



2023 IMPACT REPORT


universal
outreach



A message from board member - Emma Johnson

I've been reflecting on how to translate the transformative experience of my many trips to Liberia in a way that invites others along for the journey. I'm starting to think it is, in fact, not possible to truly capture and convey the texture of what it feels like when the gravity of a certain experience falls into place.

There is no elegant way to say that breaking the poverty cycle is tremendously hard and takes a long time.

Data is helpful, yes, but numbers do not capture what it feels like to see someone you know get their footing, open a business, and pay for their children's school fees. Numbers don't capture what it feels like to care about someone who cannot afford their kids' school fees or the critical medical attention they need.

I think if you could experience this, if you could experience the intensity and relentlessness of this country, the heat, the sweat, the friendships, the resilience of every damn person having lived through civil wars, the Ebola crisis, corrupt government leadership, and just... life in a country that is unforgiving.

If you could watch, over years, as the people you care about go from merely surviving (and sometimes not), to building truly prosperous lives for themselves, their families, and their communities. If you could see how a seemingly small leg up has the potential to drastically alter the course of someone's life, you wouldn't be able to stop thinking about it either.

There's that story about how, when you adjust the heading of an airplane by 2 degrees, it drastically alters the end destination. By cities. Even countries. This is my ode to the 2 degrees — a testimonial for how true that story is in the context of Liberia and the work we do there. This is my way of imploring you to pay attention to the seemingly small 2 degree work happening in this world, because it truly is life changing for everyone we reach.



Beekeeping

2,847 gallons of honey harvested
\$70,107 paid to farmers
411 beekeepers trained & equipped
645 beekeeping extension visits
871,472 acres of National Parks created with beekeeping being the key alternative livelihood offered.

Coconut Oil

5,800 litres of oil produced
\$31,533 earned by oil producers

Bright Star Scholarships

157 scholarships awarded
84 - Elementary
38 - High School
20 - University
15 - Trades

Strive

3,842 attendees
9 programs

Business Development

40 attendees
Up to 34% profit increase
Up to 29% increase in revenue
Up to 62% salary increase

Loan Program

44 loans paid out
\$134,651 cash lent
95% success in repayments

Surf Tourism

22 lifeguards & surf instructors trained by the ISA (Int. Surf Assoc.)
11 girls attended female surf training
15 attended surf therapy program
5 people trained by the ISA as level 1 surf judges.

Beekeeping

Beekeeping supports environmental conservation efforts while offering a viable income source to farmers throughout Liberia. When asked what three things beekeepers put their earnings towards, the top responses were:

1. **Children's school fees**
2. **Home construction**
3. **Beehive construction**

A guaranteed income source in Liberia is hard to come by, Beekeeping offers people this and the means to take a step towards the life they envision.



"When you live a financially insecure life, it's risky to put your energy into something you aren't sure about. Initially people felt uncertain about beekeeping and so they grew their hives slowly. Now beekeeping has proven itself as a money making activity and the number of hives a farmer invests in initially is on the rise. Starting with 50 hives is becoming more common instead of 2"

– **Aaron Williams, Lead Beekeeping Trainer, Universal Outreach**



- **Continued work with 75% of Liberia's conservation partners** including Wild Chimpanzee Foundation, Partners in Development, Solimar, Society for Conservation of Nature in Liberia, Chimpanzee Rescue and Protection, and Forest Development Authority. Together we are working to create **871,472 hectares** of National Parks to support preservation of biodiversity.
- **411 new beekeepers** trained
- **645 beekeepers supported** through our extension program
- **Equipment** distribution:
 - 82 bee suits
 - 82 buckets
 - 41 smokers
 - 41 honey extractors
 - 630 hives

On the impact of beekeeping in Liberia ...

"Beekeepers, regardless of formal education, are actively engaging in and learning from beekeeping communities. They observe and construct beehives in their local areas, showcasing a grassroots involvement that speaks to the expanding interest and adaptability within the beekeeping sector."

– **Abel (National Beekeepers Association)**

"Beekeeping is the most viable and impactful economic intervention to communities that is both sustainable and beneficial for livelihood"

– **FDA Warden Marcus K. George**

Coconut oil

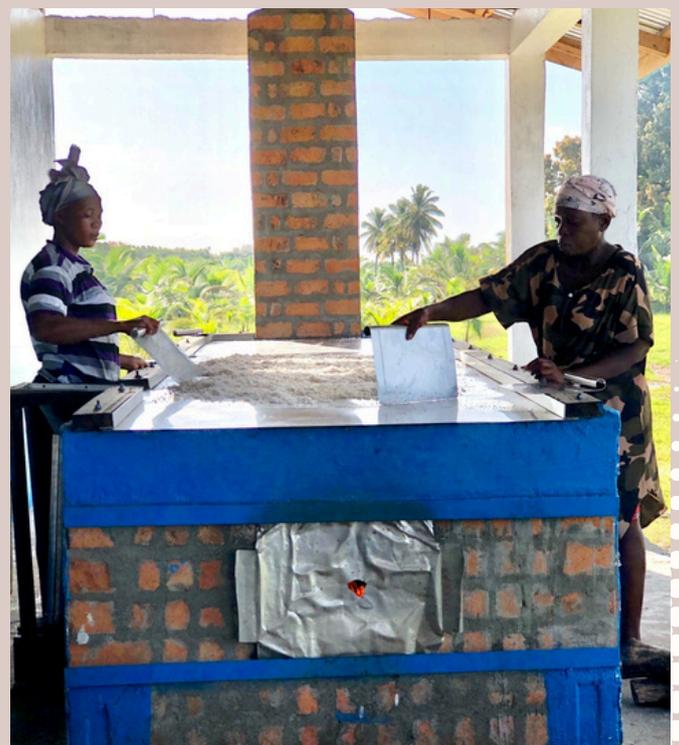
In our ongoing efforts to advance Liberia's coconut oil industry, our team has dedicated the year to collaborating with farmers on planting coconut groves, training communities in oil production, and facilitating connections between suppliers and businesses for product purchases. Notably, we have achieved significant milestones this year: **doubling the amount of coconut oil sold by farmers, enabling Liberia Pure to achieve \$118,483 in sales** of coconut oil products since its inception, and establishing a **new solar-powered coconut oil factory** at Pillar of Fire Mission.

The coconut oil industry stands to offer a promising economic opportunity for farmers, producers, and small business owners at each stage of the value chain.



"The factory has been a blessing for us. Helping the young people to get jobs and empowering them to send their children to school."

– Emmanuel, Project Manager,
Pillar of Fire Coconut Factory



Bright Star Scholars

"With the help of the Bright Star Scholarship, I am both encouraged and challenged to become one of the brightest minds in my country."

– Elkie Johnson, 5th grade student at Abundant Life Institute

- **84 elementary school** scholarships awarded
- **38 high school** scholarships awarded
- **15 trade school** scholarships awarded
- **20 university** scholarships awarded
- **82 female** scholars
- **46 male** scholars
- **15 high school graduations** in 2023

"I'm the child of a single parent. Since I got a scholarship life has become less stressful for my ma and I. I'm now in school, getting good grades and setting an example for other girls to pursue an education."

– Sandell Bedell, 10th grade student at the Liberia Renaissance Education Complex



"I'm proud to be a girl in school. Families can send boys to school first and I knew that could happen to me. but now because of my donor at UOF, I've been given a chance."

– Georina M. Kardea, 4th grade student at the Liberia Renaissance Education Complex



Strive

"Strive has been offering our children, whose parents cannot afford to send them to school, basic educational programs. Strive has also been enabling the women and men in our community to become financially independent by offering them business development programs and basic trade skills. As a community, we are incredibly appreciative of Strive's efforts." – **Kebbeh Monyan, Community Member**



Reading Program

- 41 students per academic year

Computer Program

- 12 students per 4 month program

Music Program

- 16 students over a 6 month program

Journalism Program

- 28 students over an 8 month program

Vacation School

- 39 students over a 2 month program

Tailoring Program

- 7 students over a 6 month program

Recreation Program

- 62 attendees per year



"The father of my son doesn't give me any support. Since I was struggling to earn a living, my son was forced to stay at home rather than attend school. I appreciate Strive's reading program for giving my son Daniel the chance to continue his education."

– **Winifred Dennis, mother to Strive attendee, Daniel**

Business Development

Strive's Business Development program conducted two successful cohorts in 2023, reporting the following outcomes:

- **Average Profit increase:** 24%
- **Average salary increase:** 36%
- **Business ledger use increase:** 280%
- **Budget use increase:** 160%
- **Inventory control use increase:** 82%
- **Formal bank account use increase:** 35%



"Investing in the Strive Business Development Program is crucial for Liberia's economic growth and prosperity. By equipping entrepreneurs and aspiring business owners with essential skills, knowledge, and resources, we empower them to drive innovation, create jobs, and foster sustainable development within our communities. This program not only cultivates a culture of entrepreneurship but also strengthens Liberia's position in the regional and global marketplace, attracting investment and fostering economic resilience for generations to come."

– **David Sinatue, Strive Business Development Program Facilitator**



"I now have a better understanding of how to talk to my customers and encourage them to buy."

– Alice

Surf Toursim

Surf tourism is increasingly emerging as a sustainable source of income for both youth and businesses in Robertsport. With increasing acknowledgment from the global surf community, local youth now have an alternative to the fishing industry, which, despite its profitability, is recognized for its volatility and associated risks.

- Lifeguard / ISA Water Safety Training: 22 people
- Surf Instructor Training: 22 people
- Competition judge training: 10 people
- Female Surf Training Program: 11 girls per week for 6 months
- Passionate Surfers, Surf Therapy Program: 15 participants per week for 12 months
- Beach Cleanup - 2,500kg of trash was pickup from the beach



"We came for 2 days and ending up staying 2 weeks. Robertsport has the cleanest beaches in West Africa and the friendliest people. Their training in hospitality shone through and made this our best costal stop." - Louisa and Jose

2023 Financials

Universal Outreach Foundation Statement of Revenue and Expenditures Year Ending December 31, 2023



REVENUE

Donations	469,869
Donations from Foundations	373,132
Donations to Legacy Fund	270,000
Other Revenue	197,082
Total Revenue	\$1,310,081.98

EXPENSES

Charitable Activities	680,277
Management & Administration	21,801
Fundraising	1,774
Total Expenditures	\$703,852.00

100% Guarantee

We know that every penny counts and we work hard at keeping our administration costs low. The Founders of Universal Outreach cover all administration and management costs of the organization to ensure that every dollar you donate goes towards the program it is intended for.

“Never doubt that a small group of thoughtful committed citizens can change the world.”