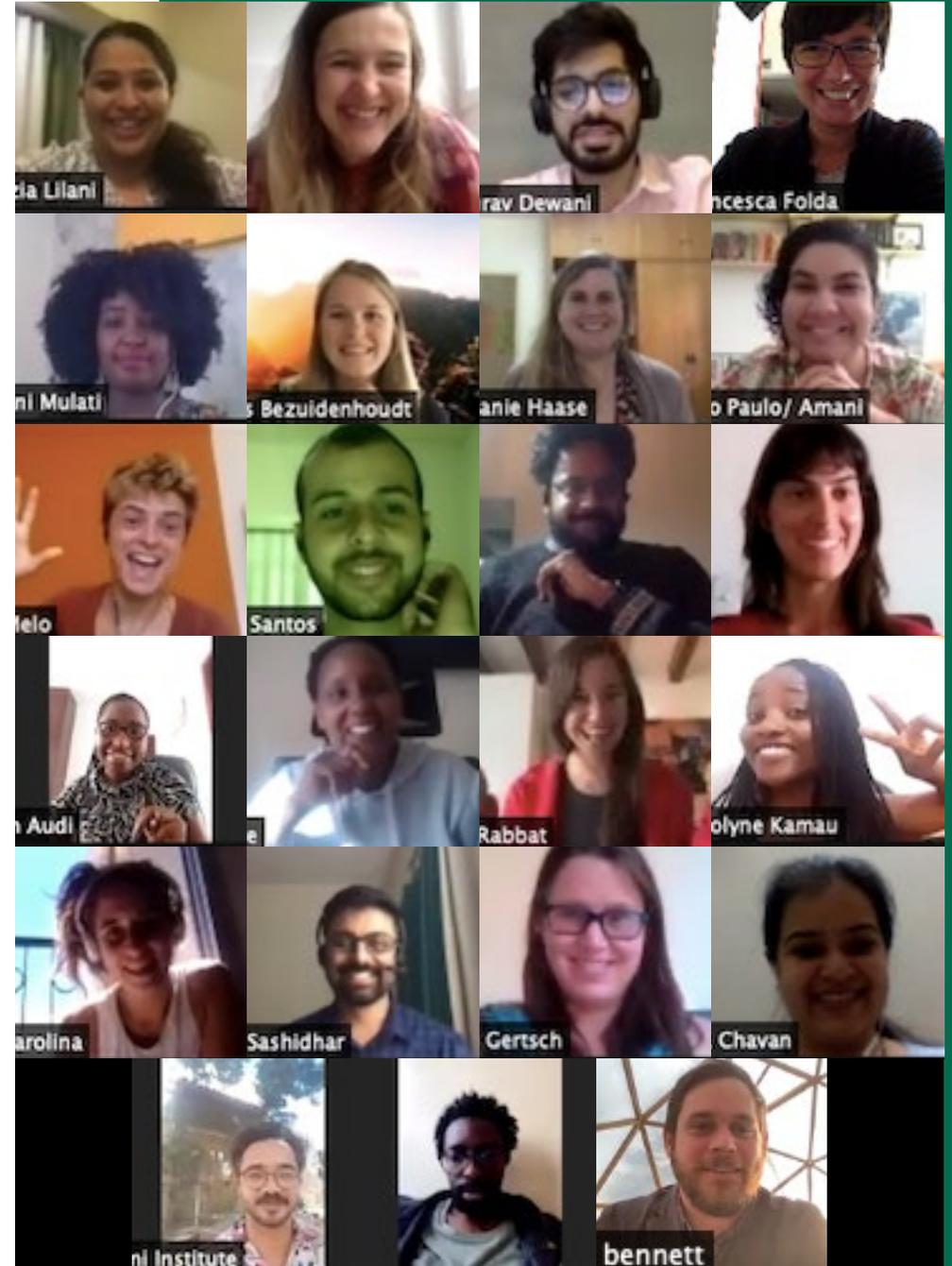




2020 ANNUAL REPORT

A Year of Impact

Brazil, Kenya, India...
and beyond!



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Dear Friends,

Despite the disruption of COVID, the number of people who searched Google in 2020 for “how to change the world” was more than double those that searched “how to return to normal”. Amani Institute was created to help answer those searchers – to empower people to change the world by creating social impact. As COVID multiplies and exacerbates social challenges globally, never has our mission been more relevant, needed, or welcomed.

So, how did we meet this moment in 2020? I’m proud to report that the Amani Institute was resilient. Resilience is not just a measure of one’s ability to weather the storm, but to adapt and improve in response to it. COVID was a perfect storm for us, given our operations in Kenya, India, and Brazil and focus on in-person programs, but as the waves grew taller our team and community rose to meet them. This report contains many examples, but one prime demonstration was our flagship Social Innovation

Management (SIM) program. In 2020 we re-invented SIM as an online offering resulting in our largest cohort ever while illuminating new possibilities for a more inclusive, affordable, and accessible “digital” Amani. Since then, we have effectively taken all our programming and operations online with the support of alumni, teammates, and key partners such as Argidius.

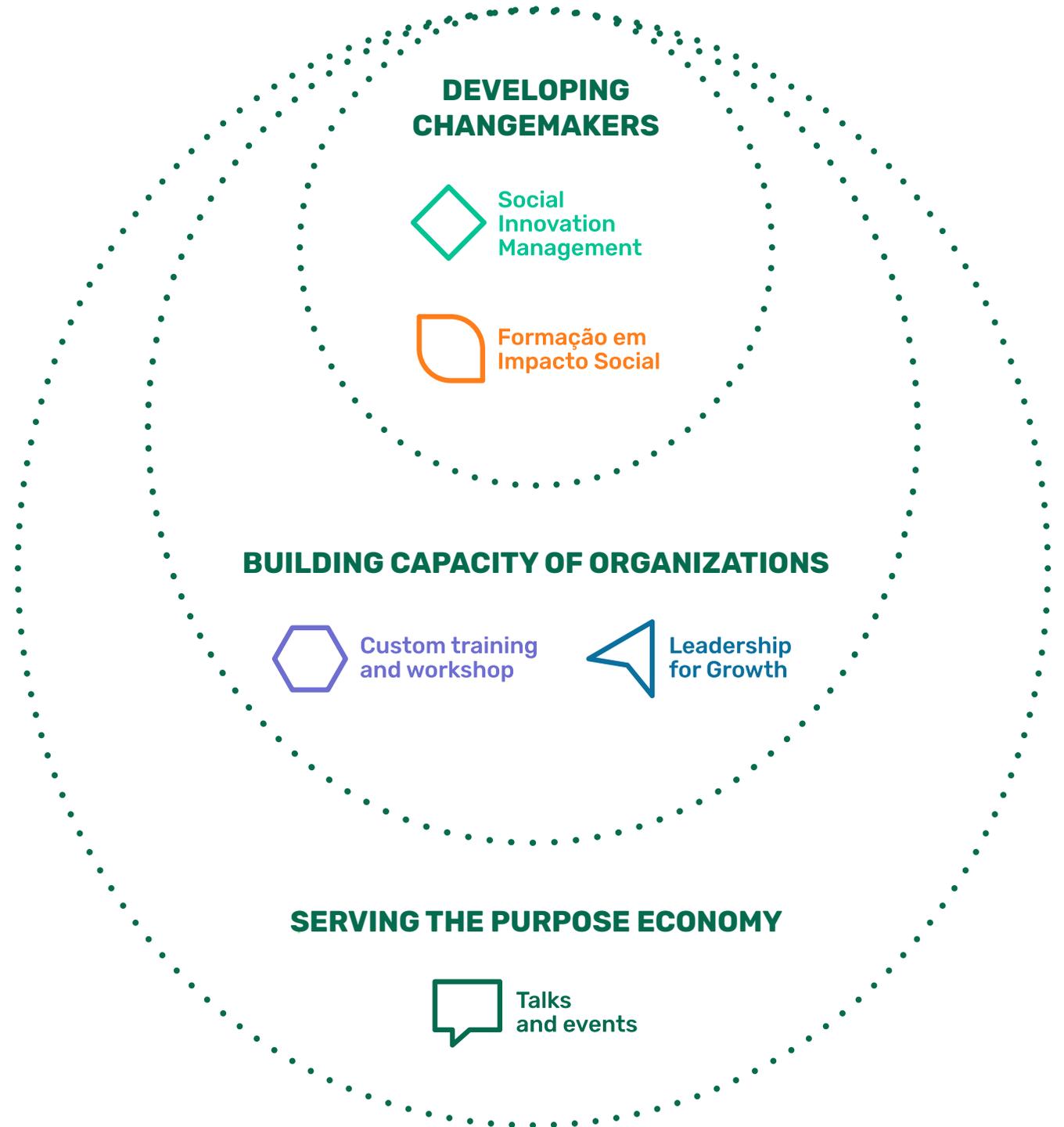
2020 was also a year of evolution as we bid farewell to our co-founders Ilaina Rabbat and Roshan Paul in their respective roles as Executive Director and CEO, and welcome them to Amani Institute’s board of directors. The Amani Institute’s impact is their legacy. As Amani’s new CEO, it is with great humility that I invite you to read this year’s annual report which offers a snapshot of that impact over the last year.

Daniel Bennett
CEO, Amani Institute



Mission

We develop
professionals
who create
social impact



2020 Highlights

2020 started for everyone with hopes and plans that were disrupted. The Amani Institute team met in Kenya at the end of January to discuss a strategy for the new decade. The pandemic — just a few weeks later — obliged us to rethink, adapt, and challenge ourselves. However, after walking our talk in terms of innovation, we can proudly say that we were successful.

In March we launched the first digital edition of Formação em Impacto (FIS) in Brazil, and in 2020 we trained 52 participants from all over the country. From April to August, we offered Visions for Change, an online event series to discuss how to shape the future. In May, seeing that COVID-19 and restrictions to travel were not going to fade away any time soon, we decided to launch a special edition of our flagship Social Innovation Management program— fully remote, but with the same interactive, hands-on experience that makes the program so unique. Thanks to the positive feedback from the 32 Fellows that graduated, the digital edition is now an integral part of our programs.

We also prototyped the digital edition of Leadership for Growth (L4G) in India, opening the program to participants across South Asia. Two Leadership for Growth cohorts that had begun before the pandemic in Kenya have successfully ended digitally. As of 2020, we have trained 220 managers from 80 companies.

39

managers graduated from the Leadership for Growth program from Small and Growing Businesses in East Africa and South Asia.

32

Social Innovation Management Fellows from 17 countries graduated in the inaugural remote edition of the program.

52

participants joined Formação em Impacto Social (FIS) online edition from 14 Brazilian States.



850

registrations for our Visions for Change series with panels, webinars and talks involving 20 speakers from 5 continents.

25

customized training programs completed for 16 organizations, with 1000 participants from around the world.

01

Developing Global Changemakers



Social Innovation Management

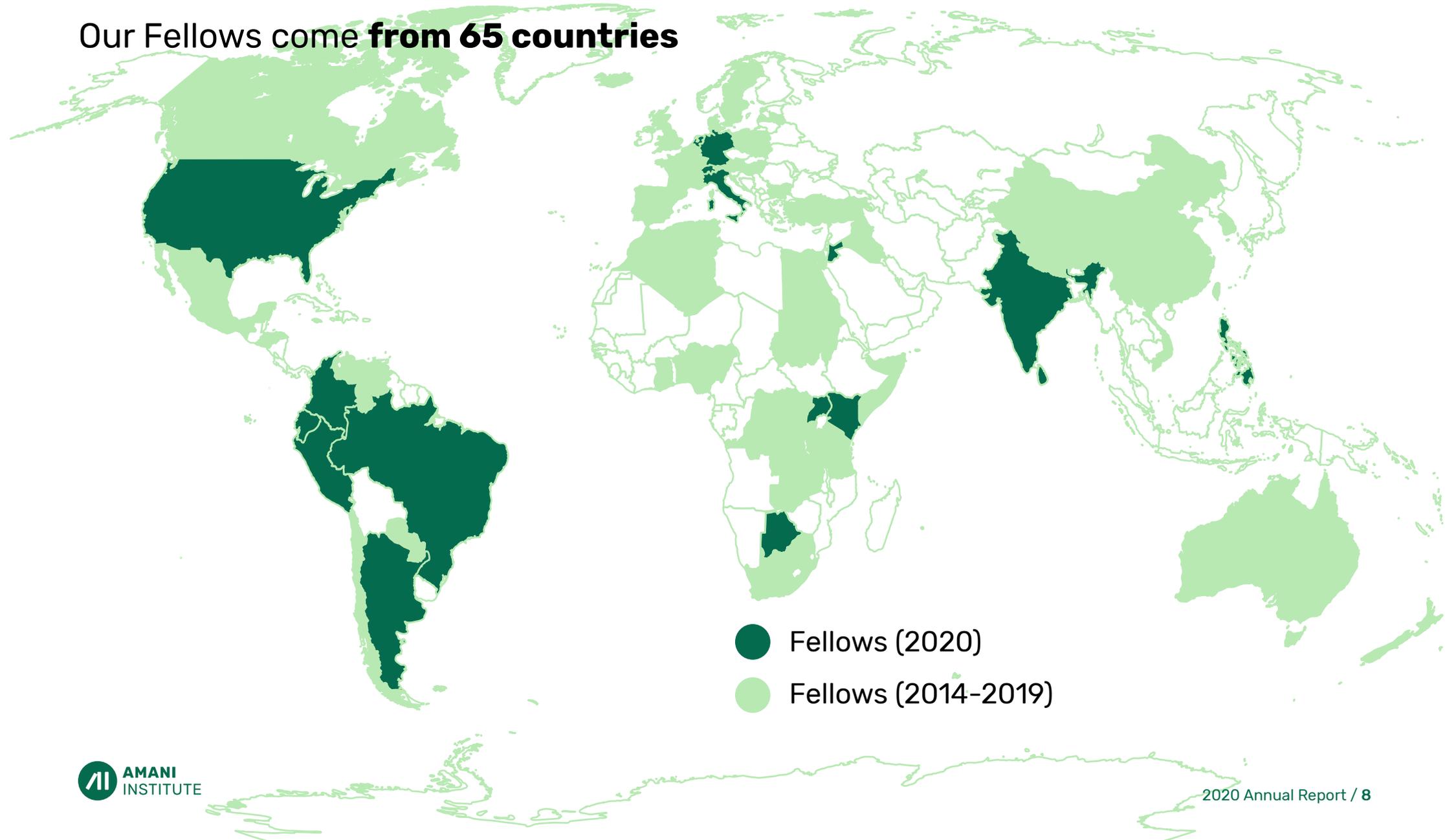
In 2020 we prototyped a special digital edition of the program, receiving more than 200 applications. 32 Fellows from 17 countries graduated, taking the total number of Amani Alumni to 505.



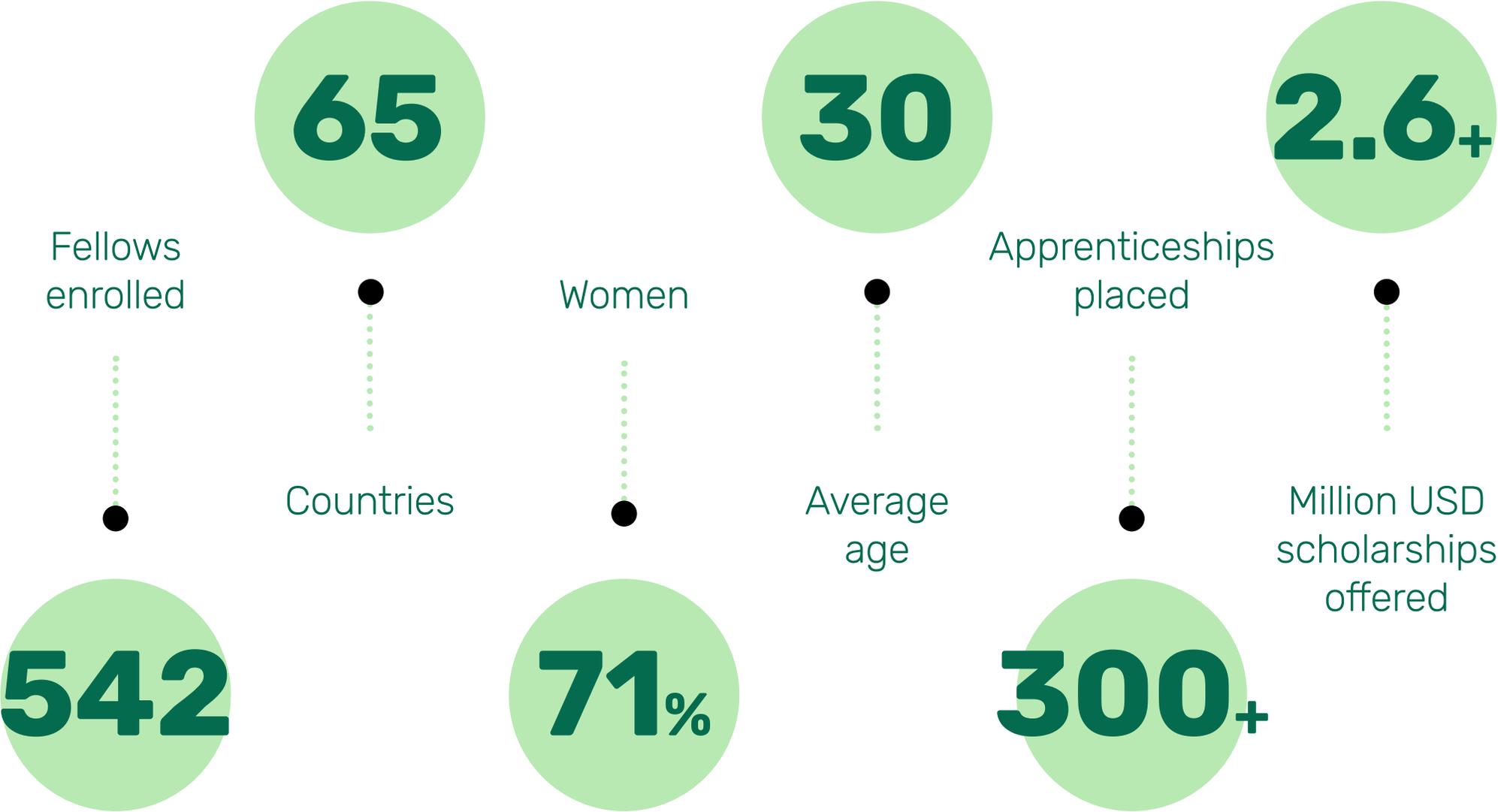
Social
Innovation
Management

Where Fellows Come From

Our Fellows come from **65 countries**



About Our Fellows



Amani Fellows Making an Impact Globally

Supporting Communities in the Face of the Pandemic



**NELSON
OLE REIYIA**



**MARGARET
KOSHAL
REIYIA**

Nelson Ole Reiyia, Amani Fellow in Kenya in 2015, and Margaret Koshal Reiyia, Amani Fellow in Kenya in 2016, are respectively the Co-Founder and the Director of Family, Gender and Education at Nashulai Maasai Conservancy. In 2020, they won the @UNDP Equator Prize.

When the outbreak of COVID-19 hit Kenya, Nashulai's swift response to the crisis showed the strength and resilience of their community model. Thanks to global support, weekly basic provisions reached 3000 Conservancy members starting from April 2020. Soon, food distribution expanded to Maasai communities outside the Conservancy. After deploying 2 trucks from the Conservancy and 4 Scouts motorbikes, Nelson and Margaret were successful in regularly benefitting about 28,520 people living in villages roughly 100kms away.



Supporting Communities in the Face of the Pandemic



**MATIAS
BALLON**

Matias Ballon, Amani Fellow in Brazil in 2016, is the Co-Founder of Alto Peru - a sports design company revolutionizing the trajectory of marginalized communities. Since graduating from Amani, Matias increased Alto Peru's revenue over 500% and grew the team from 6 people to 25.

During the pandemic, Alto Peru focused on WhatsApp groups activity in order to keep in touch with more than 60 kids that spent time at their gym. They were able to build camaraderie while respecting physical distancing mandates. Alto Peru also organized sports activities in open spaces with safety measures and supported 24 families in need through hunger relief initiatives, distributing over 300 food baskets and over 2000 masks in their community.



Supporting Communities in the Face of the Pandemic



**BHAIRAVI
PRAKASH**

Bhairavi Prakash, Fellow in India in 2018, is the Founder of Mithra Trust. In a time when a public health crisis quickly turned into a humanitarian one due to the lockdown in India, The Mithra trust’s work of providing mental health services and tools became an essential service.

Since April 2020, they have directly engaged with over 1,955 young Indians. Participants from across the country have attended “The Meh” sessions virtually from which they have gained access to self-help tools, built social connectedness, and accessed a safe space for self-expression and self-reflection.

In November, Mithra raised funds to provide “The Meh Kit - Riding Out Depression” to 150 individuals from 2 beneficiary marginalized groups impacted by the pandemic—the queer community and survivors of gender-based violence.



Supporting Communities in the Face of the Pandemic



**MAYRA
MEZZOMO**



**TAMILA DOS
SANTOS**



**LUÍSA
OLIVEIRA**

Mayra Mezzomo, Luísa Oliveira, and Tamila dos Santos, Brazilian Fellows from different cohorts, play different roles at Coletivo Múltiplas.

Through Coletivo Múltiplas / Prêmio Juntas Transformamos, Marya, Luísa, and Tamila supported 42 community leaders tackling gender-based violence in Brazil. The initiative's services ranged from prospecting pandemic-specific financial support to connecting with Avon's partners' network for the "Você não está sozinha" (You are not alone) campaign. The community leaders led activities across online mental health support, emergency fundraising, online courses, and hunger relief for vulnerable women and widows who lost their husbands due to Covid-19.

Working to Make Business Impactful



**PABLO
BOCCO**

Pablo Bocco, Fellow in Kenya in 2017, returned to Argentina in 2019 after redesigning and reactivating TECHO Haiti's programs and offices as General Director to work at Naranja, one of the largest financial companies in Argentina. At Naranja, Pablo single-handedly transformed the CSR role into a social innovation department, in the process making social innovation part of the company's strategy.



**CALI
LIVINGSTONE**

Cali Livingstone, a Fellow in Kenya in 2015, originally from the United States, worked in international development in China, Kenya, and Nepal for many years. After doing an MBA in her home country, she is now Director of Customer Operation at Luci, a social enterprise built to ensure safety and autonomy for people with disabilities through its smart wheelchair technology.

Time Magazine named LUCI one of the 100 best inventions in 2020.

Offering Opportunities for Growth

The first digital edition of the SIM program offered an opportunity to Alumni to give back and contribute to the development of another generation of Amani Fellows!



JULIA CHEN

(Taiwan, Fellow in Brazil in 2018)

Julia is currently working at Earth Company. Her organization remotely hosted four Fellows (Aroun Dupuis, Andrea Tan, Mafe Zamora, Sai Priya Kodidala) who committed to two important projects: developing a marketing strategy for Mana Earthly Paradise in Bali, an ecologically and socially-minded lodge that fund Earth Company's work to support the changemakers across the Asia Pacific; and conducting market research for Operation Green, an initiative funded by the Japan Fund for Global Environment to facilitate the adoption of eco-operations in any organization.



JUANITA RODRIGUEZ BARON

(Colombia, Fellow in Kenya in 2017)

Juanita is currently the Studio Lead at ThinkPlace in Washington, DC. ThinkPlace hosted two Fellows for their group project: Laura Paonessa and Faustina Ning'a.

As part of the project, the two of them strategically planned and adapted how ThinkPlace US collaborates across time zones to enhance employee experience and guarantee the best potential outputs for projects.



RENATA BROGLIAS MENDES

(Brazil, Fellow in Brazil in 2015)

Renata founded Instituto Mundo Aflora, an initiative that offers adolescents in conflict with law the opportunity to make new choices in life.

Instituto Mundo Aflora worked with two Fellows, Piera Mattioli and Wanjiru Olunga, to create the institutional material of the organization, specifically working on Instituto Mundo Aflora's Theory of Change, a visual representation of how the organization's activities interact together to achieve the final goals and objectives.



02

Our Impact in Brazil





Julia Melo

Amani Institute
Country Director, Brazil

***“If I could choose two words about 2020: resilience and teamwork. Maybe they are both clichés, but well, clichés are clichés for a reason. They are historically and repeatedly important in the journey of a human’s life and it is no different during the pandemic.*”**

We always tell our Fellows and clients: Fall in love with the problem you are trying to solve, not the solution. And walking our talk, at Amani we have reinvented ourselves to develop professionals and organizations that create change.

Displaying resilience and teamwork were the crucial ingredients to take care of ourselves as individuals and as an organization, making sure that our deliverables were always at our best level of quality. The work carried us through the uncertainty that still leads the way forward.”

Formação em Impacto Social (FIS) Online

When the pandemic swept across Brazil, we were just about launching our 6th cohort of Formação em Impacto Social (FIS) with the usual experiential classroom-based approach.

The public health concerns obliged us to shift gear towards remote education. The blessing in disguise was that we became even more inclusive in Brazil – in 2020 we ran two editions of FIS online with 52 students from 14 states!

191: Total number of FIS participants since inception of the program in 2017



Formação em
Impacto Social



The Formação em Impacto Social was a crucial element in a year like 2020. I am very grateful for all that I have learned, for the connections I have made, and for the warm welcome that I have felt every class.

Olga Franco
FIS São Paulo participant



Offering Custom Training Programs All Over Brazil

The main challenge in delivering our training was to make sure that the quality was maintained in the online experience, and that people would be able to connect beyond mere work, given that we all had a very unknown future ahead of us.



Custom training and workshop

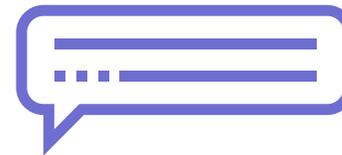
Developing New Women Leaders in Science

This is another case of a capacity building program that was suddenly changed to an online training because of the COVID 19 crisis. With a series of 7 webinars and asynchronous coaching activities through our learning platform, we provided leadership, management, and mentoring skills to 25 women scientists.



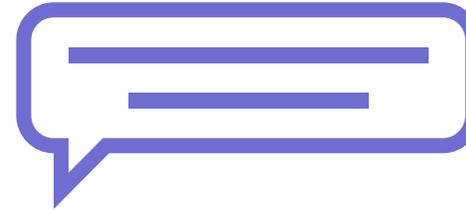
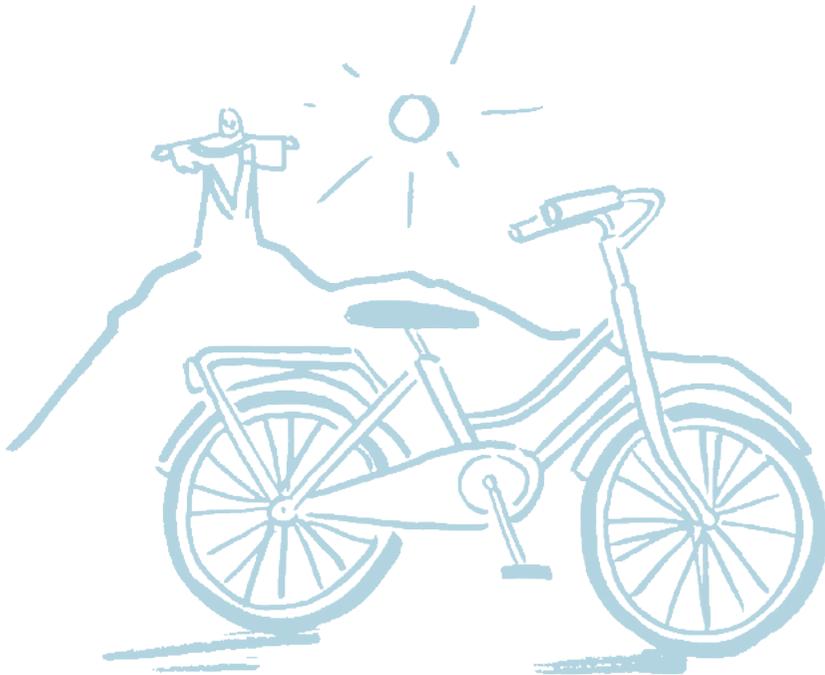
The course was wonderful! Very striking, driving our lives and careers! It motivated and taught me a lot. Thank you to the Amani Institute, British Council, to all of you... We are all having to reinvent ourselves and you inspire me by accepting the challenge of changing the course to an online format and doing it so successfully.

Débora Fraga
participant



A Marathon for Social Innovation

Amani Institute Brazil facilitated a webinar on social innovation management on Bike-a-Thon from Aromeiazero to a group of selected participants who work with bike tourism around Brazil.



It was incredible, I loved participating in this marathon and the part of the training process was extremely important, as well the Bike a Thon initiative itself. I believe it was a driver to democratize the agenda and participants in mobility-related events.

Jamile Santana
participant

A Program for Spanish-speaking Changemakers

The Program Alt – which is the result of a collaboration among four Amani Institute Alumni, an Argentinian-based partner organization called Njambre, and Amani Institute Brazil – is an experience-based professional training program that aims to bring Social Innovation framework to a Spanish speaking audience.

In 2020, Alt prototyped a new version of the program in partnership with Newsan, an Argentinian company— the 100% online class consisted of 36 participants. In addition, 71 people were introduced to social innovation in the so-called ALT INTRO. Four webinars and an open event called Ideathon were held, which together reached more than 200 people. Through this partnership, learning materials, YouTube videos and a 6-podcast series were created for free download.



04

Our Impact in Kenya





Caroline Gertsch

Amani Institute Country
Director, Kenya

“One way of characterizing 2020 for me, is by thinking of it as a polarity: change & continuity.

There seems to have been only one constant last year: the necessity for all of us to continuously adapt to changing circumstances and situations. That was true both for us as individuals as well as an organisation. It came in many forms: it meant letting go of some beliefs, changing our ways of working, adapting our business model, and transitioning to a new way of delivering our programs.

Despite all this outer change, we continued doing what we like to think is part of our Amani DNA: working in partnership, trying to create value for the communities we serve, and constantly striving to innovate. The highlights below are a testimony to that”

Supporting SGBs in a Pandemic Year

Leadership for Growth

Our leadership and management development program for small and growing businesses aims to provide the knowledge and skills needed to take their businesses to the next level.

Supporting businesses during such unprecedented times was of utmost priority to us. We adapted our running programs to an online format and offered a variety of skill-building workshops and one-to-one coaching sessions to our community members. Retrospectively, we realized the key trait in 2020 — the ability to deal with uncertainty and ambiguity.

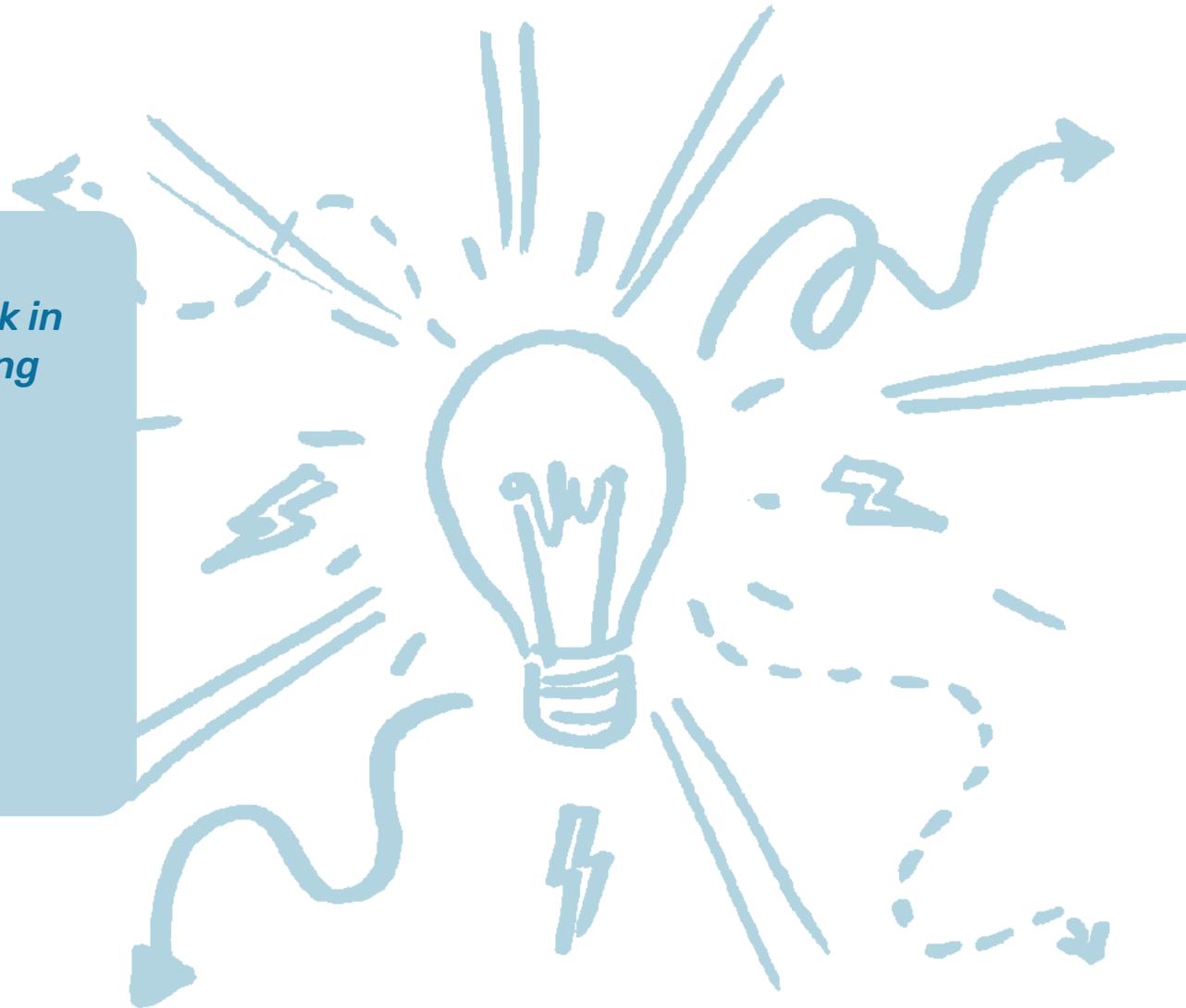
Despite the challenging circumstances, we successfully completed Cohort 10 and Cohort 11, thus graduating 25 participants from 14 different businesses across East Africa.



**Leadership
for Growth**

Coaching stretched my ability to think in new and different ways, asking probing questions and thought patterns. The qualitative insights I gained in the process help me everyday to make better business decisions.

Elizabeth Akinyi
participant



We Have Been Also Working With...

Training Sustainability Champions



We were delighted to partner with Absa for a Sustainability and Leadership Training for their Sustainability Champions. It was a 3-month online program for 80 staff geared towards initiating a sustainability agenda in their functional roles and across all branches.

Participants got to dive deeper into the SDGs and UN Global Compact Principles.

Supporting Young African Leaders



Since 2016, we have led the Civic Leadership track at the Young African Leaders Initiative (YALI). Our custom designed program – called “The African Changemaker” – has trained over 2000 young leaders from 14 countries in East and Central Africa to become responsible leaders in the 21st century.

In 2020, we trained 447 young African civic leaders in 6 cohorts, adapting to online learning when the public health situation in Kenya required it.

Inspiring Environmental Changemakers



In partnership with WWF Panda-Labs, we ran six Greenhouse Sessions, a monthly virtual event series with the aim of bringing together interested changemakers, business leaders, and innovators. We covered various topics ranging from Future of Plastic to Future of Wildlife. Across the six sessions, we brought together more than 500 people and hosted 36 speakers.

The 2020 Greenhouse Sessions, a partnership between WWF Kenya and the Amani Institute, was a big success. The events provided the audience with a chance to directly contribute towards making their desired solutions to conservation threats. Amani Institute helped to educate, inspire, and create a framework for collaboration - leaving the audience with the power to author a different future.

Confrey Alianji
Innovation Strategist, WWF Kenya

Bringing SGBs Voice Out There

We were honored to share the perspective of small and growing businesses during the *Nation Leadership Forum* on “Impact of #COVID19 on digital economy and SMEs”, a primetime Kenya TV show. Like in other parts of the world, SMEs were required to adapt their business model as well as learn and unlearn ways of doing things to come out of the other side of the pandemic.



03 Our Impact in India





Shehzia Lilani

Amani Institute Country
Director, India

***“In India, some of our best work yet happened across 2020 – we worked with The Rockefeller Foundation to facilitate their first-ever India Partners’ Meet, with the National Health Authority around organization culture and values, with Indian women social entrepreneurs, and others.*”**

We also launched the first-ever digital edition of our Leadership for Growth program, where we not only had participants from India, but also from Pakistan and Nepal. It was a year of growth, of practicing innovation, and of pushing ourselves out of our own comfort zones.”

Leadership for Growth

With the commitment to 'Walk our Talk', Amani Institute in India demonstrated agility and adaptability while taking our flagship leadership development program online.

In March 2021, we celebrated the graduation of the first entirely virtual cohort with 14 participants from across India and its neighboring countries, Pakistan and Nepal. The graduating class had managers from a number of small and growing businesses; including Sattva Consulting, ZiFo RnD Solutions, S4S technologies, and Zindagi Trust.



Leadership
for Growth

This program has just been phenomenal. I've attended multiple trainings before this one where learning new information has been interesting, but it doesn't stay with you. The last year I set a goal for myself to improve on people management / leadership skills and this program has really helped in leapfrogging that.

Bhavin Chhaya
Sattva



My new favorite word at my workplace is prototype. Prototyping always seemed more applicable to products. But this process pushed me to try, test out, and improve my ideas. It's changed my whole approach at work.

Anam Palla
Zindagi Trust

WISEN

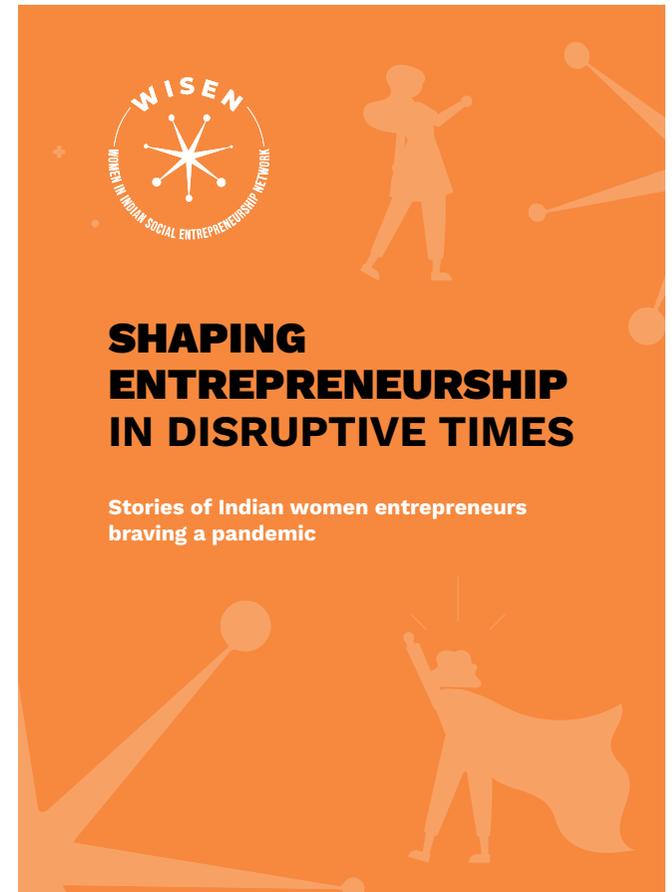
The Amani Institute, in partnership with Aspen Network of Development Entrepreneurs (ANDE), India and the U.S. Consulate General in Chennai, created a 6-month program called WISEN (Women in Indian Social Entrepreneurship Network) to fulfill 2 objectives -

1. empower Indian women social entrepreneurs
2. build a self-sustaining network that could support other women entrepreneurs who lack resources, funding opportunities, and mentorship.

The founding group of 40 entrepreneurs (from over 215 applications) accounted for diversity in region, sector, organizational maturity, and experience. 41% of the entrepreneurs in the program ran non-profit organizations, 51% ran for-profit organizations and the remaining had hybrid business models. Some organizations were as young as 2–2.5 years and others had been around for 10+ years. This meant fantastic opportunities for cross-pollination and experience-sharing within the cohort.

Amani provided the entrepreneurs the tools necessary not just to lead their businesses, but also to guide them through unprecedented challenges through virtual training sessions, expert talks, one-on-one coaching sessions, action learning projects, and peer group activities centered around key themes for success.

The project has now taken on a life of its own through the efforts of 8 members from the founding cohort who have formed the core team driving the growth and sustainability of WISEN.



We have documented stories of these women and their learnings from the program [in this publication](#)



“The idea for WISEN was born in early 2019 when a casual research exercise made us realize there was a lack of an association or network dedicated to women social entrepreneurs in India. We could not have asked for a better grantee than Amani Institute to make IWSEN (now renamed WISEN) a reality.”

Ratna Mukherjee

Sr. Public Engagement Specialist, U.S. Consulate General, Chennai

Every session was thought-provoking and could be related to my work and organization. It was very valuable. Lots of opportunities to ask questions and talk about real life examples which made the experience really enjoyable and informative. This (program) has more than met my expectations. A wonderfully practical course - both personally and professionally.

Purnima
participant

NHA

In September 2020, the India team forayed into its first ever engagement with the government; an organizational culture initiative with the National Health Authority (NHA).

Through this initiative, we worked with the senior leadership team at NHA and a group of 30 identified participants to define the culture of NHA, identify key values for the organization, and work towards a team charter that guided its operations. We're filled with admiration and respect for NHA's work and are proud to have played a small role towards NHA's big, bold, and fundamentally critical national mission.



The Rockefeller Foundation

In November 2020, Amani Institute in India facilitated The Rockefeller Foundation's first ever India Partners' Meet, which saw participation from 40 organizations across India.

The event served as a platform for partners to re-engage while showcasing and exploring different Rockefeller Foundation sectors of interest including Energy, Health, Data & Tech, Mass Entrepreneurship, and more. Through an exciting combination of masterclasses, panel discussions, fireside chats, and activities, participants identified synergies and generated cross-sectoral collaborations to amplify each other's work and deepen impact.



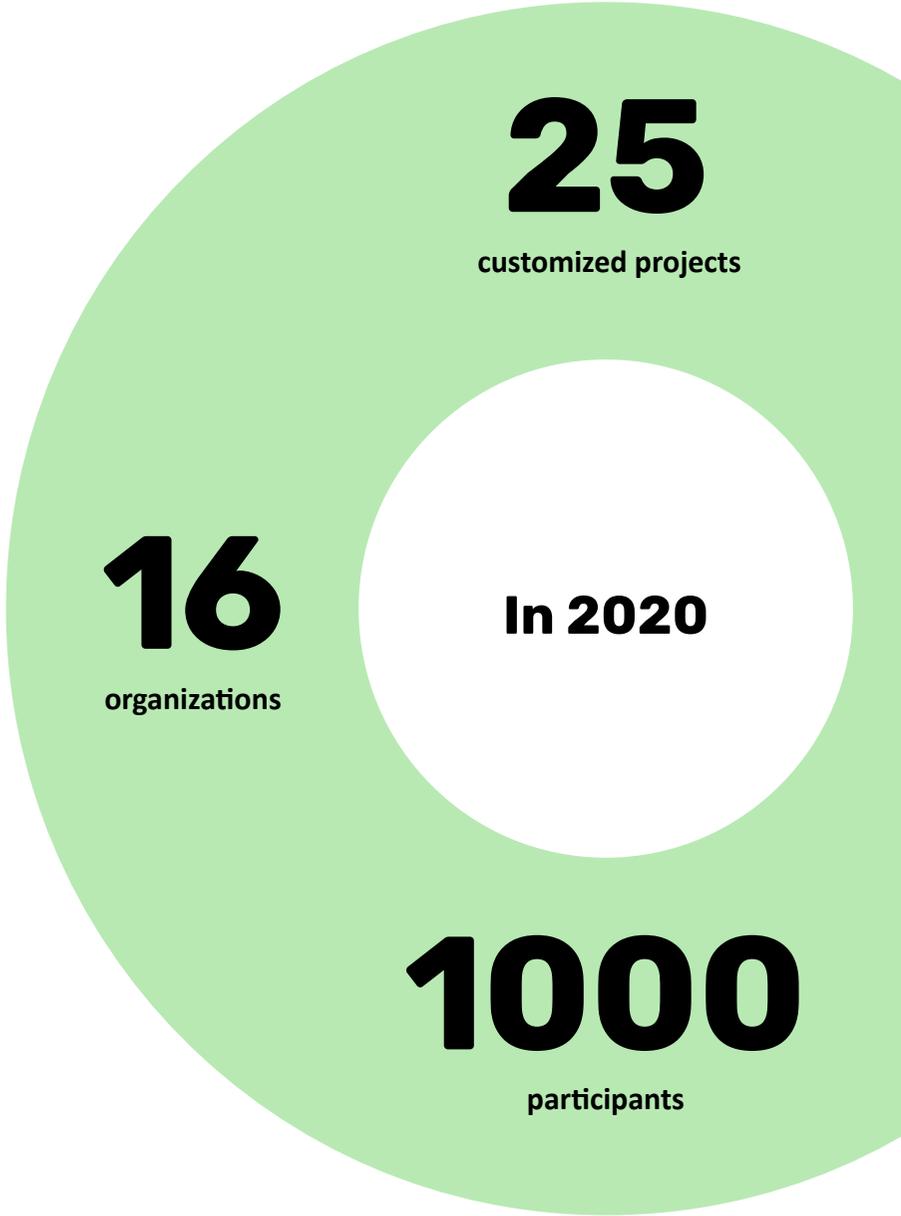
05
**Our Global
Impact**



Working with Global Organizations

As of December 2020, Amani Institute has worked with **115** organizations on **154** projects involving **9,000** participants.

The projects contribute to the following Sustainable Development Goals (SDGs):



COLLABORATING WITH UNIVERSITIES

In 2020 we have been working with four academic institutions: De Monfort University (UK) in Kenya, University of Milan “La Statale”, University of Trento (Italy), International Innovation Corps, and University of Chicago (USA) in India.



SUPPORTING THE ITALIAN COOPERATION SECTOR

We designed and facilitated Leadership and Innovation in Disruptive Times — a 3-month remote program for 25 directors in the Italian development cooperation, to help them develop new mindsets and innovative solutions as a response to the pandemic. Participants from 23 organizations joined the program from Italy, Bangladesh, Tunisia, The Gambia. The program was supported by Innovazione per lo Sviluppo, a joint capacity building initiative by Fondazione Cariplo and Compagnia di San Paolo.



IMPROVING SOCIETIES THROUGH ART AND CULTURE

In our collaboration with Prince Claus Foundation, since 2018, we supported cultural organizations that promote more inclusive, peaceful, and open-minded societies through their Next Generation Program. Instead of meeting in person, as planned for 2020, we developed a series of online learning and coaching sessions that allowed the NextGen Partners to recalibrate, support and learn from each other during the pandemic. We trained 14 organizations and 28 participants from Brazil, Colombia, Egypt, Kenya, Kyrgyzstan, Kosovo, Indonesia, India, Jamaica, Jordan, Nicaragua, Senegal, and Zimbabwe. The program has been extended to 2021.

Inspiring a Broader Audience

In 2020, we didn't let the pandemic reduce our contribution to the purpose economy and we pushed our effort even further to contribute to the global conversation for social impact careers and meaningful work.

Vision for Change series collected 850 registrations for the 10 online events which brought together 20 speakers from Argentina, Bahrain, Brazil, Colombia, Germany, India, Jordan, Kenya, Spain, UK, and USA. The 4 roundtables about Careers of Change, Nature of Change, Culture of Change, and Future of Change were streamed live on Facebook and gathered 14,000 video views by the end of 2020.

850

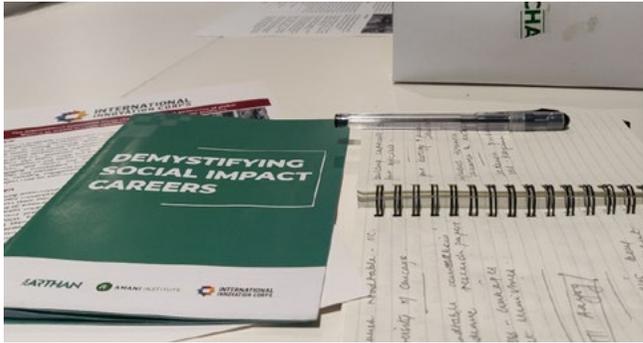
registrations

10

online events

20

speakers



Demystifying Social Impact Careers

Mumbai | Feb '20

In February 2020 we organized the third and last event of the series “Demystifying Social Impact Careers in Mumbai”.

We have been invited to speak at **multiple events and conferences** across **5 continents**, such as:



AidEx



Arthan's - Building Civil Society Organisations of the Future



Social Innovation Award



Economy of Francesco



ANDE Annual Conference



Conferência Anprotec

06 Our Financial Results



Amani Institute is a non-profit social business (tax-exempt in the USA through 501c3 status). We have primarily been funded through earned income, with surpluses re-invested for increasing our impact and long-term sustainability.

Apart from the above financial results, in 2019 Amani Institute was pleased to be able to offer

- **\$41,827 in scholarships** to SIM Program participants globally
- **\$16,858 in scholarships** to FIS participants in Brazil.

Revenues



TOTAL **\$895,981.69**

Expenses



TOTAL **\$874,534.85**

Get Involved

NOMINATE AMANI FELLOWS

We are always accepting nominations of promising changemakers to join our Social Innovation Management program. Your recommendations truly count! Write to: recruitment@amaniinstitute.org

MAKE ORGANIZATIONS STRONGER

If you know an NGO, social enterprise, foundation, university, or company looking to improve their skills and staff capacity, anywhere in the world, write to: danielbennett@amaniinstitute.org

IMPROVE MANAGEMENT TALENT

Nominate business managers in East Africa, South Asia, and Brazil for the Leadership for Growth program. Write to: info@amaniinstitute.org

ADD A GLOBAL PERSPECTIVE TO YOUR CONFERENCE OR PRESS COVERAGE

Reach out to Amani Institute if you are looking for speakers at your event around Social Innovation and Careers of Impact. Get insights from our team, our faculty, and our alumni. Write to geraldinehepp@amaniinstitute.org and francescafolda@amaniinstitute.org

JOIN US ON SOCIAL MEDIA

Contribute to spreading the concept of the purpose economy and the 5 core values of Amani following us on social media and sharing our content!



**AMANI
INSTITUTE**
Develop professionals
who create social impact

Thank you!

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