



2024 Impact Report

Transformation in Action



A Message from Our Founding CEO: Building on a Legacy of Impact

As we enter the final year of our five-year strategic plan, change is on the horizon - but so is boundless opportunity. Across East Africa, young changemakers are rising, tackling their communities' toughest challenges, securing good jobs, winning national awards, and launching successful ventures. Their resilience and innovation reaffirm the power of Asante Africa's grassroots, community-driven model.

I extend my deepest gratitude to our investors, sponsors, board members, volunteers, and staff. Your unwavering support has empowered young people to shape their futures and uplift their communities. **Together, we are building a legacy of transformation. In 2024 alone, we directly impacted over 24,000 lives and reached over 146,000 individuals.**

As I transition into my new role as Global Board Chair, my dedication to this mission remains steadfast. I am inspired by our progress and the immense potential ahead. Together, we are building a legacy of transformation and shaping a future filled with promise, opportunity, and lasting impact.

With sincere appreciation - Onward and Upward,
Asante Sana,



Erna Grasz,
Outgoing CEO, Co-Founder, Asante Africa Foundation



Erna Grasz

Geoffrey Kasangaki

For the Youth, by the Youth, With the Youth—Shaping the Future Together

As we embark on this next chapter at Asante Africa Foundation, our commitment remains steadfast - educating, equipping, and empowering the next generation of African changemakers. With over 1.5 million lives impacted, we are accelerating efforts to bridge education gaps, expand economic opportunities, and strengthen community resilience.

We must be bold, agile, and forward-thinking. By addressing the challenges of today's global economy, we aim to equip young people with the education, digital skills, entrepreneur mindset and financial literacy and ensure our programs remain relevant and scalable for young people to thrive.

We are scaling learning and earning pathways for rural youth, strengthening STEM education and digital employability, expanding entrepreneurship training, and increasing access to financing for creative youth innovators.

At the heart of our success are the people who make it possible - our staff, partners, funders, and the youth themselves. I am committed to fostering a culture of continuous learning, empowerment, and shared leadership.

The future is full of possibilities. We will shape a future where youth lead, thrive, and transform their communities. Let's walk this journey together.



Geoffrey Kasangaki,
Incoming CEO

Transforming Learners Into Leaders

Asante Africa Foundation's Unique Approach - Learn, Do, Teach, and Pay-it-Forward - accelerates individual and community-wide transformation, empowering young people to learn with purpose, apply with confidence, and lead with impact. From young entrepreneurs launching businesses to leading financial literacy workshops, our programs create tangible change. Our students become the architects of their own futures.



LEARN

Youth learn life skills by creating a personal roadmap, developing entrepreneurship and employability awareness, and gaining leadership abilities.



DO

Youth turn concepts into reality and ideas into action, paving the way for community enterprises and workforce creation.



TEACH

Youth create ripples of change by collaborating and sharing knowledge with peers, siblings, parents, and younger students.



PAY-IT- FORWARD

Youth observe local challenges and put solutions into action. Sharing their skills instills confidence and enables youth to become active leaders in their communities and create sustainable change.

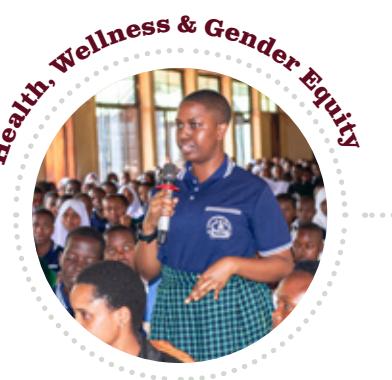
Empowering Youth for the Future

We help youth bridge the gap between learning and earning through a set of interlinked programs designed to alleviate poverty by fostering the development of educated and resilient youth. Rooted in the **UN Sustainable Development Goals (#4, #5, and #8)**, we equip young people in East Africa with the education, skills, and opportunities they need to thrive. Our integrated programs foster leadership, digital and financial literacy, and economic empowerment, regardless of whether they're heading for higher education, employment, or entrepreneurship.



Accelerated Classroom Learning

Accelerated Learning Program (ALP) enhances education access and quality through innovative teaching methods, hands-on projects, digital tools, and localized learning resources. With a strong focus on reading, numeracy, and digital literacy, ALP equips students with the skills needed to succeed, while need- and merit-based scholarships help remove financial barriers to educational opportunities.



Health, Wellness & Gender Equity

Wezesha Vijana Program (WVP) empowers adolescent girls to stay in school by equipping them with personal, social, and economic resources, while engaging boys in gender-equity education to create more supportive communities. Topics include reproductive health, financial literacy, and rights awareness.



Employability & Entrepreneurship

Youth Livelihood Program (YLP), a 3-phased program, prepares young people to enter the workforce or launch an enterprise. The multi-phased program provides job readiness, leadership, and entrepreneurial training through hands-on projects, and career mentorship.



"The skills I gained from Asante Africa's programs have carried me through my educational journey. I am now an Animal Scientist working around the world." - Asha Maulidi, program participant

Multi-Year Learning Outcome Evaluations

inform design and delivery while demonstrating impact for hundreds of young people.

The Power of Alternative Pathways

Move On Afrika completed an external evaluation assessing the long-term effectiveness and program scalability for our Community Learning Groups (CLGs) in Uganda. We established 56 CLGs providing safe spaces, especially for girls, women, and refugees to promote skill development and ensure economic resilience. An MOU with the Ugandan Ministry of Gender, Labour, and Social Development has facilitated regulatory compliance and access to public grants to ensure sustainability of the CLGs.

MEASURABLE RESULTS:

(840 Participants)

73% Established business ventures | 30% Reduction of household poverty | 57% Increase in parental support

94% Growth in women's economic empowerment | 43% Created business sustainability plans



Bridging the Gap for Those Frequently Left Behind

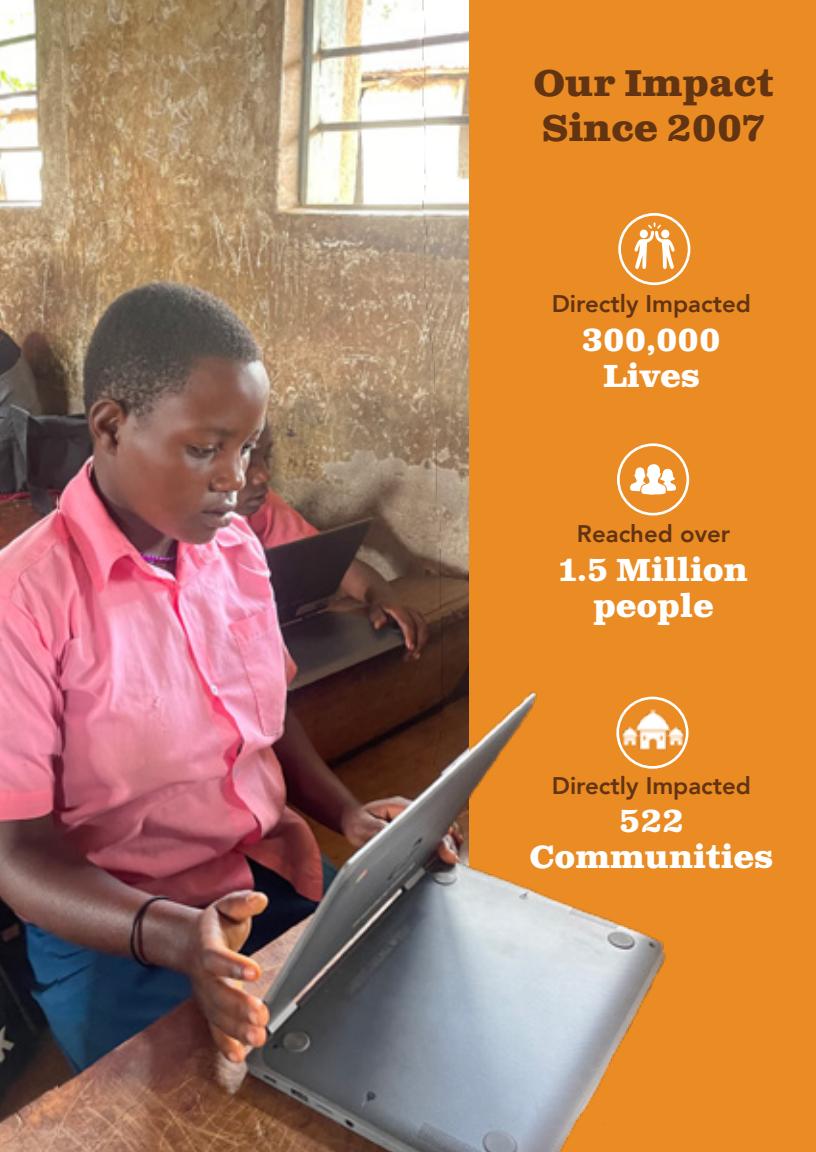
BDIT College completed an assessment of our Bridge the Gap (BTG) initiative in Tanzania. BTG addresses systemic challenges in students' transition from primary to secondary school, particularly the shift from Kiswahili to English as the language of instruction. BTG mitigates these challenges by strengthening English, STEM, and digital skills for students entering secondary school. Teacher training and parental/community engagement reduced the dropout risks linked to economic hardship and the pandemic. BTG is a cost-effective solution with significant positive impacts on students and families.

MEASURABLE RESULTS:

(210 BTG Students / 181 Control Group)

98% Transitioned to secondary school | 75% Increase in English proficiency | 95% Improvement in numeracy skills

60% Increase in digital literacy skills | 94% Improvement in student confidence



Our Impact Since 2007



Directly Impacted
300,000 Lives



Reached over
1.5 Million people



Directly Impacted
522 Communities

Our 2024 Impact

We educate East Africa's youth to confidently address life's challenges, thrive in the global economy and catalyze positive change.



24,662 Lives
Directly Supported



122,180 Lives
Broadly Reached

+



146,842
Total Impacted



2,500 Teachers and Parents Engaged



163 Communities/Schools Involved



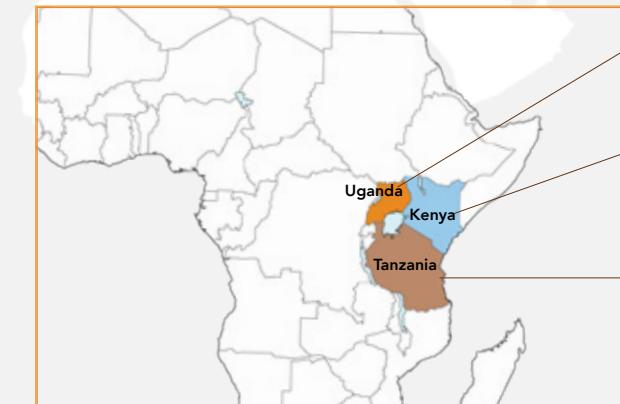
Uganda
5,702 Lives Impacted
43 Communities/Schools



Kenya
7,640 Lives Impacted
42 Communities/Schools



Tanzania
11,320 Lives Impacted
78 Communities/Schools



"Enriched minds will collectively solve all other problems. Education is at the core."

Abdikadir Ismail, School Principal of Mwangaza Muslim Mixed Day Secondary

Celebrating 10 Memorable Moments from 2024



01

Leadership Transition

We welcome Geoffrey Kasangaki as our new CEO in 2025. Founding CEO Erna Grasz has transitioned to the role of Global Chair, marking a strategic milestone that reaffirms the organization's commitment to local leadership and impactful governance across East Africa.



02

Youth-Led Initiative Tackles Climate Challenges

Monica, an Asante Africa scholarship alumna, demonstrated her Pay-it-Forward spirit by founding her own NGO, the Naitawanga Youth Empowerment Group. In 2024 alone, her NGO has positively impacted over 4,000 lives.



03

Public-Private Partnership Drives Job Creation

Our Youth Livelihood Program is amplified by a strategic 3-year partnership with I&M Foundation and The King's Trust International.



04

Digital and STEM Skills Accelerate Learning

Programs like our CS4ALL Bootcamp and DEEP (Digital Employability and Entrepreneurship Program) equip youth of all ages with essential digital skills for the tech-driven world.



05

Teen Girls Speak Out Nationally

In Uganda, we marked International Literacy Day by showcasing youth voices advocating for multilingual education and youth empowerment.



06

From Surviving to Thriving

464 scholarship recipients advanced to the next level in their education, while over 24,000 young people gained valuable skills through our programs. Our students graduate with the skills and confidence to achieve their goals and pursue their dreams.



07

Building Healthier Families Through Nutrition Education

The Food and Agriculture Organization of the United Nations (FAO) Healthy Plate Model Campaign was implemented across 12 districts in Tanzania directly impacting over 4,700 children.



08

Young Women Leading with Impact, Inspiring Change

Florence John, Country Manager for Asante Africa Tanzania, was crowned the 2024 Wise Leader's Contest Champion by the Hub of Wisdom Community.



09

Parent Partnerships are Key to a Child's Success

Recognizing the vital role of parents in a child's success, we actively engaged more than 2,200 parents and teachers through programs that promote their children's education while building skills to improve household income.



10

Government Partnership Accelerates Reach

In a groundbreaking collaboration, we established a five-year initiative with the Ugandan Ministry of Gender, Labour and Social Development. The program aims to create sustainable opportunities for youth.

Youth-Led Change in Action

Coding a Future: Joseph's Path to Success



Born in rural Kenya with no computer access, Joseph's passion for technology ignited when he first saw a laptop. Though financial barriers stalled his education, Asante Africa's Digital Apprentice Initiative provided hands-on training and certifications. This enabled him to build an award-winning e-commerce site and lead as Chief Technology Officer, and fueled his dreams of launching Africa's first solar-powered AI data center.

30 Youth Apprenticed in 2024



300% increase in family income



85% secured digital jobs or internships

464 Scholarships Provided and **7,269** Youth Educated through the Accelerated Learning Program in 2024



88% feel comfortable using technology



92% shared financial skills with their families



Empowering Youth Through Digital Gaming

Our Accelerated Learning Program transforms the way young people develop business and technology skills. Interactive and fun learning opportunities like the Business Enterprise Digital Gaming Challenge provide them with hands-on experience in entrepreneurship, financial literacy, and strategic decision-making.

Our CS4ALL Coding Boot Camp brought together high school students from the U.S. and Kenya to teach middle schoolers, many of whom had never touched a computer, how to code their own games in just a few days. By bridging knowledge gaps with real-world application, these initiatives ignite innovation, confidence, and problem-solving skills, preparing youth for the digital economy.



From Learner to Leader: Jeniffer's Impact



Through the Wezesha Vijana Program, Jeniffer gained the financial and leadership skills to launch her own small business while mentoring young girls in her community. She empowers the next generation to dream bigger by teaching them confidence, resilience, and the value of education. Jeniffer's story demonstrates that when girls are given the tools to succeed, they don't just uplift themselves; they create ripple effects of change. By applying the skills she learned, she is building a sustainable livelihood for herself and her family while shaping a brighter future for those who follow in her footsteps.

7,031 Youth Empowered through the Wezesha Vijana Program in 2024



93% understand how to take care of their bodies



88% initiated savings accounts

Youth-Led Solutions for Climate Resilience



Through the Youth Livelihood Program, young people identify critical challenges in their communities such as the impact of deforestation and take action. In cooperation with the Uganda National Forest Authority, students launched an initiative to plant over 100 trees, creating a greener future while inspiring others to do the same. Their Pay-it-Forward approach has sparked a ripple effect, with more communities joining the movement. By equipping youth with leadership and problem-solving skills, the program empowers them to create sustainable solutions that address real-world issues. When young leaders take action, they drive lasting change.

7,020 Youth Engaged in the Youth Livelihood Program in 2024



92% developed a career plan

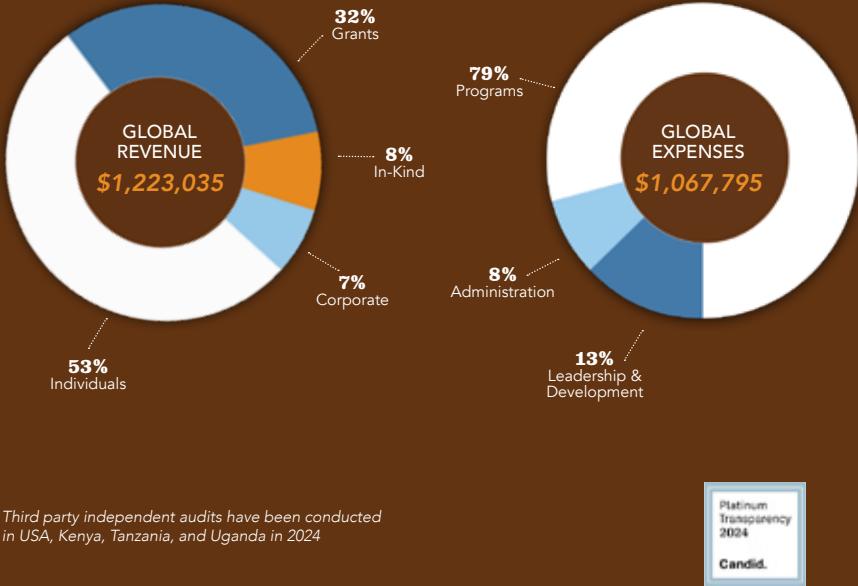


57% started projects to address climate change

Financial Stewardship: Maximizing Impact, Ensuring Sustainability

For Asante Africa Foundation, thriving means transparency and accountability as a global organization, to each other and our stakeholders. Our staff continues to balance the current needs of the organization with ensuring future impact and our East African teams rose to the challenge of securing multi-year grants and in-country corporate sponsorships equalling 17% of funding.

In 2024, we continued to streamline multi-country processes with an emphasis on effectiveness and updating policies to strengthen controls. As our investors and partners, you can be assured that as Asante Africa Foundation moves forward, your contributions are being maximized to expand our programs and deepen our impact.



Funding Partners

Many thanks to the partners and donors supporting our commitment to educate young people and transform lives in East Africa.



Implementation Partners



Education Ministry Partners



Global Leadership Team

The strategic guidance, unwavering commitment, and forward-thinking leadership of our Board of Directors remain instrumental in scaling our programs, strengthening partnerships, and ensuring long-term sustainability. With their dedication, we have navigated challenges, seized new opportunities, and expanded our reach, transforming lives through education and skills development.

TANZANIA BOARD OF DIRECTORS

Richard Mabala, Chair
Fatma Said Kauga, Director
Fredrick Mbise, Director
Rita Kahurananga, Director
Yohana Mcha, Director
Albert Jumbe, Director
Dr. Elia Y.K. Kibga, Director

UGANDA BOARD OF DIRECTORS

Lamech Katamba, Chair
Micheal Balimunsi, Treasurer
Angella Kamukama, Director
Dr. Rogers Barigayomwe, Director
Gordon Iraalya Bakanya, Director
Jacqueline Namusalis, Director
Ronald Araali Mugisa, Director
Olivia Talemwa Nalugwa, Director

NORTH AMERICA BOARD OF DIRECTORS

Colin Higgins, Chair
Mark Newton, Vice-Chairman
Heather Newlin, Treasurer
Monica Hahn, Secretary
Erna Grasz, Chief Executive Officer
Dr. Michael Carter, Director
Nabiha Mauiyyedi, Director
Kanan Puntambekar, Advisor
Allyson Haug, Advisor
Betty Stallings, Advisor
Shirley West, Advisor
Suhasini Iyer, Advisor
Christine Pernick, Advisor

DEVELOPMENT COUNCIL

Marie Monrad
David Azevedo
Purvi Shah
Shanleigh Oades
Whitney Strauss
Nadya Karim-Shaw
Pushpa Krishnan

KENYA BOARD OF DIRECTORS

Hon. Allan Sitati, Chair
William Oduor Owino, Chairman Emeritus
Grace Maina, Treasurer
Abdikadir Ismail, Director
Chadwick Bironga, Director
Everlyne Moraa, Director
Sharon Mwangi, Director
Melvin Cherono, Director
Sheilah Juma, Advisor



Our implementation teams, embedded within the communities we serve, bring invaluable cultural context and leadership, while our global volunteers contribute time, skills, and resources to strengthen our mission. Together, they are the driving force behind our success, creating lasting change and empowering the next generation with the tools to thrive.



 **UGANDA**
Country Manager
Deborah Namugenyi

14 Team Members



 **TANZANIA**
Country Manager
Florence John

19 Team Members



 **KENYA**
Country Manager
Nickson Ateku

30 Team Members



39
Global Volunteers



7
North America
Team Members

Our 2025 Focus



DELIVER New Opportunities

Give all of our youth access to training in financial support, growing a business, and sustainability.



STRENGTHEN STEM Education

Provide programs, tools, and access to rural youth, building a path toward the digital world.



GROW Entrepreneurship

Ensure our youth have mentors and entrepreneurship opportunities to achieve their goals.



SUSTAIN the Organization

Continue to focus on growth and organizational maturity as East Africa continues its leadership journey.



Asante
AFRICA FOUNDATION
Educating Children | Transforming Worlds

Join us in equipping East Africa's youth with the skills, resources, and opportunities to create lasting change for themselves, their communities, and the world.



 SCAN ME



Follow us: @AsanteAfrica

www.asanteafrica.org

**All images are of program participants, with their permission.*



REGIONAL OFFICES

Tanzania

PO Box 8097
Arusha, Tanzania

infotanzania@asanteafrica.org
Tanzania #78243

Kenya

PO BOX 131-20600
Maralal, Kenya

infokenya@asanteafrica.org
Kenya #218/051/11-018/6990

Uganda

PO BOX 8357
Kampala, Uganda
infouganda@asanteafrica.org
Uganda National Registration #5476

North America

1141 Catalina Dr, #213
Livermore, California 94550
info@asanteafrica.org
501(c)(3) Registered - EIN# 71-1010614

Designed by:

