



2021 ANNUAL REPORT

A Year of Impact

Brazil, Kenya, India...
and beyond!



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Dear Friends,

2021 was a year of growth, impact, and experimentation for our organization.

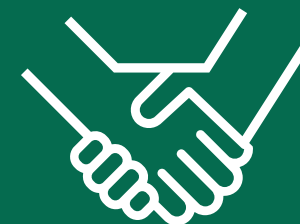
On the impact side, we experienced growth across the board. This includes doubling our reach through events and workshops; doubling the digital editions in our flagship program for individuals – the Postgraduate Certificate in Social Innovation Management (SIM); and nearly tripling graduates from our flagship program for organizations – Leadership for Growth – with ongoing support from the Argidius Foundation. Beyond this, we increased the number of customized programs we ran from 25 to 34, training an additional +1,000 changemakers across Asia, Europe, Africa, Latin America, and North America.

While growth may be a headline, the story is one of experimentation. We used the disruption of COVID and the challenge of adaptation as an invitation to innovate and pilot new models to scale our impact.

Some highlights include developing a Training-of-Trainers (ToT) offering that puts Amani Institute tools in the hands of capacity-building entrepreneurs in new regions. Graduates of our pilot ToT in Iraq successfully ran two cohorts of their own Amani-inspired fellowship programs in Arabic. We also designed Impact Leadership Catalyst (ILC) – an intensive, two-week, immersive program that will run in Egypt in 2022. ILC is part of a larger return to in-person and hybrid programming which we initiated in 2021. In 2022, we look forward to running our first post-pandemic hybrid cohort of SIM.

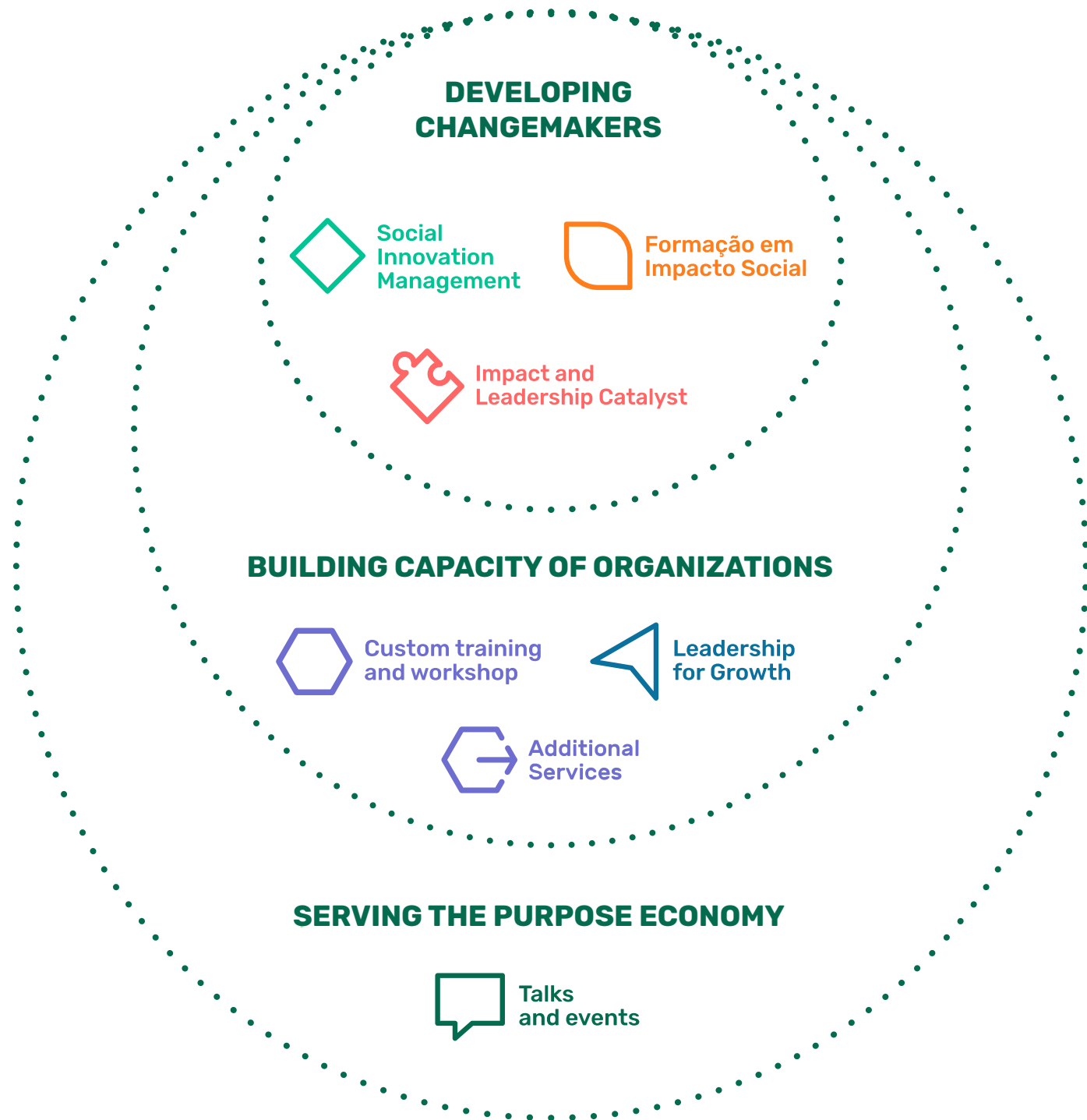
With all this change, growth, and experimentation, the future is both exciting and uncertain. I invite you to explore this report which tells the story of 2021 and to join us in this next chapter of Amani Institute's journey.

Daniel Bennett
CEO, Amani Institute



Mission

**We develop
individuals and
organizations
who lead social
impact.**



2021 Highlights



112 managers enrolled in the Leadership for Growth (L4G) program from Small and Growing Businesses in East Africa, South Asia, and Brazil (where the program is called AGE). Through digital delivery, we were able to expand geographically and reach the highest number of participants in one year for this program.



50 participants joined Formação em Impacto Social (FIS) Across 2 online cohorts, they came from 12 Brazilian States and supported 10 local organizations to practice social innovation during the program.



54 Social Innovation Management (SIM) Fellows from 24 countries joined a community of more than 600 who have been organizing 12+ in person meet ups in 4 continents, 6 workshops and other 20+ community virtual events.



34 customized training programs completed for 30 organizations, with 1000 participants from around the world.

2000+ participants joined 40+ events organized by Amani Institute or in partnership with organizations from Brazil, Colombia, Kenya, India, Italy, Pakistan, Portugal, Sweden, UK, USA.


2021 Highlights

Intermittent waves of the pandemic hit the different countries in which we operate hard and had a significant impact on our business and our morale. Despite this, Amani Institute managed to be united and our culture of empathy and support among team members and partners allowed us to write the story of another successful year.

In 2021, we were awarded as one of

“Escape the City Top 100 Organizations to Work with.”

We ran two digital editions of the **Social Innovation Management program** and our 54 Fellows (37% from Americas; 22% from Asia; 21% from Africa; 18% from Europe; 1% from Oceania) were placed in remote apprenticeships for multiple organizations like International Rescue Committee and Think Place, helping them solve their challenges.



The **Leadership for Growth program** was launched in **Brazil** too, where it is called AGE (Adaptação, Gestão e Evolução). We ran 2 more cohorts each in **Kenya (in-person)** and in **India (digital edition)**, along with two in-house editions in Kenya.

We multiplied our efforts to support organizations across the globe, working with

30+ old and new clients

as HelpAge, and **we developed a Train of Trainers program** for the Iraq Leadership Fellows initiative.

Finally in 2021, **we launched our new website**, or we should say – websites! We’re so happy with the updated content and user experience, both for our global website and our more locally rooted websites for our friends, partners and potential clients in Kenya, India, and Brazil. Visit us at **amaniinstitute.org**!

01 Our Impact in Brazil





Julia Melo

Amani Institute
Country Director, Brazil

***“2021 taught us that we must live everyday as if THERE IS tomorrow and it will only be there if we take care of ourselves, our community, and our planet.*”**

Embodying the ‘beyond boundaries’ spirit, Amani Brazil has been present virtually and worked all over – speaking Portuguese, Spanish, and English. With our programs, we had participants from neighboring countries in Latin America and representatives from almost every state in Brazil. To finish the year, we were a member of the jury in the very first edition of the ECOA Uol Award, for which part of the prize are scholarships for Amani’s programs in 2022. Off to a good start! Cheers!”

Formação em Impacto Social (FIS) Online

A place for transformation

After prototyping the digital edition of the program in 2020, we ran two more successful editions of the program in 2021 with **50 participants** total.



Formação em
Impacto Social



FIS first semester 2021

**24 participants
from 10 States**

Pernambuco, Ceará, Pará, Mato Grosso,
Rio Grande do Sul, Santa Catarina,
São Paulo, Minas Gerais, Bahia, and
Califórnia/EUA

FIS second semester 2021

**26 participants
from 5 States**

São Paulo, Amazonas, Paraná,
Bahia, and Pará

Since the inception
of the program in
2017, we ran

**13 cohorts
of FIS**

including

**4 organized in
partnership**

with other organizations
all over Brazil

with

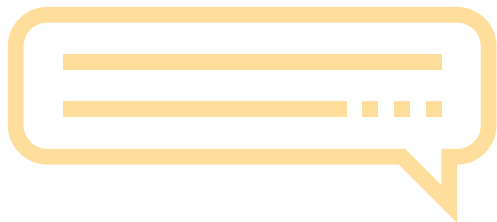
**283
participants**

Participants in Formação em Impacto Social (FIS) Online contributed to projects for

10 organizations:

Olho no Olho, Projeto VAI, Plan International Brasil, Engenheiro sem Fronteiras, Centro de Empreendedorismo da Amazônia, GoodTruck Brasil, Casa Miga, Instituto Update, and Instituto CPFL.





Amani Institute is a new possibility for me. It's being able to see yourself in another place. It's seeing yourself in a place of transformation.

Vanessa Aquino
FIS participant

Working with my group and following the work of other groups was essential to give me a more practical view of the market and the challenges of the social sector. I learned about the challenges of running a social business, about purpose and persistence. I learned to look to my toolbox for ideas to develop innovative solutions and to build those solutions with ideas from other people's.

Thaiz Maciel
FIS participant

AGE (Adaptação Gestão Evolução)

Amani Institute constantly innovates to adapt our programs and delivery models to adjust to local needs. The Leadership for Growth program – called AGE in Brazil – has been designed as an asynchronous online program to fit the busy schedule of small and micro business entrepreneurs in the region. In 2021, **we ran 2 cohorts, with 19 participants from 5 organizations.**

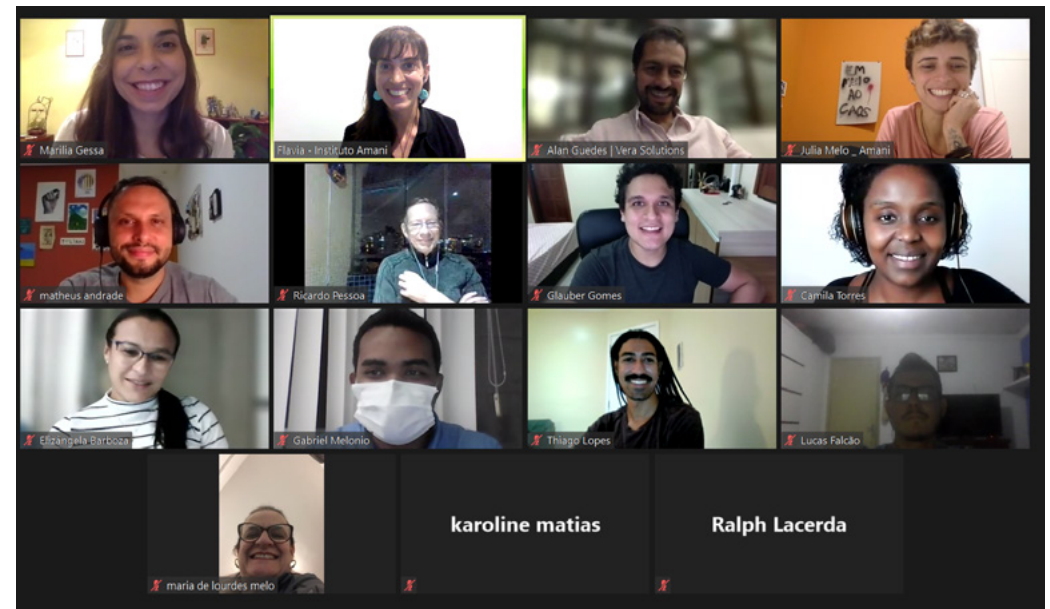


Adaptação
Gestão
Evolução

I feel more confident to propose changes in the management of my area to my director and I also now have more tools to create the work environment I want for my team.

Lucy Freitas

Communications Manager of Sistema B Brasil, a participant



Offering Custom Training Programs All Over Brazil

From media companies to non-profit organizations, with old and new clients, we have been developing talent in topics like Cross-Cultural Awareness or to support them in developing their Theory of Change.



**Custom training
and workshop**

Supporting inclusion and belonging



We worked with Sinergia Animal, an international animal protection organization working in countries of the Global South to reduce the suffering of farmed animals and promote more compassionate food choices. We trained 40 of their international staff about the importance of an inclusive culture that allows for diversity, equity, inclusion, and belonging.



We had a very good training with Amani Institute and we will do more; I would definitely recommend them.

Thai Costa
Sinergia Animal

Other customized training we offered

We also ran three bike-a-thon sessions, with 20 people each, for Aro 60; we supported Mundo Aflora to develop the theory of change for one of their new projects; and we collaborated with Casa TPM, and Engenheiro Sem Fronteiras **engaging with 150 participants total.**



02

Our Impact in Kenya





Caroline Gertsch

Amani Institute Country
Director, Kenya

“2021 was a year of firsts and also the year we went back to in-person programs in Kenya.

As I reflect on the year, I do so with gratitude to our partners who have continually trusted us to upskill their teams for greater impact. The numbers and inspirational stories in this report reveal the vast and impressive difference that the learning and development work we do can have as a catalyst for impact.

With the world continuing to face great challenges, there has never been a more critical time for us all to accelerate our changemaking efforts - as individuals and as organizations! The time to act and make a difference is now!”

Leadership for Growth

Navigating the challenges of another pandemic year, in Kenya we have been able to keep our office open and run an in-person edition of our leadership development program for small and growing business. The recognition of the program allowed us to run **two more open-enrollment cohorts** for **25 participants** from **16 businesses**. We also ran **two in-house editions** of the program for Jacaranda and Penda Health, for a total **21 participants**.



Leadership
for Growth

Through applying the concepts learnt, we have seen consistent improvement and our collections have gone through the roof.

Angelicah Kinyua

Penda Health manager,
a participant



Supporting Organizations' Talent Development

In 2021, Amani Institute in Kenya developed **10 custom training programs** for a variety of organizations such as



If you want highly relevant, culturally appropriate training and transformation, Amani Institute is your ideal partner. Total professionals, they are at the top of their craft and, more importantly, model what they teach!

Erica Mohr

Board Chair, Women Leading Change, Sasamani Foundation

Examples of Our Work

Civic Leadership

After 5 years of training more than 2000 Young East African Leaders in the civic leadership track of the initiative launched by former US President Barack Obama (YALI), Amani Institute **designed the curriculum for an Africa-wide cohort for 75 participants** split across three countries. Our team in Kenya **facilitated a cohort of 20 participants** from Western, Southern, Central and Eastern Africa. The course ran online between August and November 2021 with 1-hour sessions daily which were a mix of knowledge building and coaching.

Environmental Leadership

Greenhouse Sessions 2.0 Acceleration course was implemented between October and November 2021 in collaboration with WWF Panda Labs. There were

26 participants representing **13 organizations from 8 counties.** The course was held in-person through

three full-day sessions that built the capacity of startups and CSOs working in conservation.



The program was very important for me. The knowledge I acquired was the missing puzzle in my community development jigsaw.

Marias Ripau

Friends of Maasai Mara -
GHS Acceleration Course participant

03

Our Impact in India





Shehzia Lilani

Amani Institute Country
Director, India

“The most rewarding part of the year was growing the team by more than double, all while leveraging the new normal; we managed to build a culture of trust, care and collaboration for collective growth.

It was a year of firsts – our first India website & social media, and our first over-subscribed Leadership for Growth cohort. But also a year of seconds, thirds, and fourths – our second grant from the US Consulate Chennai, our third digital edition of L4G with participants from across India & Asia, and our fourth year in a row working with multiple customized training clients.

We’re very excited about turning 5 this year and can’t wait to see what 2022 holds in store for us!”

Leadership for Growth

In 2021 in India, our leadership program for middle and senior-level managers in small and growing businesses trained the largest cohort from its inception globally, with 26 participants from 9 different organizations. The cohort was the first-ever over-subscribed one, with people joining the waiting list.

Across 2 cohorts, in 2021 we trained **47 participants from 18 organizations** reaching a total of 143 managers enrolled from 44 organizations in South Asia.

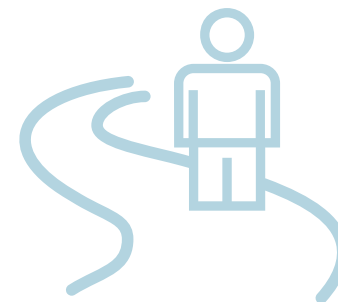


Leadership
for Growth

We started the L4G program back in April 2021, at the peak of the second wave of COVID19 in the country. The cohort and the team at Amani created the spaces that kept me grounded and connected. This was probably the only safe space a lot of us had access to. What helped me most was identifying and working through my own emotions. It was a new dimension to my leadership development.

Dhanush Kumar

Strategic Partnerships Manager
at Dream A Dream



The L4G program offered the structure I needed to reflect on my position in my companies with a view towards improvements and growth. The Amani Institute team's professional and positive guidance introduced me to tools and thought structures that helped me analyze my work in new ways.

Susie Kinyanjui

Founder and Sustainability Director
at Cookswell Jikos

Leadership development for women entrepreneurs

After running a successful program exclusively for women social entrepreneurs in 2020, we won a grant from the U.S. Consulate General Chennai for a second time.

This time, we have selected **20 women founders** of social businesses from non-metropolitan cities of Karnataka, Kerala, and Tamil Nadu from **100+ applications**. They have been fully-funded to participate in our exclusive Leadership for Growth for Women Social Entrepreneurs (L4G WSE).



Across Profit and Non-Profit Sector

In 2021, Amani Institute in India delivered **15 customized training programs** becoming a referring point for talent development.



Custom training and workshop



SEWA Bharat is a federation of women-led institutions providing economic and social support to women in the informal sector.

In October 2021, we ran a 2-day in-person workshop for the entire SEWA Bharat central team. Designed to facilitate reflections on participants' individual purpose and its interconnectedness to SEWA's vision and mission, it also provided tools for navigating collective pain-points around delegation, prioritization, and conflict management.





CloudCover is a cloud-native solutions company focused on helping organizations teleport into the future of IT. With CloudCover, we have been running a recurring series of Communication Skills workshops to equip 200 managers, in multiple batches, across the organization to harness the power of effective communication. Our training looks at multiple aspects of communication – from structuring presentations to giving effective feedback and from cultural differences to non-violent communication.



Uninhibited is an organization that is improving the health and wellbeing of menstruators and supporting gender equity in marginalized communities across India.

Working for a second time with Uninhibited, we did a leadership orientation for their incoming cohort of their Period Fellowship.

Other clients include



The event conducted by Amani Institute was an enriching experience as it helped us understand our organization and our team dynamics better. They used a combination of techniques to enable the team to focus on our strengths and reflect on the areas of improvement. It was one of the best team events we had in the recent past.

Anubrata Basu

Assistant Vice President – Research and Communications at Sambodhi

04

Our Global Impact



Developing Global Changemakers

With a fully-remote digital edition of the Social Innovation Management (SIM) program, we could see a shift in our audience. More senior, many parents with young children and an exceptionally high number of female engineers!

We also recorded an increasing number of collaborative social innovation projects by Fellows across the world.



**Social
Innovation
Management**

The Fellows have been very creative about solving organizational problems. They made a lot of efforts to show up and embrace the culture, and developed a lot of appreciation. It was a great process.

Kavya Tadakaluri

Atma, Apprenticeship Host during the SIM digital edition in 2021



Thank you especially for creating such a friendly, safe and respectful atmosphere. It was amazing for my process, I never found so much love in a virtual context before, I never even imagined that it was possible to form great friendships remotely.

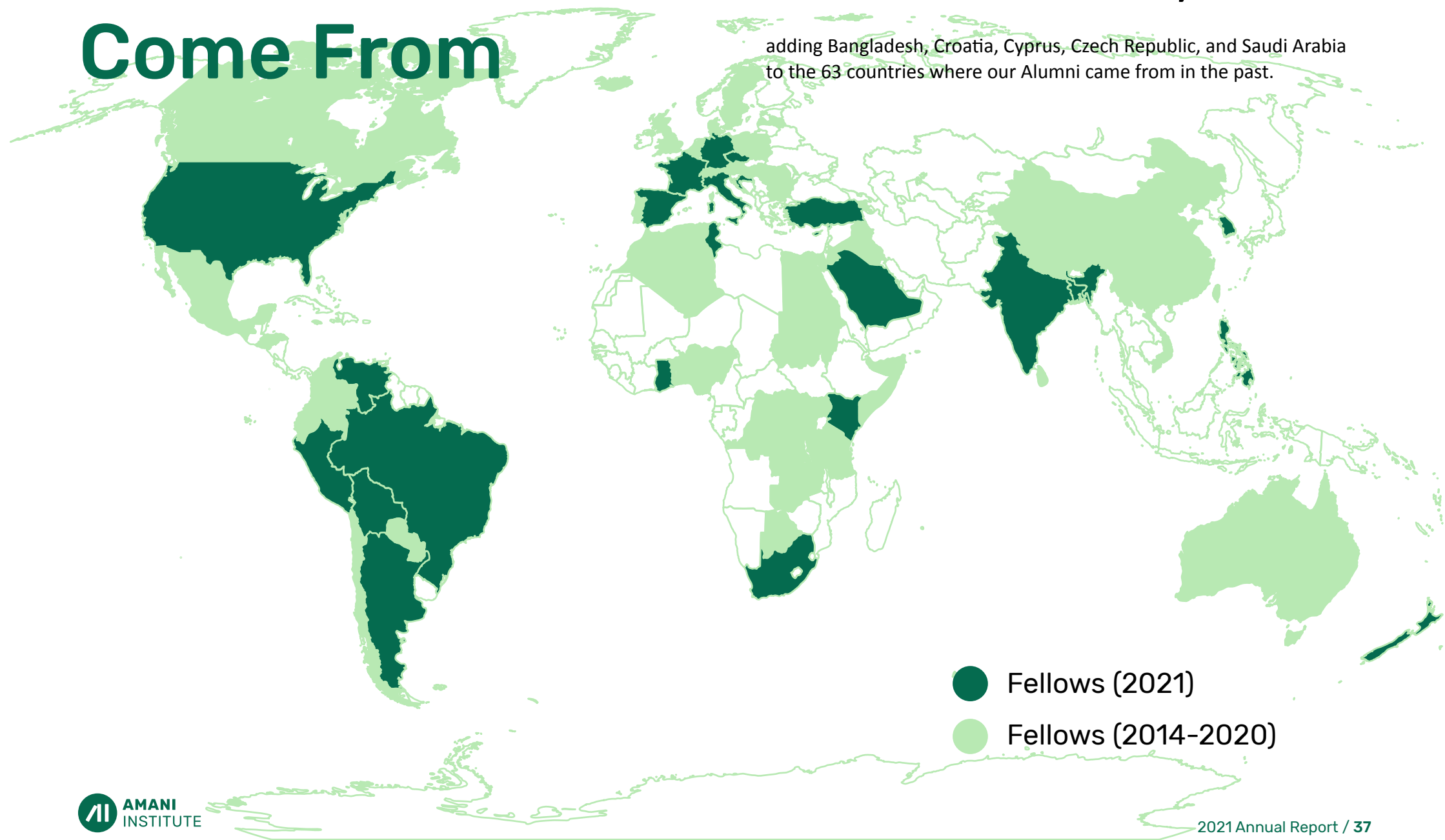
Izabella Neves de Morais

Fellow in 2021, from Brazil/Germany

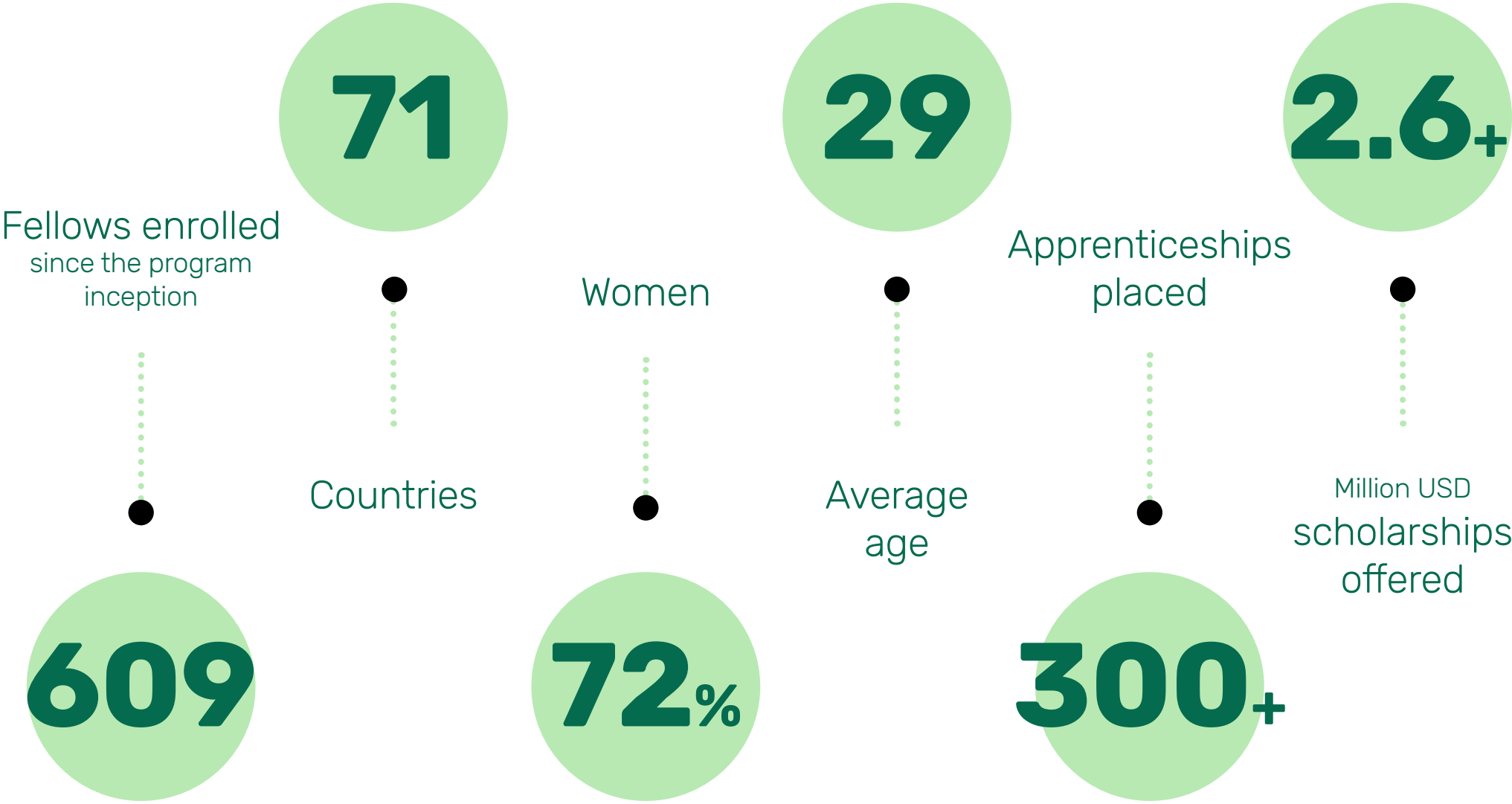
Where Fellows Come From

Our Fellows **in 2021**
came from 24 countries,

adding Bangladesh, Croatia, Cyprus, Czech Republic, and Saudi Arabia
to the 63 countries where our Alumni came from in the past.



About Our Fellows



Amani Fellows Making an Impact Globally

Spreading Good Ideas about Waste-Management in India



**ANISH
MALPANI**

Anish Malpani, an Indian Fellow who joined the SIM program in Kenya, is the founder of Ashaya, a social enterprise focused on increasing the value of waste through deep tech and fairly redistributing that value to stakeholders in the supply chain, starting from waste-pickers. In 2021, he spoke at TEDxSusMafia about his enterprise breaking down the complexity of the waste problem in India.

Supporting Syrian, Palestinian and Lebanese Artists



**SARAH
HAYES**

Sarah Hayes, a participant in our first SIM digital class in 2020, developed a Social Innovation project to support Syrian, Palestinian, and Lebanese artists. She launched Studio Kunukku, a design studio aimed to rediscover traditional textile techniques from Syria, where today eight people work. In 2021, some of the studio's products were featured at the Rome Fashion Week and her project was selected as part of the Social Innovation Warehouse Accelerator program. Studio Kunukku was also awarded funding from Choose Love's inaugural Funders for Refugee Leadership in Lebanon grant program, which seeks to strengthen the role of refugee-led and local initiatives and to support communities to address their needs, speak in their own voice, and organize for broader change.



Winning a Start-up Competition in Egypt



**TAMER EL
MAHROUKY**

Tamer El Mahrouky, an Egyptian Fellow who did the SIM program in Brazil in 2017, is the founder of TINK, a ridesharing service that connects people from similar communities in a cashless gamified user experience, with the positive impact of offering safe affordable commuting to citizens, while reducing traffic in Cairo. In February 2021, they won the community award in the French Egyptian startup competition.



Being Recognized for their Work in Brazil, Senegal and Kenya



RENATA MENDES

Renata Mendes, Fellow from Brazil in 2015, is the founder and president of Mundo Aflora, an organization that supports the reintegration of girls involved in socio-educational measures, offering opportunities for adolescents to make new choices. In 2021, she received the UBS Visionaries Social Entrepreneur of the year award.



SITAWA WAFULA

Sitawa Wafula, a Kenyan Fellow who did the Sim program in 2015 was nominated Top 100 Kenyans for her work as a Mental Health Crusader.



ISABEL SANDOVAL AYALA

Isabel Sandoval Ayala, a Fellow from Ecuador and participant in our Kenya Class in 2017, started working with the Kenyan office of ThinkPlace - a strategic design consultancy with a global network tackling some of the world's most complex challenges using design-led, human-centered approaches. In 2020 she was called to expand their operations to Senegal where she is now the Studio Director.

A Community Beyond Borders

As soon as Health Authorities' recommendations and travel restrictions made it possible, our Fellows didn't miss any chance to meet and support each other in their impact journey.

London



São Paulo



Nairobi



São Paulo



Paris



New York



Milan



Delhi

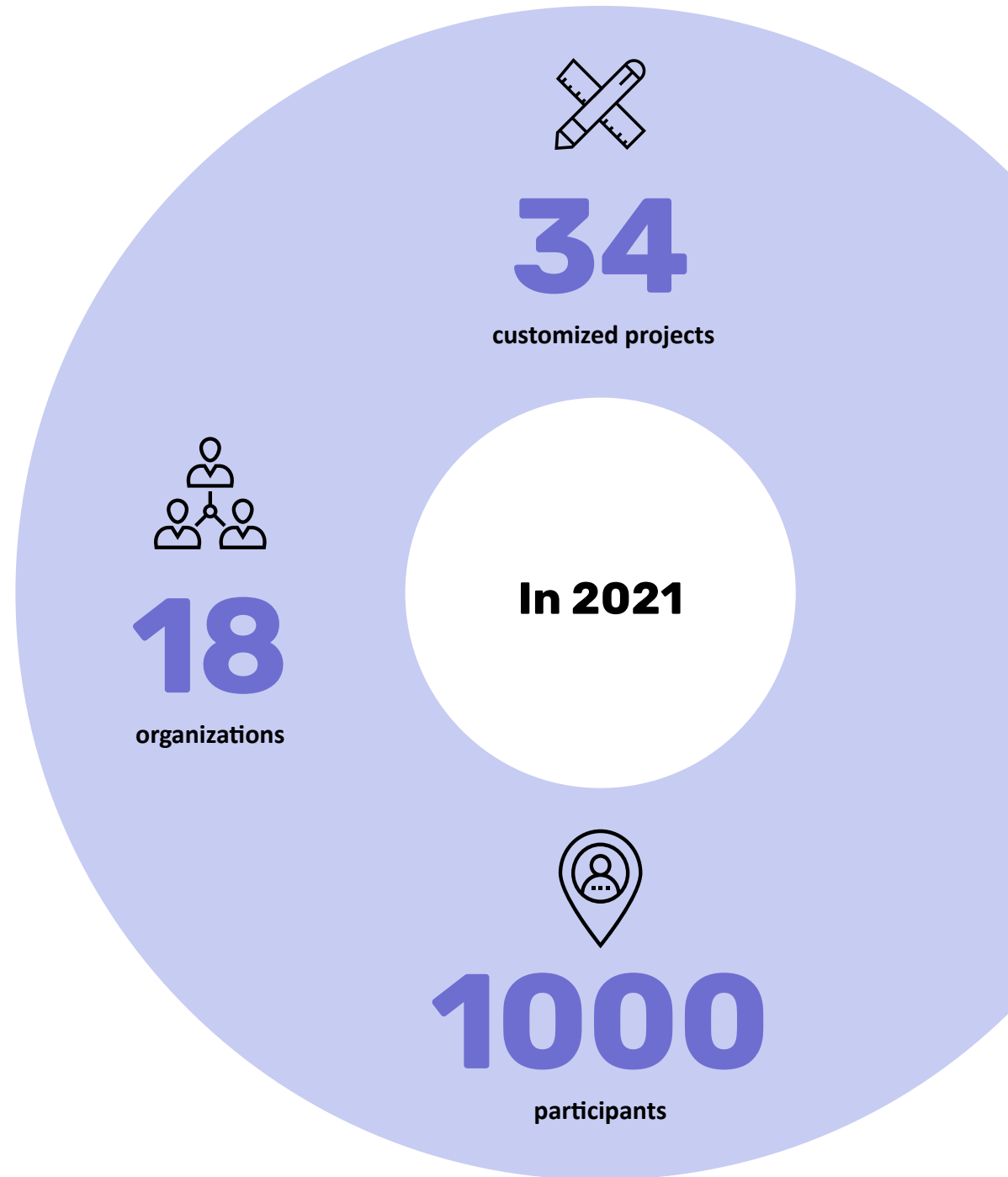


Brussels



Supporting Global Organizations

As of December 2021,
Amani Institute has worked with
125+ organizations on
188 projects involving
10,000 participants.



HelpAge

We trained leaders from HelpAge in various topics around leadership and storytelling, such as storytelling for social impact and systems thinking. A core team of 24 people from five continents attended 13 sessions, four of which were also open to the larger HelpAge network and their partners. For these sessions, we have used simultaneous translations into three languages (Arabic, Spanish, Russian) to be more inclusive and spread the learning among more HelpAge employees and their greater network.



I'm really enjoying the content and am learning something new every week. It's very relevant for my role and I love taking the new skills straight into my work.

Tanvi Patel

Business Development Advisor at HelpAge, a participant based in London

Iraq Leadership Fellows (ILF)

Over the course of three blocks of Training of Trainers (ToT), we worked with **6 facilitators** from the Middle East to deliver our custom designed curriculum on leadership to young Iraqi leaders from the political and social sectors. Two of the training blocks took place in Sulaymaniyah, in Northern Iraq, and one was run digitally. ILF already trained **36 young Iraqis** in their NGO and political classes.



Inspiring a Broader Audience

In 2021, Amani Institute organized multiple virtual and in person events dealing with social impact, entrepreneurship, sustainability across sectors and career change.

Our team spoke at more than 40 conferences, with topics ranging from ethical branding to sustainable tourism, from equal opportunities for women to state building efforts in Afghanistan, from demystifying impact evaluation to food sustainability. Event partners from Pakistan, Italy, Kenya, India, Brazil, Colombia, USA, UK, Portugal, Sweden allowed us to engage with nearly 2000 global participants.

40

events

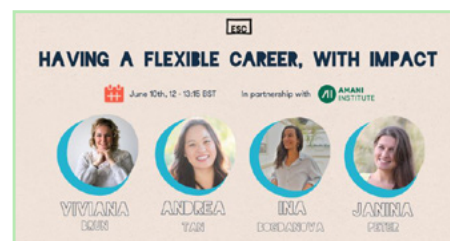
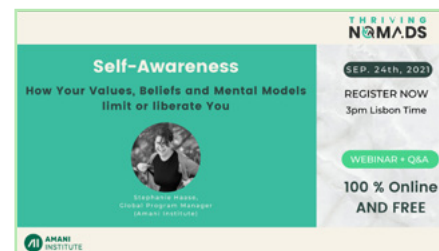
10

**countries
all over the world**

2000

participants

A few examples of **events joined by our team members** to share our knowledge about leadership, innovation, the future of work, global citizenship, gender equality, and more.



The New Reason to Work

In November 2021, our Co-Founders Roshan Paul and Ilaina Rabbat published *The New Reason to Work*, How to Build a Career that Will Change the World.

The book – inspired and informed by their work co-leading Amani Institute – became an

Amazon #1 bestseller in 3 categories

in the first two weeks upon release, with copies sold in US, Canada, Mexico, Brazil, UK, Germany, France, Spain, Italy, Netherlands, India, Japan, Australia.



05

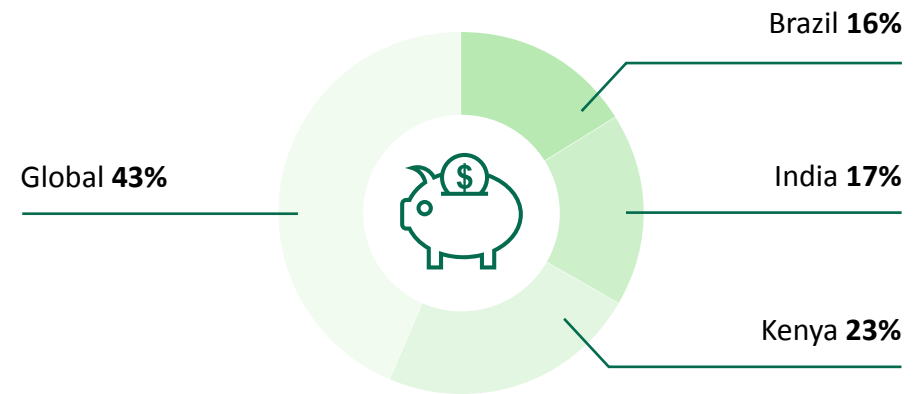
Our Financial Results



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.

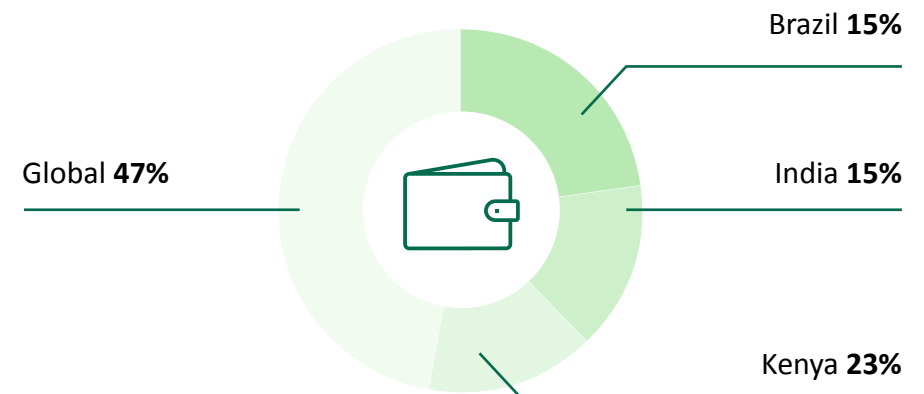
Apart from the above financial results, in 2021 Amani Institute was pleased to be able to offer **\$147,000** in scholarships to SIM Program participants globally and **R\$125,000 (\$24,000)** in scholarships to FIS participants in Brazil.

Revenues



TOTAL **\$1,003,148**

Expenses



TOTAL **\$739,652**

Escape Top 100 Organizations to work with!

Amani Institute is officially a “2021 Escape the City Top 100 organizations to work with”!

We scored among the top 50. As Escape the City explains it, we were measured against 6 criteria - Mission, Impact (scale), Innovation, Environment, B-Corp Status and Workplace Culture - and achieved one of the top 100 scores of any organization reviewed.

“This is a real testament to the work you’ve done building a progressive and forward-thinking organization and we’re honored to have Amani Institute as part of the Escape 100 2021.”



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: info@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 info@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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