

20 20



ANNUAL IMPACT REPORT

Universal Outreach





We Believe

Education

Universal Outreach Foundation (UOF) believes that education and economic development are integrally connected. To have economic development a country needs skilled, educated people. These two elements work hand in hand, and UOF is focused on providing people with the tools they need to find their own path out of the challenging situations they find themselves in.

To accomplish this UOF provides academic programs and scholarships, market-driven skills training programs, entrepreneur mentoring and creative learning opportunities with an added focus on income generation through the development of niche industries.

Economic Development



It has been a challenging year for all, and I would like to take this opportunity to thank each one of you for your moral and financial support over the past years. It has been a pleasure speaking with you and sharing the work that we are doing together. Our impact has been great, and you have played an integral role in making some incredibly positive changes in this world.

A Message from Kent Bubbs Jr, Executive Director

Universal Outreach Foundation (UOF) is dedicated to the integration and implementation of the 17 Sustainable Development Goals laid out by the UN General Assembly in 2015. This does not mean that we just check boxes, but we live, work, develop and implement within these 17 sustainable development goals.

After living in Liberia for the past 14 years, Landis and I have many stories of challenges and despair that have brought us to tears; however there is always another way of looking at life. UOF, Landis and I look towards the strengths, integrity, compassion and love that so many show during their most difficult times. We build on the positives and not the negatives to help people see that there is light at the end of the tunnel no matter how long that tunnel appears to be.



These challenges and obstacles that we must navigate can only be overcome through support mechanisms that focus on the development of sustainable, long-term solutions. At UOF we achieve this by working in the best interest of those who are reaching out in a time of need. This act of reaching out is not a sign of weakness but a sign of strength and the first step towards inner and outer abundance.

Universal Outreach Foundation has made significant changes in the lives of thousands of individuals and will continue to do this for the years to come. The new "Helping Small" program is a targeted, quantitative program that focuses on projects that directly help individuals, families and communities to climb out of their challenging situations.

The new Strive Business Accelerator Program grows young businesses and mentors them through the challenges of being an entrepreneur. We are dedicated to the continued development of Strive, our after school resource centre, to become a diverse, safe learning environment for demand-driven ideas that once developed will be scalable, quantitative and a major player in the developmental process of people and community.

Our Bright Stars Scholarship Program is growing, and our Beekeeping and Coconut Oil Livelihoods Program continue to provide significant income sources for subsistence farmers.

The future is bright, and we are beyond grateful for all the support that you provide. I cannot put into words the feeling we experience when we're in Liberia and the news of a donation, no matter the size, comes through. It is a true blessing to have such a dedicated group of people who always come to our call to action. I can say THANK YOU but please realize that it is much more than words, you are providing the ability for action. You are a change agent and you are making change.

It is my belief that the way forward is to work collectively towards our mission of eradicating poverty. In fact, we are winning this battle and in the past 20 years people living below the poverty line has halved around the world. I will continue to do my best to provide 100% transparency and accountability to our donors, develop quantitative and qualitative measuring tools to show the positive change being made and be fully accountable for our actions. We welcome and support you all to participate in whatever way you can to be a globally compassionate change agent.

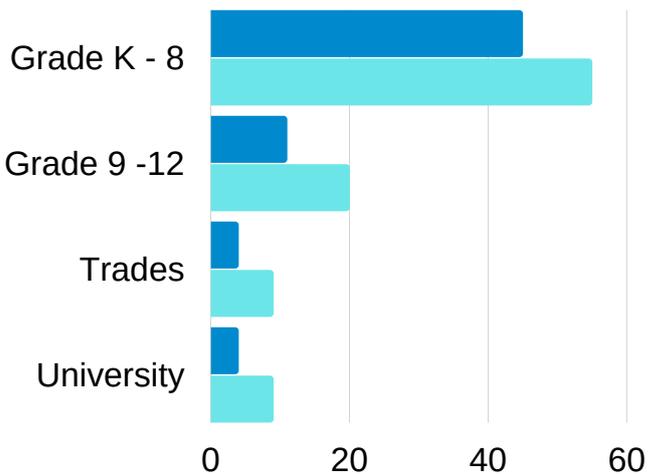
With gratitude,
Kent Bubbs Jr.
UOF Executive Director





Bright Stars Scholarships

Our scholarship program rewards ambitious students, of all ages, who are in financial need and demonstrate a commitment to learning. Donors awarded 65 scholarships in the 2019-2020 school year and 93 in the 2020-2021 school year.



■ 2019 - 2020
 ■ 2020 - 2021



*Thank you for helping me through high school and into nursing school
 - Hannah*

Strive was born from the idea that learning shouldn't stop in the classroom. We recognize the right to academic and trades education for all and that learning—in its many forms—should continue when school is done. STRIVE is a community resource centre, built so Liberians have a safe space for people to meet, share ideas, offer programs and inspire each other.

Strive After School Learning



 Back to School Program	 Youth Hip Hop Dance	 Cultural Dance
 Computer Class	 Bagiaki	 Music Program
 Yoga	 Critical Thinking	 After School Program



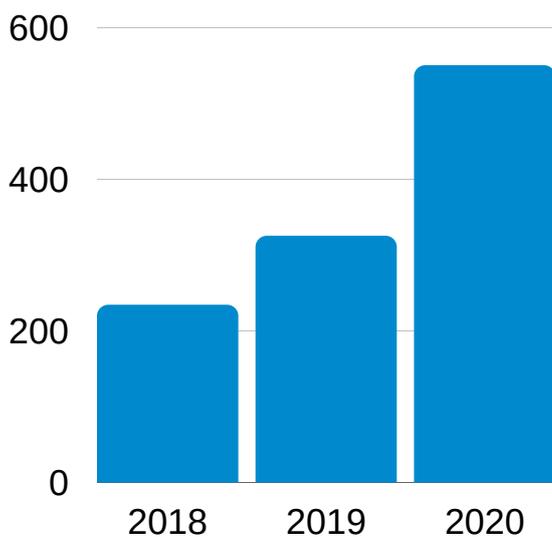
5122 people participated in programs at Strive in 2020. Strive closed its doors from March 19 - October 1st due to the COVID pandemic. These numbers reflect the centre being used for 6 months.

I'm happy to go to Strive after school. My tutor helps me with my math.
-Esauel



Beekeeper Training

Over the past ten years, Universal Outreach has contributed to the creation of a honey industry that is community and demand driven, sustainable, and economically beneficial. We've trained thousands of beekeepers across Liberia, created honey education/collection centres and supported the development of Liberia's top beekeeping trainers.



In 2020 UOF trained 550 beekeepers from 92 communities. This is more than double the amount in any year to date.



Beekeeping has helped me build a house and buy food for my family
- Nyemah

Beekeeping Extension Team

PAGE 08

UOF's beekeeping extension team travels the country, helping new beekeepers become successful experienced beekeepers. These problem solvers, get their hands dirty and support new beekeepers through their harvest to ensure the greatest financial impact.

Counties Supported



10

Beekeepers Supported

1528
people

210
communities

UOF's beekeeping extension team traveled to 10 of Liberia's 15 counties to support new beekeepers

Honey Harvest

2158
gallons*
& 304 kg
of wax

Valued at
\$49,472

*Sold to Liberia Pure -.
Doesn't include
sales to other buyers

Beekeeping Equipment Distribution



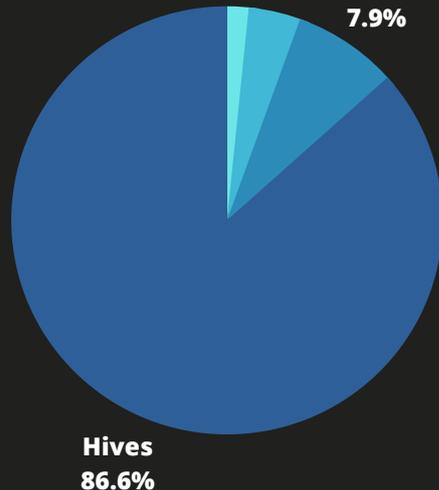
48 Honey Extractors

116 Smokers

234 Beekeeping Suits

2580 Bee Hives

Extractor 1.6%
Smokers 3.9%
Suits 7.9%



Beekeeping Infrastructure



1 New Honey Collection Facility and education centre

Honey production in Lofa county is growing and UOF supported beekeepers by building a honey house. This is the second honey collection facility built by UOF. This 1,200 square foot facility was built for \$17.62 per square foot.



\$17.62/sq ft



Community Based Coconut Oil Production

There is a global demand for cold-pressed virgin coconut oil and UOF has recognized this. Along with the global demand, there is also a domestic demand for this product within Liberia and West Africa. UOF is using a similar model to honey and implementing a training program in rural coastal villages to help them increase incomes by adding value within the community.



2020 was a year of innovation and implementation. UOF modified its existing coconut oil production model to suit the needs of communities in remote regions. New equipment was designed, welded, and tested. A coconut oil processing workshop was then hosted to train communities on the process and explain what they need to put in to develop a factory in their community.



The first community-based coconut oil factory was installed in Jaslo, Rivercess County. On their first production run, they produced 61 gallons of coconut oil and earned \$3,595.



\$10,674
Coconut Oil
sold in 2020



Coconut oil improves people's ability to earn

Thanks to our community-based coconut oil factories people no longer have to sell their coconuts as is; they can increase their income by adding value through processing them into oil. After the coconuts are collected and de-husked, they are split open, the meat is ground out, dried, then cold-pressed into oil at their community based factory.

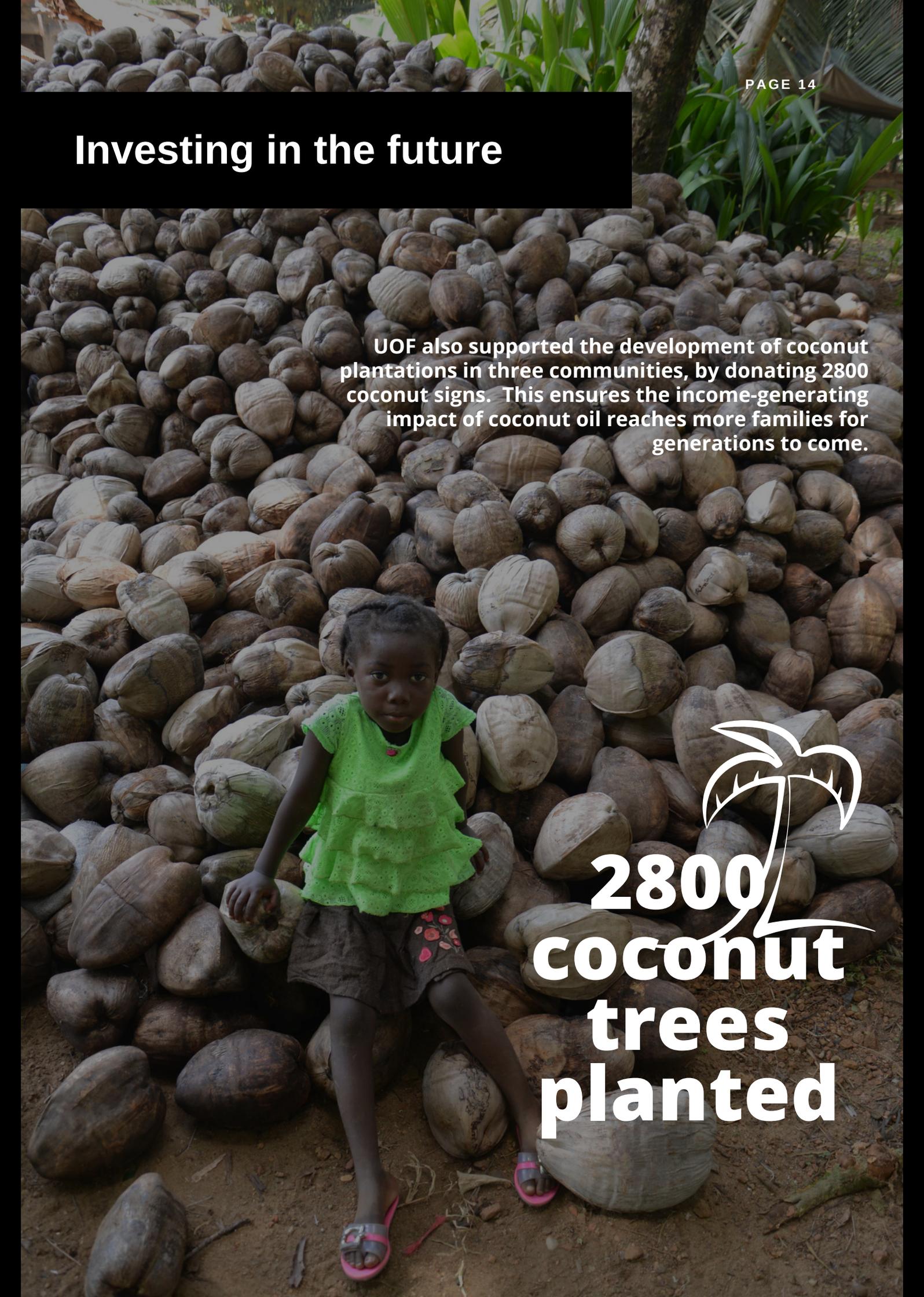


The oil gets transported to the UOF Coconut Oil Training Facility, conveniently located in the heart of the coconut growing region of Cesto City, Rivercess County. It's bought for \$45 per 20-litre jug and the farmer walks away with cash in hand on site. Not only is this set up convenient, but UOF's cold press extraction process also yields a 200% increase in coconut oil yield over traditional oil extraction methods.

200%

Investing in the future

UOF also supported the development of coconut plantations in three communities, by donating 2800 coconut signs. This ensures the income-generating impact of coconut oil reaches more families for generations to come.



**2800
coconut
trees
planted**

We all have mentors in our lives who have encouraged us by providing guidance in personal, financial and life skills. By tapping into the vast network of business mentors within the Universal Outreach Community in Canada and Liberia we are able to provide up-to-date specific mentorship to Liberian businesses.

Business Mentorship



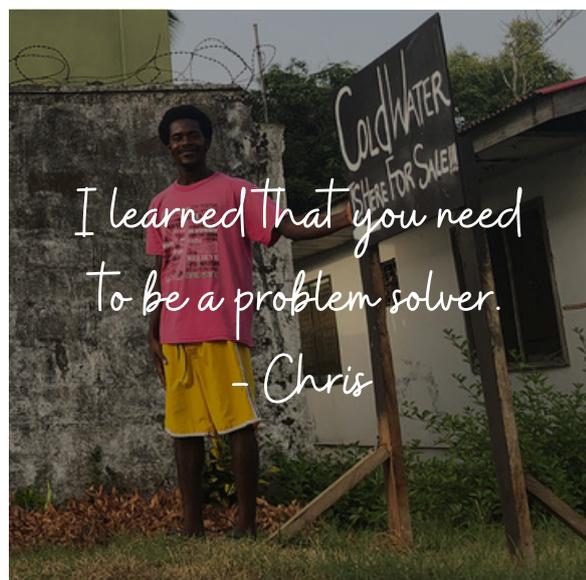
Liberia Pure started in a tiny kitchen of one of the team members at Universal Outreach and now has grown into a business of \$130,000 USD in sales and \$28,000.00 USD in net profit for 2020. Liberia Pure has developed 5 honey products, 7 coconut oil products and recently a line of coconut oil soaps that consist of 4 different scents and ingredients.



More Business Mentorship



In 2020 Universal Outreach shared their business start-up knowledge with Philip's Guest House, Chris's Cold Water Business and Liberia Pure. UOF is taking the knowledge it's gathered from 10 years of providing personalized business mentorship and transforming it into a formalized program in 2021.



Board of Directors

Board of Advisors

Universal Outreach Foundation operates with both a Board of Directors and, as of 2020, a Board of Advisors. UOF appreciates everyone's unique talents and the strength they bring to our organization. Please meet the individuals who make up these resourceful and impactful groups:

Kent Bubbs Jr

Kent Bubbs Sr

Kelly VanUnen

Sam Holland

Anne Gardner

Miriam Pirbhai

Landis Wyatt

Clara Doe Mvogo

Ian Rose

Robert Wyckham

Rich Barichello

Andy Szocs

Robert McGill

Christiane Ahpin

Roy Gordon

Financial Statements

96.3%

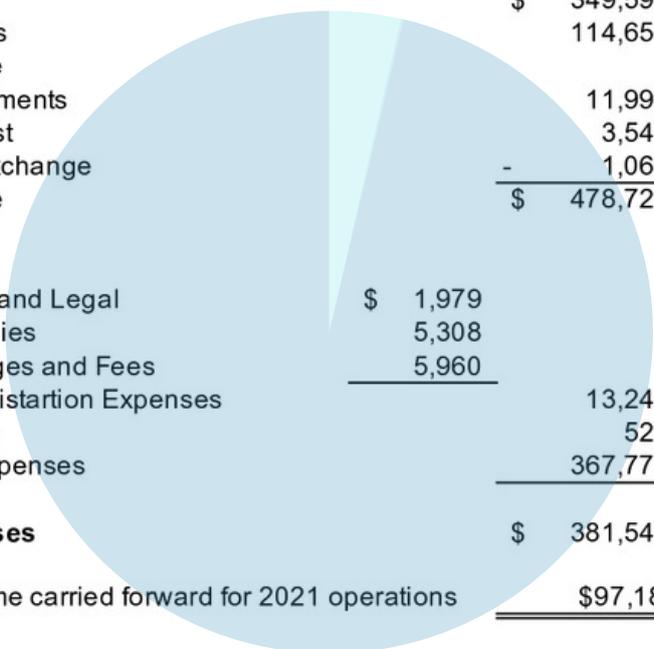
In 2020 96.3% of our spending went to program costs.

3.7%

In 2020 3.7% of our funding went to administration and fundraising costs.

Universal Outreach Foundation
Income Statement
Year Ending December 31, 2020

Income	Administration 3.6%		
Donations		\$	349,598
Partnerships			114,653
Other Income			
Bank Investments			11,996
Bank Interest			3,540
Currency exchange		-	1,063
Total Income		\$	478,724
Expenses			
Accounting and Legal	\$	1,979	
Office Supplies		5,308	
Bank Charges and Fees		5,960	
Total Administration Expenses		13,247	
Fundraising			521
Program Expenses			367,772
Total Expenses		\$	381,540
Excess income carried forward for 2021 operations			<u>\$97,184</u>
Donation to Legacy Fund			\$200,000



Financial Statements

Over the past 20 years, the Universal Outreach Community has collectively made significant positive changes in this world and we've created the Universal Outreach legacy fund to ensure these changes continue in the years and generations to come.

UOF diligently strives to make every dollar count and the development of the legacy fund will go a long way in maintaining the high standard of accountability, transparency and effectiveness that UOF has become known for. In 2020 over \$200,000 was donated to this fund.

Universal Outreach Foundation
Statement of Financial Position
December 31, 2020

ASSETS	
CURRENT	
Cash and cash equivalents	\$552,157
Micro loan receivable	6,419
Inventory	1,758
	<u>\$560,334</u>
LEGACY FUND (RESTRICED CASH)	706,298
CAPITAL ASSETS	<u>728,216</u>
	<u>\$1,994,847</u>
LIABILITIES	
CURRENT	
Vehicles	\$819
Salaries Payable	715
	<u>\$1,534</u>
NET ASSETS	<u>\$ 1,993,313</u>
	<u>\$1,994,847</u>



Report From Our President

2020 has been a difficult year for the people of Liberia. Not so much by the number of Covid cases, but more for the effect Covid has had on the economy.

Considering that Liberia is reported to be the poorest country in the world based on its gross national income of only \$710 per person (source USA Today) this creates great challenges for Liberians. Lost jobs and food shortages, now affect 70 percent of households and is complicated by no government safety net for the people to turn to.

UOF is in the right place to make a difference, and we are. The thousands of jobs created through rural beekeeper training remain relatively free of the recent negative economic impact affecting most. Everyone connected with the coconut oil production and manufacturing and distribution of the oil products are also relatively protected. This additional income is helping to support farmers raising their grandchildren sent to be with them by unemployed parents in the cities that can't afford to raise them.

What UOF is doing is proof positive these models are successful. They are growing and sustaining positive outcomes, even in the midst of adversity. We believe our models are the future of charitable activity. Grassroots...bottom up...community-based programs implementing business principles with love, compassion and care.

If presently a donor, you can be proud of what you have accomplished through UOF. Your commitments to the new UOF Legacy Program through your estate planning, confirms that you want to see this work live on, way beyond our years.

The Liberian people you are helping and the UOF team are grateful to have you on the team.

Many thanks!
Kent Bubbs Sr.

President
Universal Outreach Foundation

20
20

ANNUAL IMPACT REPORT


UNIVERSALOUTREACHFOUNDATION.ORG