



2019 ANNUAL REPORT

A Year of Impact

Brazil | Kenya | India



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Changemakers**

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Dear Friends,

At first glance, releasing an impact report from 2019 can seem like talking about a world gone by. And yet, as Covid-19 sweeps the world, it's never been more clearer to us that the work we do and the values that underpin it remain essential in facing this planetary challenge and preparing for new ones. The global nature of the problems we face remind us that we are all in this together.

2019 marked seven years in which we have been beating this drum. We played its sound most loudly through our popular summits and conferences on the future of impact work in Brazil, Kenya, and India. We also played it softly yet insistently through our programs: the largest number of Amani Fellows to date heard the call and joined our community; the jury of the Argidius-ANDE Talent Challenge heard the call by awarding our largest grant ever to scale our leadership program for small and growing businesses from Kenya to continents both east (India) and west (Brazil); organizations beyond

our three home-bases heard the call and invited us to lead programs for them in countries as far flung as Argentina, Netherlands, Somalia and Thailand.

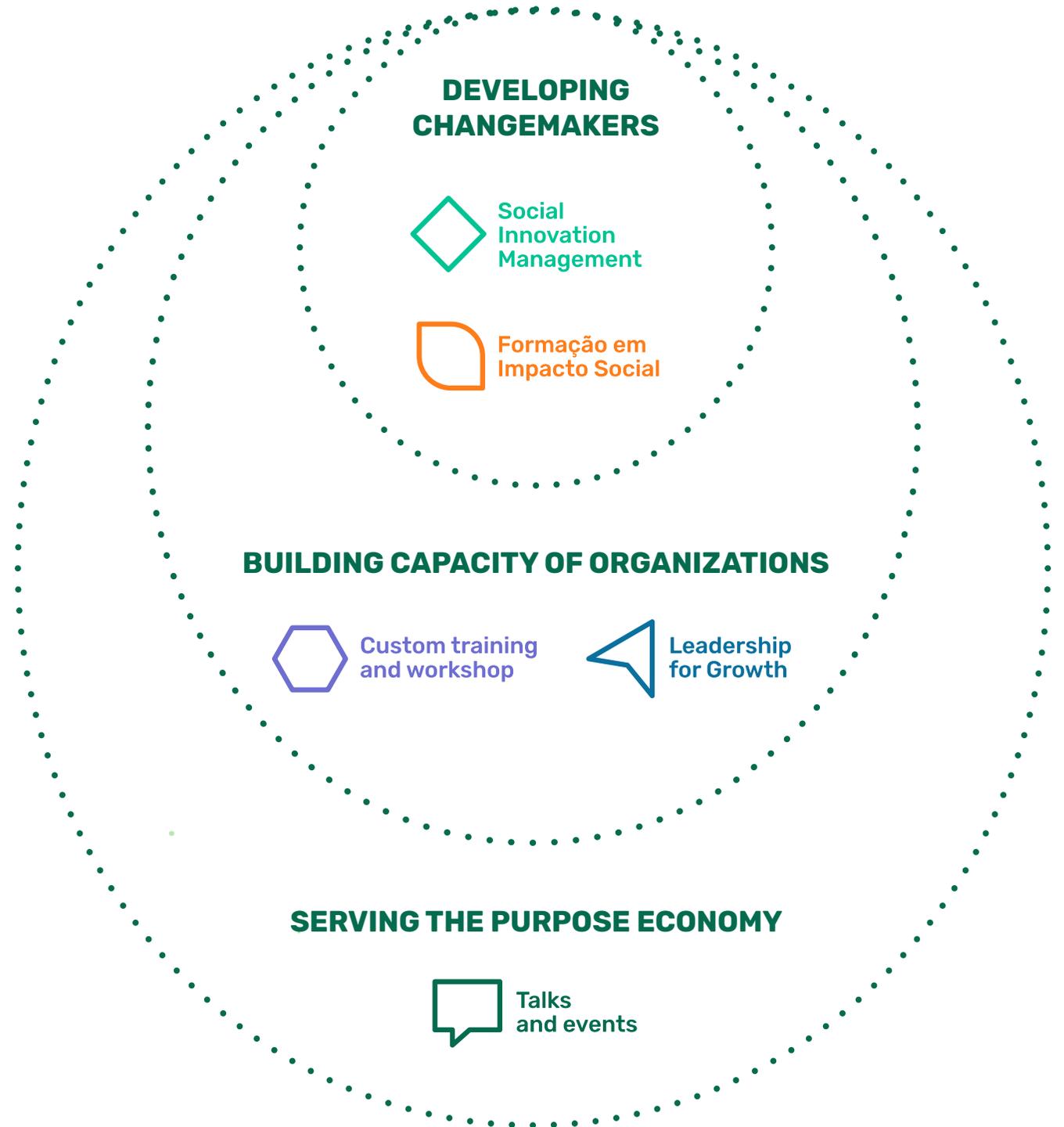
No matter how loud the trumpet sounds for closing inward into national bubbles, we will move to the global drumbeat of changemakers everywhere dedicating their careers to addressing the challenges that affect us all. We are currently living through the biggest of these challenges we've seen in multiple lifetimes and we need everyone, in every corner of the world, to come together, share skills and knowledge, and collaborate to create the impact we need. We hope you join us – and bring your drum!

Ilaina Rabbat and Roshan Paul
Co-Founders, Amani Institute



Mission

We develop professionals who create social impact



2019 Highlights

2019 began with a global celebration of our 5th anniversary in Brazil and an Alumni Summit. The year ended on a high as, in September, we were declared winners of the Argidius – ANDE Talent Challenge, winning a million Euros to scale our Leadership for Growth program globally. In between we had an intense year packed with training programs for social impact across the world.

We ran our highest ever number of SIM classes (with Fellows from 9 different cohorts in Kenya, India and Brazil). Our global outreach for social impact was amplified by 4 full-day conferences that we organized in São Paulo, Delhi, Nairobi and Bengaluru as well as through training hundreds of individuals and organizations across the three countries where we are based and beyond.

170

Social Innovation
Management Fellows

1 Million

Euros awarded

1000+

people joined our events
and conferences



109

participants in Formação
em Impacto Social (FIS)
all over Brazil

34

customized training programs
around the world

01
**Developing
Global
Changemakers**



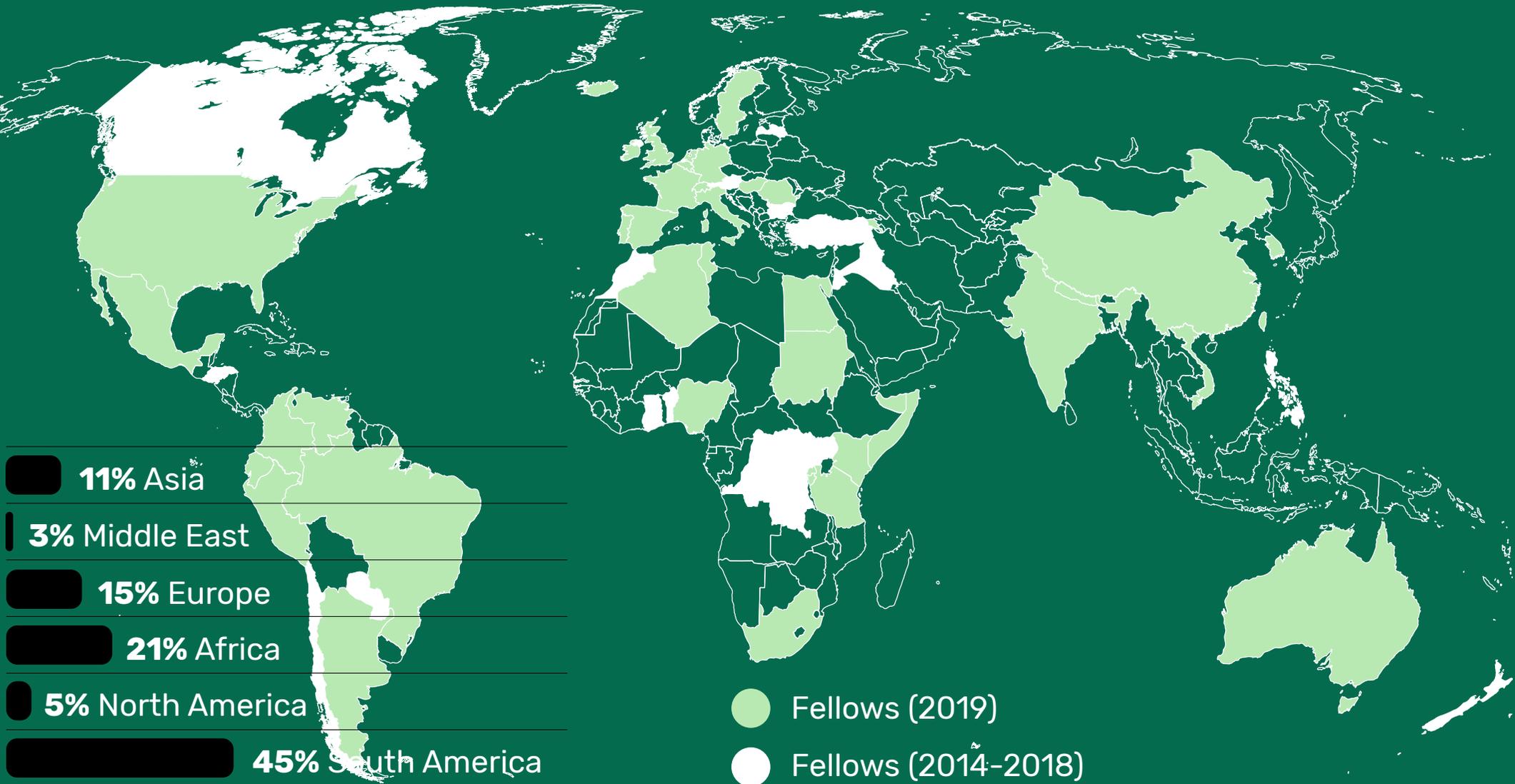
Social Innovation Management

In 2019, we ran 3 overlapping cohorts in Kenya, Brazil and India, adding 170 Fellows to the Amani Community.

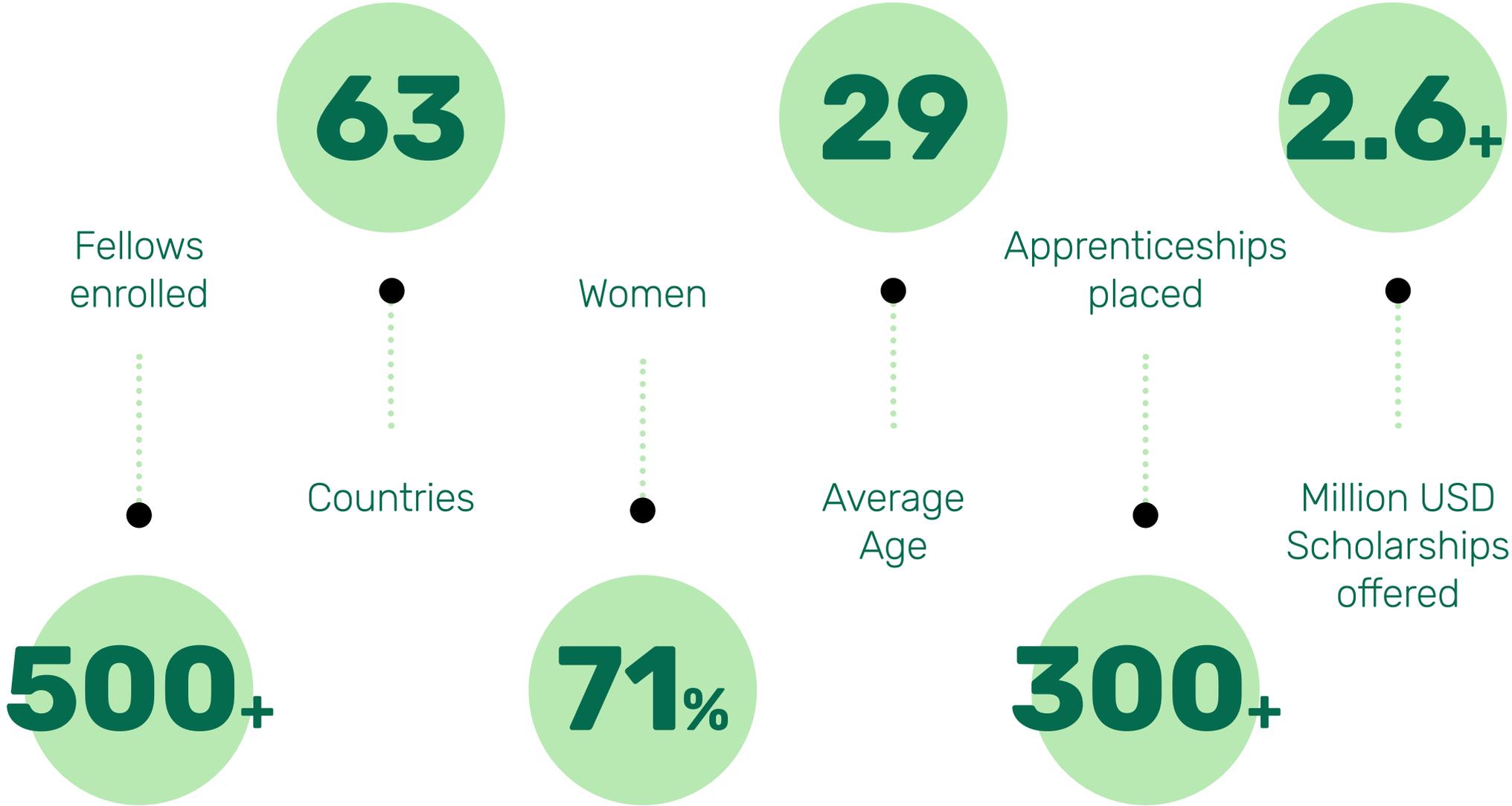


Social
Innovation
Management

Where Fellows Come From



About Our Fellows



Amani Fellows Making an Impact Globally

Building impact businesses



**SRINI
RAMASWAMY**

Srini is the Co-Founder of Pride Circle- a pan-India networking group for LGBTQ+ professionals. Srini organized Asia's first and biggest LGBTI conference, job fair and marketplace, in July 2019, called RISE – 'Reimagining Inclusion for Social Equity', featured by CNN, Reuters and The Hindu. 400+ people attended the conference, 35+ companies interviewed 350 pre-screened candidates for 100+ job openings; 20 businesses owned by LGBTQ+ professionals were given platforms to showcase their products and services.



**MILAGRO
PEREYRA
IRAOLA**

Collaborating with 3 other Amani Alumni from Argentina, Lucila Sarquis, Belen Cavanagh, Gloria Pereyra Zorraquin, Milagro, Executive Director at Njambre, launched ALT, a 2-month program where participants explore social impact and technology as well as the path to becoming a changemaker. 28 students joined the first edition in Buenos Aires.



**TAMER
EL MAHROUKY**

Tamer is the Co-founder and Managing Director of Tink, a ride-sharing startup based in Cairo, Egypt. Joining a sort of real-life game, Tink's users reduce the number of empty seats, thus number of cars and consequently the carbon footprint. Users can collect tokens and redeem them for trees, free rides, gas, or cash. In less than a year, Tink has made over 50,000 kilometers of rides and, in March 2020, was selected as one of the 22 finalists of the 2020 MENA Innovation Challenge by Digital Arabia Network (DAN).

Supporting the system



**CONFREY
ALIANJI**

Since July 2018, Confrey Alianji has been working with WWF-Kenya as the Innovations Strategist. This role entails overseeing the WWF-Kenya Panda Labs initiative – a program that catalyzes and scales up environmental challenges. Kenya was the 2nd WWF branch to implement the Panda Labs initiative, after Australia launched the initiative in 2017.

Under Confrey's leadership, Panda Labs has worked with over 10 portfolio organizations in Kenya with innovative environmental solutions and has forged collaborations with organizations like Metta, Climathon, Amani Institute, embassies and conservancies to help change attitudes and behaviors towards nature.



**LIZA
DEGTYAREVA
AND LUIZ
BELTRAMI**

Passionate about helping businesses becoming sustainable, Liza (from Hungary) and Luiz (from Brazil) developed a sustainability canvas. Initially, this project was a prototype presented as their social innovation project in our Post-graduate program. In October 2019, they were invited to Abraps (the Brazilian Sustainability Professionals Association) to speak at the ODS (SDG) Talks event about the project.

Winning awards



**DEBORA
SOUZA**

Debora, a Fellow in Brazil in 2018, represented Amani Institute at Map the System Global Competition, organized by the Skoll Centre for Social Entrepreneurship of Saïd Business School at Oxford University. Her project, “The Forgotten Biome”, mapped the causes and consequences of deforestation in the Brazilian *Cerrado*, a type of savannah that covers 24 percent of Brazil’s territory.

20 high-profile educational institutions as Yale University, Harvard Kennedy School and Kellogg School of Management participated in the 2019 competition. Debora, representing Amani Institute, managed to come in third place globally as well as being the only representative of a country from the global south among all 6 finalist teams.



**PHYLLIS
GICHUHI**

Like other Amani Fellows in previous years, Phyllis Gichuhi led the team that won the Gold award at UNLEASH 2019, a global innovation lab that gathers 1,000 talented individuals annually to collaborate on solutions to meet the United Nations Sustainable Development Goals (SDGs).

For SDG 6: “Clean Water and Sanitation”, Phil’s team tackled the problem of open defecation in South Asia and Africa. Their solution for creating behavioural change, “PoopIT”, is a reward-based credit system where users gain credits for using toilets, which can then be used to buy products at retail stores. They presented the proposal to over 1,200 people, including investors, corporations, and Nobel laureates. They are aiming to pilot the project in India in 2020.

Fellows in the News

La Nacion (Argentina)

About Milagro Iraola

(Amani Fellow in Kenya in 2016)

[Futuro. 35 referentes sub-35 que trascienden con creatividad, talento y esfuerzo](#)

Times Next (India)

About Aditi Agrawal

(Amani Fellow in Kenya in 2014)

[How Aditi Agrawal and team are preparing young students for the corporate world with their startup – School of Future](#)

The Start Up Scene (Egypt)

About Tamer El-Mahrouky

(Amani Fellow in Brazil in 2017)

[After Spike in Gas Prices in Egypt, “TINK” Launches to Make Commuters Share the Tank](#)

The Hindu (India)

About Bhairavi Prakash

(Amani Fellow in India in 2018)

[Beat the blues with this helpful kit](#)

Scene Arabia (Jordan)

About Saeed Abu Alhassan

(Amani Fellow in Kenya in 2015)

[Shams, the Jordanian Community Shedding Light on Social Issues over the Dinner Table](#)

The Pioneer (India)

By Kristina Rao

(Amani Fellow in India in 2018)

[AI at the frontline of healthcare](#) (page 9)

El Comercio (Perù)

About Matias Ballón

(Amani Fellow in Brazil in 2017)

[Alto Perú de Matias Ballón: el barrio como una escuela de aprendizaje](#)

LA NACION



THE HINDU

**startup
SCENE**

02

Our Impact in Brazil





Julia Melo

Brazil Country Director

***“Partnerships are essential for success. In 2019 we made important alliances: Fellows who contributed to the expansion of the Formação em Impacto Social (FIS), partners who supported us to take our trainings to other cities in Brazil, and joint events with several Brazilian and global organizations. We learned a lot from these experiences about expanding high quality and accessible training across Brazil and beyond.*”**

Alone we can go fast, but as we have proven with practice, together we always go further.”

The Amani Global Summit

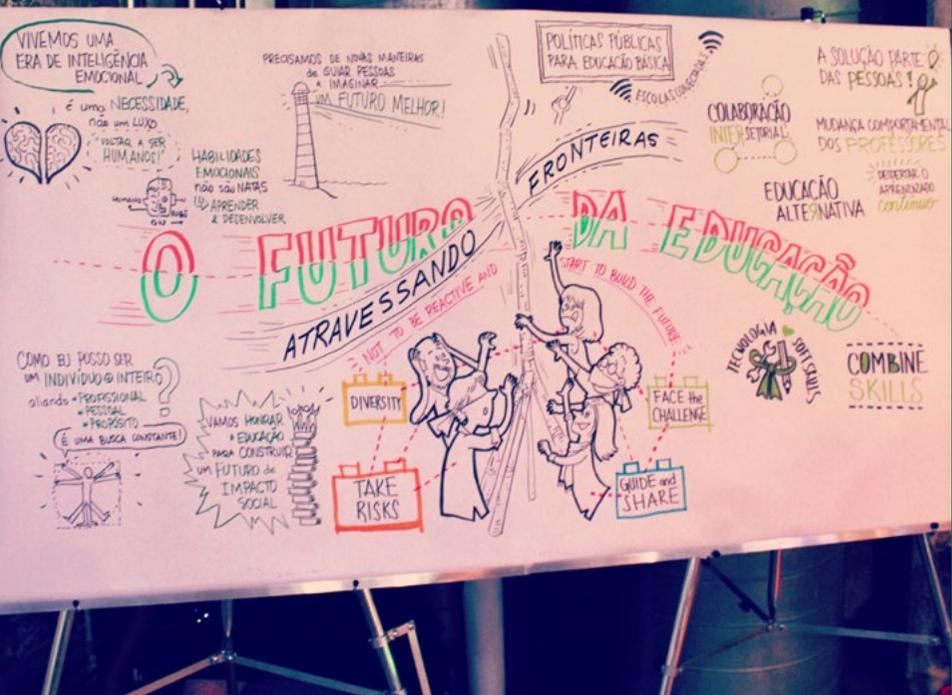
2019 started with a great celebration that also marked the start of our 5th year in Brazil, when the entire Amani Institute team met in São Paulo, together with the wider community: We had 44 Fellows from 15 out of 18 classes represented at our alumni reunion.

A community is different from networks, in that members have a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals. Communities have a code of conduct and a recognizable culture.

That's what makes our community of Social Innovation Management Fellows so powerful!

Our Global Summit is an opportunity for Fellows from across different SIM classes and geographies to meet in person, inspire, challenge, and learn from each other and understand more deeply how we collectively create a better world.





The Future of Impact Work Conference



As a part of Amani's Global Summit, we invited institutions, companies, organizations and professionals across sectors to a full day event in São Paulo. More than 350 people from all over the world joined us to explore how our rapidly changing world is affecting the future of impact work!

This free event held at the Red Bull Station at the heart of São Paulo city, involved more than 100 volunteers and marked an exciting and, provocative start to the year as well as a remarkable way of building the future we want in a truly collaborative way.

As Lisiane Lemos, New Business Manager at Google, one of the speakers at the conference said, "It's not just about technology and innovation, it is about the people".

You can watch recaps from the conference [here](#)

Taking FIS National

Formação em Impacto Social (FIS) is a program in Portuguese designed for inclusivity across society.

In addition to two editions of the program in São Paulo with 44 participants, we also launched FIS Rio de Janeiro (2 cohorts with 38 participants) in partnership with Gera Institute, and FIS Manaus (1 cohort with 27 participants) in partnership with Impact Hub, with the support of the Instituto de Cidadania Empresarial (ICE). We believe that this expansion, along with the collaborations, will help catalyze social impact in Brazil.



Formação em
Impacto Social



I finished the program with several new ideas and renewed hope.

Fabricio Mesquita
FIS Manaus participant

Everyone who did FIS realized that to work with social impact, the transformation starts from inside. It's a transformation from the individual to the collective.

Olga Franco
FIS São Paulo participants

Photo: FIS Rio

Offering Custom Training Programs in Brazil

In 2019, we prioritized spreading impact beyond São Paulo, which has been the main hub of our operations. Customized training programs for different organizations were a crucial part of our strategy to amplify our impact across Brazil.

We developed Programa Estrelas do Futebol (Human Development in Football Stars) for Sesc Itaquera. This program is geared at training 30 girls (13 -15 years old from some of the most vulnerable areas in the suburbs of São Paulo) in skills such as leadership, non-violent communication, creating and developing projects.

For Itaú Unibanco – one of Brazil’s biggest banks - we developed a 4-month blended training for 16 civil society organizations on topics such as innovative leadership, financial management and impact measurement.



**a total of
13 projects**



**600
participants**

**Other key
organizations
we have
worked with:
ICE, Movile,
Sebrae Paraíba**

Building Knowledge for the Sector

Ilaina Rabbat, our Co-Founder and Executive Director, wrote a chapter called “The Inner Journey of Social Entrepreneurs” in a new book launched by ICE called Negócios de impacto socioambiental no Brasil (The Business of Socio-Environmental Impact in Brazil).



Ilaina Rabbat was also featured on the in-flight magazine of Gol, one of the most important Brazilian airlines.

03 Our Impact in India





Shehzia Lilani

India Country Director

***“2019 was our second year in India. We strengthened our flagship Post-Graduate Certificate in Social Innovation Management, and also ran customized training programs for repeat clients from 2018.*”**

We diversified our offerings as well: we launched our award-winning ‘Leadership for Growth’ program, conquered our first ever grant application in India (funded by the US Consulate General in Chennai) for the creation of an Indian Women Social Entrepreneurs Network, and ran the ‘Demystifying Social Impact Careers’ event series. It was a big year with big impact!”

Launching Leadership for Growth

Amani Institute launched the Leadership for Growth program in Bengaluru in November 2019.

We ran one cohort with 24 senior and middle managers from 15 different small and growing businesses such as Villgro, Stanford Seed, Enviu, Sambodhi, amongst others, and we ran a specific project in North India for 28 managers from Medha.



This program has equipped me with skills, tools and strategies that have helped me lead my team with confidence, mobilize others to push boundaries and solve business problems. The program curriculum, the course material and the instructors - everything just works..

Anubrata Basu

Senior Research & Communications Manager, Sambodhi

The Leadership for Growth course is a fantastic way to upgrade your managerial skills. The 'leading self' module helped me identify my managerial style and how it affects my leadership skills. I started to focus on the larger picture.

Nishant Kumar

Product Business Manager, Enviu



Demystifying Social Impact Career Series

In partnership with Arthan and the International Innovation Corps, we launched Demystifying Social Impact Careers, a conference series to investigate what a career in social impact really means.

The first conference was held in April in Delhi, followed by the Bengaluru edition in October. More than 300 people joined the 2 events with 35+ speakers from 30+ organizations involved.

Amani Institute led the design of the conferences that was hailed as the most innovative conference series in India.

You can watch recaps from the conference series [here](#).





We weren't just sitting and listening to the speakers at the conference. The format helped us in interacting with them, exchanging ideas, learning from their stories and overall it was refreshing to see how everyone was encouraged to network and speak. Super pumped after attending the conference! It did, indeed, help navigating to what I was looking for which is perspective. Thank you!

Vaibhavi Iyer
Event Participant

Offering Custom Training Programs in India

We worked with Singapore International Foundation for their Young Social Entrepreneurs (YSE) program in Bengaluru. Amani Institute conducted a session on 'Designing for Impact' which helped participants understand how they can design their projects/programs in a way to create and then measure the impact that they're hoping to achieve. The YSE workshop was attended by 30+ Founders from 20+ social enterprises across India including Tactopus Learning Solutions, Socratease, She For Change, Go Desi, among others.

Amani Institute also supported N/Core for their incubator program in Bengaluru, where we ran a module on 'The Inner Journey of the Changemaker' for selected Founders of organizations & their team members. The module focused on elements that would support the participants in understanding and leading themselves better; topics such as Leadership Strengths, Leadership Philosophy, Wellbeing and Energy Management were covered. This was attended by approximately 40 participants from 12 different organizations.



a total of 9 projects



258 participants

Other key organizations we have worked with:
CRY, 91
Springboard and Upaya Social Ventures

04 Our Impact in Kenya





Caroline Gertsch

Kenya Country Director

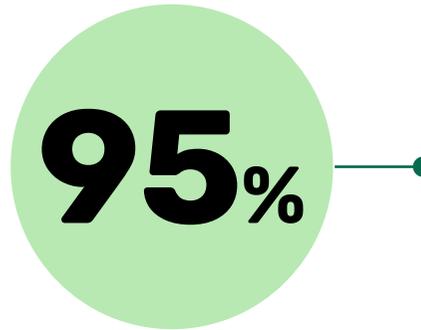
“2019 was an exciting year for Amani Institute in Kenya on many fronts!

Winning the Argidius-ANDE Talent Challenge meant that we could expand the Leadership for Growth program we created in Kenya over to India and Brazil. With the ‘Impact in a Changing World’ conference we collaborated with a large number of partners to create a platform for everyone to share their perspectives, listen to powerful stories and build skills. We also continued to train hundreds of future African leaders through our partnership with the Young African Leaders Initiative.”

Developing Programs that Scale

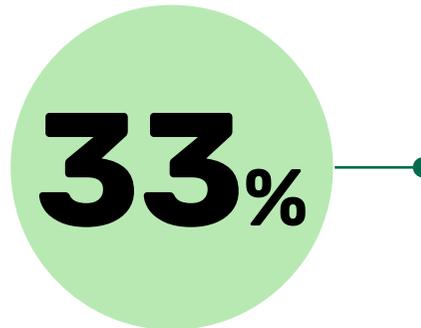
Leadership for Growth

In 2019, the Amani Leadership and Management for Impact program officially rebranded to Leadership for Growth, to facilitate the scaling of the program to India and Brazil after winning the Argidius – ANDE Talent Challenge (AATC). Last year, we were able to train 50 managers from 21 companies across East Africa. Amani Institute believes in the potential of SGBs to drive significant economic change within the African continent and emerging markets.



After 3 years of running the program in East Africa:

of participants report a significant improvement in their leadership skills.



of the businesses become repeat customers sending multiple managers to the program.



Participants have seen an average **20% growth in revenues** and have accessed **over \$3 million in additional financial investments** after having participated in the program.

I have become far more adept at exercising my autonomy creatively to impact the business.

Fulgence Ondoro

Senior Customer Engagement Officer,
Watervale Investments/Moko



Offering Custom Training Programs in East Africa

Since the inception of USAID's Young African Leaders Initiative (YALI) in 2016, Amani Institute has facilitated the Civic Leadership track. It is the largest track in terms of applicant demand and is centered on exposing Fellows to some of the key mindsets, skills, experiences and knowledge required to be a successful 21st century African leader. In 2019, we trained over 250 young leaders from 14 countries in East and Central Africa. Since the start of the program, we have trained over 2000 participants.

The Norwegian Refugee Council (NRC) helps people fleeing from perilous situations across the globe. Since May 2018, we have supported NRC's Regional Office in East Africa and Yemen with their strategic change process, aimed at making NRC more responsive to the rapidly changing global context as well as further amplifying their impact. In July 2019, we were then invited to provide further training support to the NRC Leadership team in Somalia.



a total of 9 projects



433 participants

**Other key organizations we have worked with:
Ashoka, Civicus,
Mama Hope Foundation**

Impact in a Changing World Conference

We have always been keen on breaking silo mentalities and building bridges between the private, social, and public sectors. In collaboration with the Aspen Network of Development Entrepreneurs (ANDE), we held a full day conference in Nairobi in October called, “Impact in a Changing World.” Some of the topics covered at the conference included impact measurement, employee attrition, intrapreneurship, and self-care. The conference blended panel discussions with practical workshops and

networking to impact the 90+ participants from across sectors who joined the conference. A video summary of the conference can be found [here](#).

As Robert Karanja, Regional Lead (Africa), The B Team said, “if we are to truly create sustainable impact, we need to have forums like this where private, public sector and civil society share ideas. This will create synergies needed to shape a better world.”



05 Our Global Impact



Offering Custom Programs Globally



JOURNALISM IN ITALY

We supported the University of Milan to organize and run an Autumn School for Journalists in the Impact Sector. 30 participants from all over Italy learned about the evolution of the Social Sector globally, Storytelling for Impact and Public Speaking Skills.



ART AND CULTURE

Working with arts and culture organizations globally, Prince Claus Foundation fosters more inclusive, peaceful and open-minded societies through its Next Generation Program. In 2018, we began a 3-year partnership to support 13 grantee organizations' leadership teams in problem-solving skills and strategies for diversifying revenue. In 2019 we organized programs in Nairobi and Amsterdam for this group, and they will bring back the learning to their daily work with youth in Brazil, Colombia, Egypt, Kenya, Kyrgyzstan, Kosovo, Indonesia, India, Jamaica, Jordan, Nicaragua, Senegal, and Zimbabwe.



INTERNATIONAL NGOS

Oxfam approached us in 2016 to run an “Impact@Scale” accelerator program in East Africa to nurture and scale promising projects within their teams. The program's success resulted in interest from Oxfam Asia in replicating the initiatives again in 2018 and 2019 involving senior Oxfam managers and directors. Our work with Oxfam has helped projects in more than 20 countries across Africa and Asia.

Contributing to the SDGs

As of Dec 2019, Amani Institute has worked with **99** organizations on **129** projects (**21** repeat customers) involving **7900+** participants.



39
projects



30
projects



29
projects



17
projects



15
projects



14
projects



14
projects



5
projects



4
projects



3
projects



Inspiring a Broader Audience

In 2019, we were invited to speak at 20 global conferences in 13 countries across 5 continents, such as **Tres Sesenta Impacto Positivo**, in Ecuador; a conference on **Tech and Impact Careers** at Yale University and the **ANDE Global Summit** in the USA; **The European Development Days** organized by the European Commission in Belgium; **The East Africa Private Equity Conference** in Ethiopia; and the **AVPN Conference** in Singapore, just to mention a few.

20

global conferences

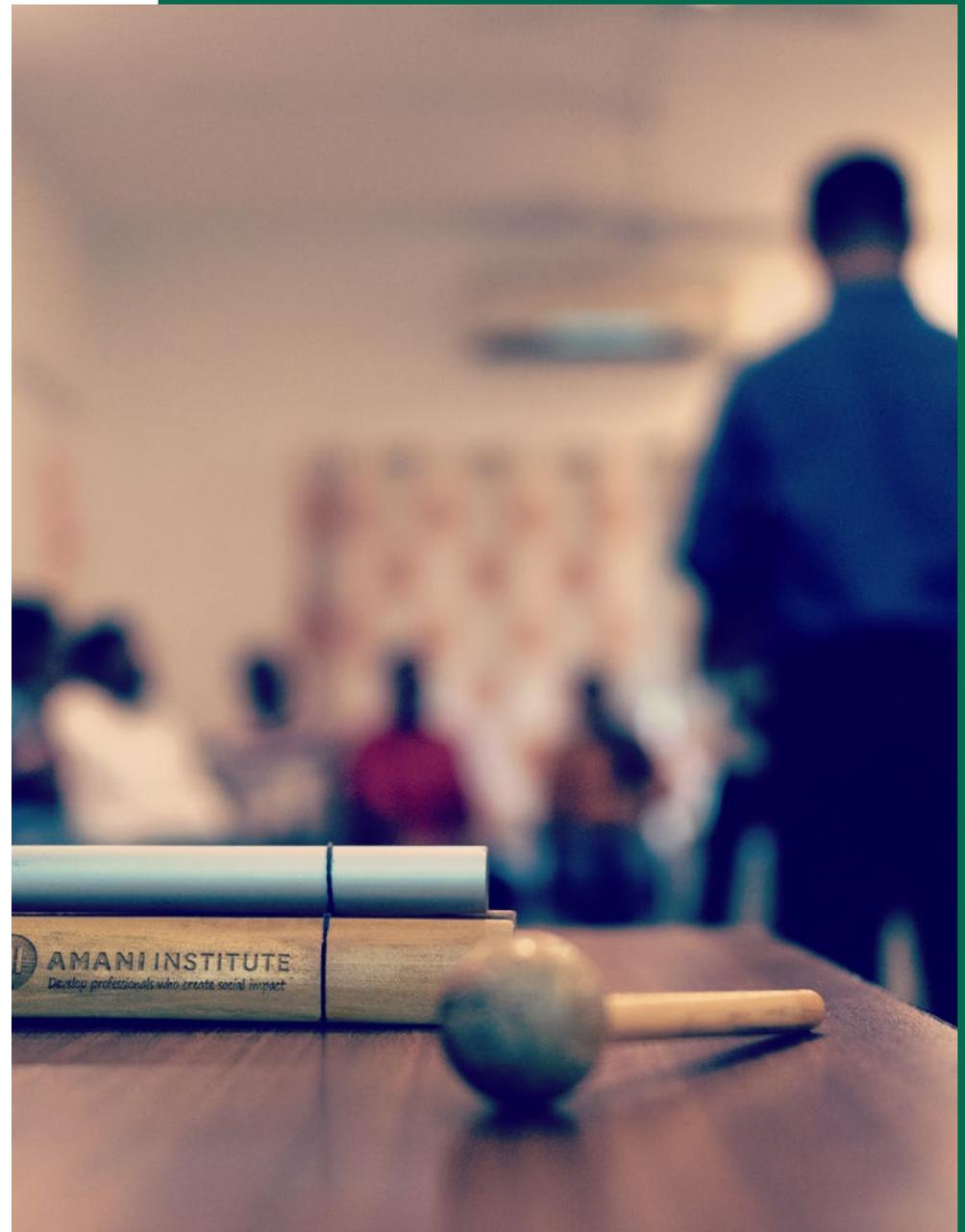
13

countries

5

continents

06 Our Financial Results



Amani Institute is a non-profit social business (tax-exempt in the USA through 501 c (3) status). We have primarily been funded through earned income, with surpluses re-invested for increasing our impact and long-term sustainability.

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

- **\$360,137 in scholarships** to SIM Program participants globally
- **\$16,600** in scholarships to FIS participants in Brazil.

Revenues



TOTAL **\$1,067,280**

Expenses



TOTAL **\$1,099,476**

Get Involved

SUPPORT US – Like all other organizations, Amani Institute is deeply affected by the COVID-19 pandemic. Please consider funding the training of changemakers to address global challenges like the pandemic. Donate [here](#) to our organization or reach out to learn how else you can help: roshanpaul@amaniinstitute.org

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: roshanpaul@amaniinstitute.org

IMPROVE MANAGEMENT TALENT

Nominate business managers in East Africa, India 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 or francescafolda@amaniinstitute.org



**AMANI
INSTITUTE**

Develop professionals
who create social impact

Thank you!

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