

# IMPACT REPORT



# 2024 KEY FIGURES

Beekeeping	596	Beekeepers supported
	309	New beekeepers trained
	\$32,487	Earned by beekeepers
Coconut Oil	1	Coconut oil factory built
	5,360	Litres of coconut oil produced
	\$16,020	Earned
	3,000	Trees planted
Strive	3,142	People participated in programs
	10	Programs offered
Bright Star Scholarships	65	Elementary school scholarships
	28	High school scholarships
	18	University scholarships
	17	Trades school scholarships
Business Development	61	People trained
	64%	Started or scaled a business
	50%	Of businesses increase revenue
	71%	Female participation
Loans	\$103,051	Loans awarded
	\$1,717	Average loan amount
	99%	Repayment rate
Surf Tourism	1,829	People patronized the restaurant
	158	Nights sold at the campsite
	87	Overland campers stayed onsite
	53	Lessons given by surf instructors
	30	Scholarships awarded



# MOVING THE NEEDLE ON THE SUSTAINABLE DEVELOPMENT GOALS

At Universal Outreach, our mission aligns with a global vision for a better future. By supporting the United Nations Sustainable Development Goals of Quality Education, Decent Work and Economic Growth, No Poverty, Climate Action, Life on Land and Life Under Water we help build a world where everyone has the chance to succeed. Every scholarship we award, every business loan we provide, and every industry we help grow—from honey to coconut oil—brings us one step closer to lasting change. The Sustainable Development Goals are not just ideals—they are a call to action and we're answering that call every day.

**Universal Outreach has installed 42 solar panels in 4 projects, providing over 23,000 watts of clean energy.**





# LOAN PROGRAM



Loans Awarded      \$103,051  
Loans Paid Back      \$81,995  
Loans In Progress      \$36,795

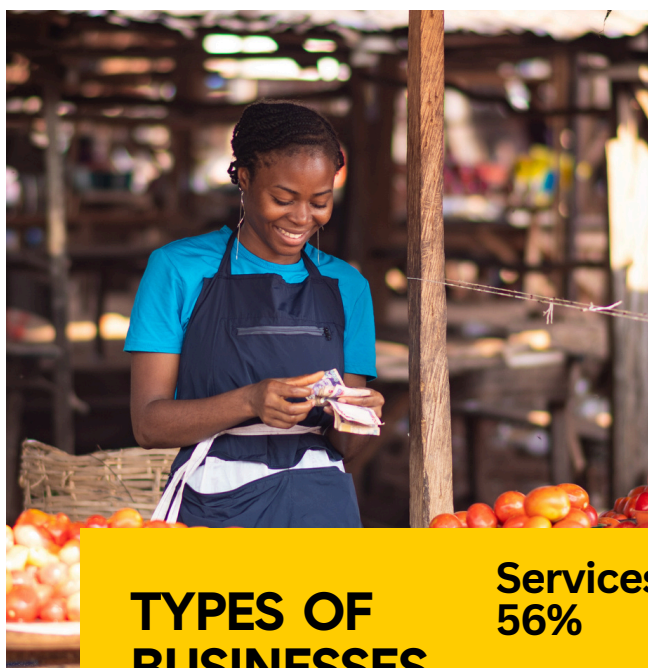
**NUMBER OF  
LOANS AWARDED**

Loans in 2024

**60**

Payback Rate

**99%**



“I own a cookshop and I’ve been selling geebee and soup ever since. It’s a good business but I needed to add it up with something else. I got a loan from Universal Outreach and now I have a 2<sup>nd</sup> shop that my daughter runs. Our savings are now growing and I’ve bought a piece of land.” ~Sarah

**TYPES OF  
BUSINESSES  
IMPACTED**

Services  
56%

Agriculture  
4.6%

Traders  
25.7%

Production  
10%

Construction  
3.7%

**8** DECENT WORK AND  
ECONOMIC GROWTH



**1** NO POVERTY





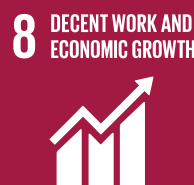


# FROM RUINS TO RENEWED

At just 32 years old, Michael Roberts, a devoted father of four, owned a small cement shop on Tower Hill. When his building was demolished by a highway expansion Michael lost all hope for his business. That was until he learned about the Universal Outreach Loan Program.

He applied for a \$3,000 loan to help him rebuild his shop. With the loan approved, Michael quickly repaid it in six months—far ahead of the 12-month timeline set in the contract. His dedication paid off, and he applied for a second loan of \$4,500, which allowed him to construct a larger building material store.

Today, Michael's store is one of the largest on the highway, providing affordable building materials to his community, saving locals from costly trips to town. Thanks to the UOF loan program, Michael has built a successful business that will support his family for generations.



# BUSINESS DEVELOPMENT PROGRAM



**“What I’m so excited to learn is record keeping. I apply it on a daily basis at my business and it is going so well for me. Before, I didn’t really know where my money was going, but now I can track everything. It helps me make better decisions and feel more in control of my business.”**

**Kebeh**

Before joining the Business Development Program, Kebeh’s restaurant was struggling. She had the passion but lacked the skills to manage her finances, price meals properly, and plan for growth. Through the program, she learned to track expenses, budget wisely, and understand her customers.

By graduation, Kebeh had revamped her menu, improved her profit margins, and grown her customer base. Today, her restaurant is thriving—and she’s inspiring other aspiring business owners in her community.

**61 People trained**  
**64% Started or scaled a business**  
**50% Of businesses increased their profits and revenue**  
**71% Female participation**

**8** DECENT WORK AND ECONOMIC GROWTH



**1** NO POVERTY





# BEEKEEPING



**596**

**Beekeepers Supported**

**309**

**Beekeepers Trained**

**\$32,487**

**In Beekeepers Pockets**

**681**

**Hives**

**42**

**Beekeeping suits**

**28**

**Smokers**

**74**

**Honey Extractors**

Ben Smith from Gannoe Town never believed bees could be domesticated, but after receiving his first hive through a conservation project, he patiently waited six months until a colony finally settled. His first harvest, yielding three gallons of honey earned him **15,000 LD**, which he **reinvested in building more hives**. His second harvest provided another **10,800 LD**, **helping him construct his home**.

**“I WILL DO  
BEEKEEPING  
FOR LIFE!”**

**-Ben Smith**

**8** **DECENT WORK AND  
ECONOMIC GROWTH**



**1** **NO  
POVERTY**



# BEEKEEPING & CONSERVATION



## Preserving Liberia's mangroves

Thanks to your support in 2024 Universal Outreach's beekeeping team had the opportunity to partner with conservation organizations to preserve Liberia's vital mangrove ecosystems. By offering an alternative source of income through beekeeping, we are helping local communities reduce their dependence on mangrove resources. This is critical in protecting these precious ecosystems, which provide essential benefits such as coastal protection, biodiversity, and carbon sequestration for years to come.

Ten women from communities around Sapo National Park were taught essential business and conservation enterprise skills. Through hands-on training, they learned how to develop conservation-linked products and operate with ethical business practices.

Six months later, the Sapo Women Conservation Enterprise is a registered business, successfully producing and packaging honey and providing meals for visitors to the park. These women have transformed their knowledge into income—proving that conservation can create both environmental impact and economic opportunity.



## Conservation based business







# Coconut Oil Production

**FACTORY BUILT IN SASS TOWN**

**5,360 LITRES PRODUCED**

**3,000 TREES PLANTED**

**\$16,020 EARNED**

**8 JOBS CREATED**



“I live by the coast, so I eat from my work fishing. The sea, it’s changing—some days we catch nothing. When the coconut oil factory opened in our village, I saw a new way. They taught me how to press the oil, how to keep it clean, how to sell it right. Now, I work with my hands and I go home with money in my pocket. I feel hopeful.” ~Paul

**8** DECENT WORK AND  
ECONOMIC GROWTH

**1** NO  
POVERTY





# BRIGHT STAR SCHOLARSHIPS

**Elementary**  
**65 students**

**High School**  
**28 students**

**University**  
**18 students**

**Trade School**  
**17 students**



“Being a BRIGHT STAR SCHOLAR has truly been a dream come true for me. It has alleviated financial pressures on both me and my family, allowing me to focus on my studies. My mind feels free knowing I can attend classes without fear of being asked to leave due to unpaid fees is invaluable. For this, I am profoundly grateful to Universal Outreach and my sponsor for this incredible opportunity.”

- PRINCE

**4** QUALITY  
EDUCATION





# STRIVE

## COMMUNITY RESOURCE CENTER

3,142 PEOPLE BENEFITTED  
FROM STRIVE'S PROGRAMS



Reading Program	127
Hub Innovation Centre	1,408
Saturday Fun Club	1,297
Youth Press Club	31
Music Classes	58
Tailoring and Baking	33
Youth Literacy	28
Computer Classes	54
Disabled Tutoring	17
Business Development	42

“Strive has been a lifeline for our community, providing education for out-of-school children, skills training for parents, and scholarships to support students. They also offer business loans, empowering families to build better futures. Whenever someone needs help, Strive is there.”

~Musu



# STRIVE

## COMMUNITY RESOURCE CENTER

### A LOW COST PLACE FOR LOCAL ORGANIZATIONS TO OFFER HIGH IMPACT PROGRAMS



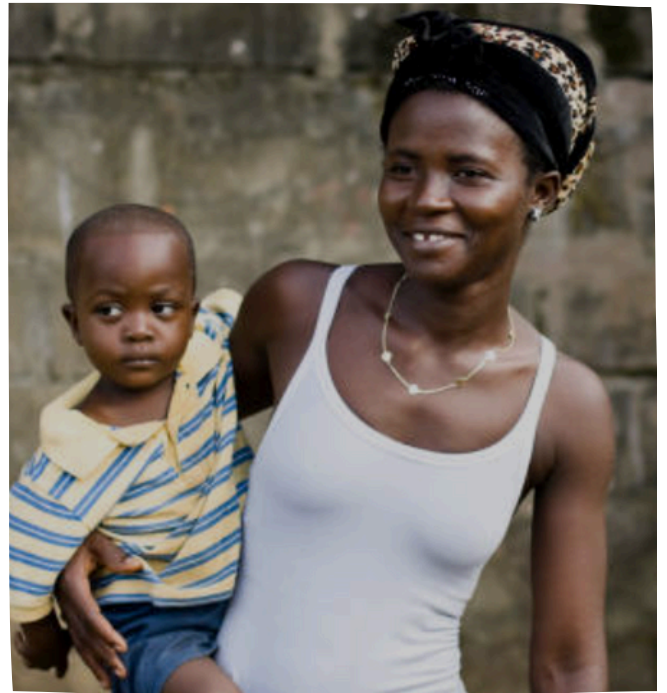
**The Williette Safe-House Organization**, provided tutorial classes for children with disabilities. Often overlooked in the classroom, these children had the opportunity to get academic support where needed and learn basic computer literacy. **17 students** benefited from this program.



**USAID Youth Advance**, implemented an adult literacy program designed to empower individuals who had dropped out of school or had never attended school, helping them develop foundational literacy and numeracy skills. **36 youth** benefitted from this program.



**Red Meets Green** is grounded in the belief that stronger families create a stronger Liberia. They aim to reunite children from orphanages with their families, ensuring that these families are equipped and supported to thrive. Currently, they support **9 families**, with 8 of them fully benefiting from the comprehensive assistance provided. Their holistic approach includes educational support, psycho-social care, nutritional assistance, and business skills development. Red Meets Green is witnessing significant improvements in the families lives, offering hope and encouragement for a better tomorrow.



**Rising Sun Music Foundation** provides low cost music lessons to students with a passion for music. Their goal is to ensure everyone has the opportunity to experience the joy that music brings. In 2024 they had **32 students** attend weekly music lessons in piano, drums and guitar. A special thank you to Instruments Beyond Borders for sponsoring 12 students.





# SURF TOURISM



- 1,829 People ate and drank at the restaurant
- 158 Nights sold at the campsite
- 87 Overlander campers stayed on site
- 53 Lessons given by ISA certified Instructors
- 30 Scholarships awarded to Robertsport
- 47 People participated in beach clean Up
- 32 Girls participated in the Girl's Surf Program
- 79 Children benefitted from surf therapy
- 2 International surf films shot in Robertsport
- Robertsport featured in Surfers Journal
- African Surf League takes flight with its first competition taking place in Robertsport



**215**

Program  
Participants



**1829**

Visitors



**\$21,710**

Earned

**1** NO  
POVERTY



**8** DECENT WORK AND  
ECONOMIC GROWTH



# FINANCIAL STATEMENTS

## Universal Outreach Foundation Statement of Revenue and Expenditure Year Ending December 31, 2024

### Revenue

Donations	388,728
Donations From Foundations	131,018
Grants	137,160
Other Revenue	391,206
Total Revenue	\$ 1,048,113



### Expenses

Charitable Activities	681,161
Management and Administration	25,784
Fundraising	473
Total Expenditure	\$707,418

## 100% Guarantee

We understand that every dollar matters. That's why we're committed to keeping our administration costs to a minimum. Thanks to the generosity of our founders—who personally cover all the administration and management expenses—100% of your donation goes to the programs you support.

**Universal Outreach Foundation  
2024 Impact Report**



# CONTACT US



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