outcomes, and that

our Professional Development has strong impacts on goals and economic outcomes.

This external validation of our impact is very important for us as we look for funding and partners to scale our impact across East Africa. An executive summary of the RCT results is available [here](#).



FINDINGS

STORYTELLING FOR LEADERSHIP

7.5%

Increase in self-esteem

67%

More likely to speak up than the control group

8%

Increase in problem-solving ability

PROFESSIONAL DEVELOPMENT

116%

Greater income than the control group

31%

More likely to achieve goals than the control group

Our findings showed that Storytelling for Leadership was more effective for women under 40 and Professional Development for women over 40, leading us to combine these two programs for greater impact.



2020 Impact Story

Cooperative Umurage w'Agaseke



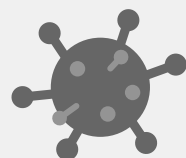
▶ BEFORE RESONATE

Umurage w'Agaseke, a weaving cooperative, was experiencing internal issues regarding the behavior of some of their members. No one took the initiative of addressing the concerns, leading to an internal rift that affected the cooperative's ability to operate and earn revenue.

AFTER RESONATE

The workshop taught participants to be **proactive in the face of challenges and be a leader regardless of their title**. The internal issues were addressed and with a more cohesive cooperative, they were able to expand their membership numbers and increase their revenue.





Lack of in-person training

While we had the ability to continue delivering leadership training to women and youth remotely (through group phone calls) or virtually (via Zoom), most of our partners preferred in-person delivery and chose to wait on implementing some programs until in-person gatherings were allowed.

This slowed down the implementation and affected the impact of our programs, and we could have reached more women and youth without that obstacle.



Sales challenges

The economic impact of COVID-19 in Rwanda, as in many other countries, is significant, and it was challenging to secure paid partnerships for our programs.

However, we knew that we needed to continue building the resilience of women and youth, and leveraged grant funding to do so. We will need to consider adapting to the challenging financial reality that most NGOs and companies will be facing in the next couple of years.



The team felt stretched & tired

We worked hard to quickly adapt to remote work and pivot our programs immediately during the first COVID-19 lockdown, and that meant all hands on-deck.

But since we started the year with a small team and had halted all hiring plans as part of our COVID-19 financial contingency plan, by the end of 2020, the team was tired, physically and emotionally. We learned that prioritizing our wellbeing was key to our sustainability and ended the year with a focus on burnout prevention and self-care.



Expansion of Resonate's leadership programs through government and other key strategic partners.

Leverage the RCT results and the successful implementation of our Training of Facilitators program and new training delivery approaches to expand our impact to more than 2,000 women and youth in East Africa.

Development of our next strategic plan.

Create a strategic plan that takes into account the impact of COVID-19 and how Resonate's mission and impact can help women and youth rise beyond its impact and fulfill their potential to improve their lives and their communities in Rwanda and in the rest of East Africa.

Continued implementation of COVID-19 recovery initiatives.

Ensure that women and youth are supported and can actively participate in the recovery of their communities.

The initiatives revolve around building women's resilience and leadership as they navigate the pandemic's impact and preparing them for a better, more sustainable, and equal future.

THANK YOU TO OUR PARTNERS

TRAINING PARTNERS

Abahizi Rwanda
 Adventist Development and Relief Agency Rwanda (ADRA)
 Agaseke Promotion Project/City of Kigali
 African Management Institute
 Byimana Ecole des Sciences
 Carnegie Mellon University Africa
 Chamber of Young Entrepreneurs
 Collectif Tubakunde

Corona Action Rwanda Initiative
 ESP- Hanga Ahazaza
 Forum for African Educationalists (FAWE)
 Forum for African Educationalists (FAWE) Alumni
 Girls Leaders Forum -GLF
 Global Give Back Circle(GGBC)
 Hand in Hand International
 Health Development Initiative
 Igire Rwanda Organization

Ihangane Project
 Impact Hub Kigali
 INES-Ruhengeri
 Kate Spade NYC
 Maison Shalom International
 Moringa School Rwanda
 National Youth Council
 OLAM Together
 PAX PRESS

Réseau des Femmes
 On Purpose Fund
 Rwanda Network of People Living with HIV (RRP+)
 Survivors Fund (SURF)
 UNILAK
 US Embassy Kigali
 Young Women's Christian Association of Rwanda (YWCA)
 Youth Empowerment Program Initiative (YEPI)

PARTNERS IN LEARNING



FUNDING PARTNERS



THANK YOU TO OUR DONORS

Anya Lagasse

Ayla Schlosser

Brett Cooper

Brett Wiley

Carlisle Rex-Waller

Claire Evans

Dawn and Robert Hofberg

Deborah Dean

Dyonna Ginsburg

Elissa Chandler

Erin McCusker

Harleen Gill

Joshua Leight

Katie Buntten-Wamaru

Keith Cobell

Kevin Jessup

Kimberly Agan

Lamiaa Laurene Daif

Mr&Mrs Thomas Remington

Priya Bishen

Robert Warner

Sidra Stone

The Lamsam Family

Yasu Fukui



2020 FINANCIALS

KEY FIGURES

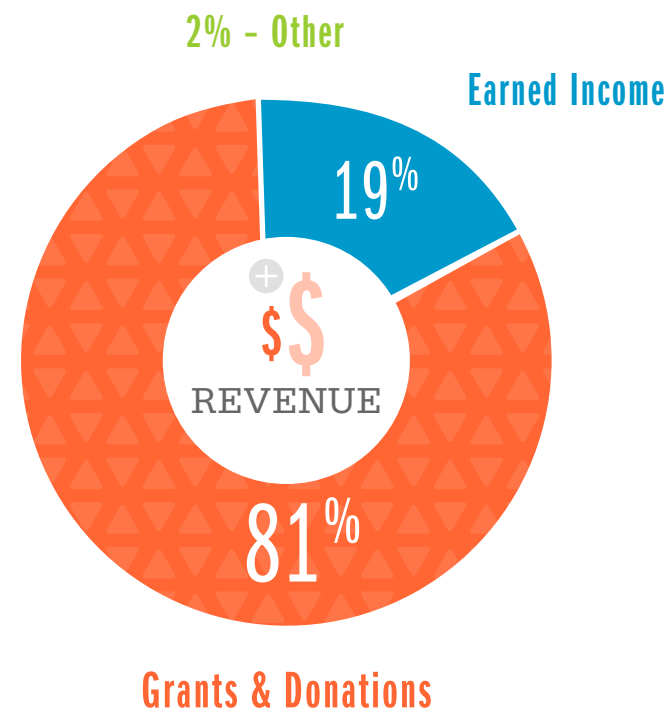
- 6** Team Size
- 15** Volunteers
 - 8 Participant Advisory Council
 - 7 Rwanda Advisory Board members
- 10** Resonate Part-time Facilitators
- 31** Training Partners



TOTAL REVENUE:

\$355,885

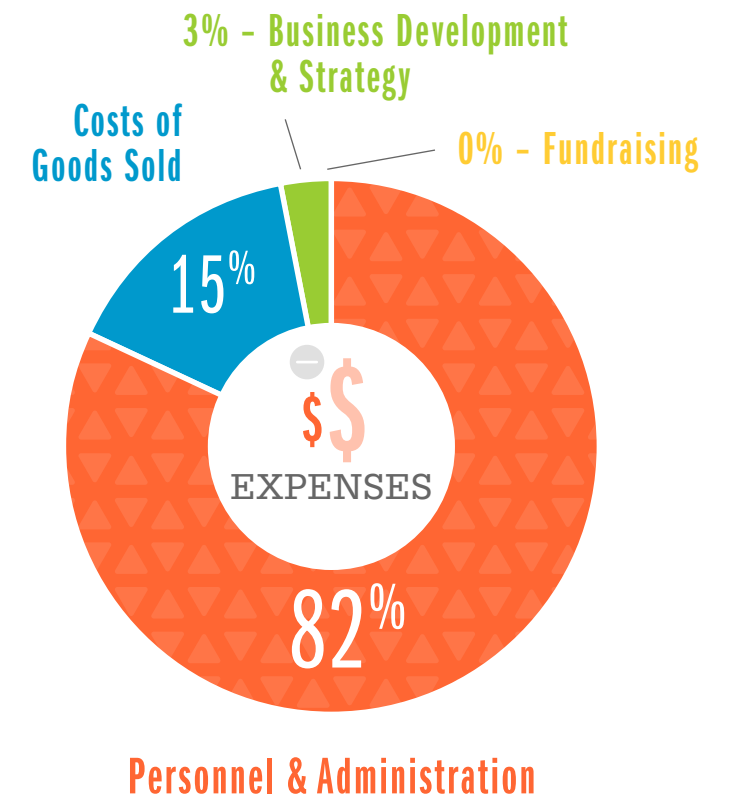
2019: \$379,728



TOTAL EXPENSES:

\$224,498

2019: \$290,812



U.S. BOARD MEMBERS & RWANDA ADVISOR BOARD MEMBERS



U.S. BOARD MEMBERS

Ayla Schlosser
Deborah Dean
Katie Buntен-
Wamaru
Keith Cobell
Priya Bishen



RWANDA ADVISORY BOARD MEMBERS

Adam Kyamatare
Aline Kabanda
Brice Gakombe
Isabelle Sindayirwanya
Janet Karemera
Jusin Ngoga
Marie-Claire
Dushimumukiza



Thank You!

Your support makes all of this possible!

