

# ANNUAL REPORT 2023



Prepared by Kimberly Terry, Founder and ED  
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# TABLE OF CONTENTS

TO OUR STOCKHOLDERS \_\_\_\_\_ 3

    Strategic Highlights .....3

    Financial Highlights.....3

    Operating Highlights .....3

    Looking Ahead .....4

FINANCIAL SUMMARY \_\_\_\_\_ 5

FINANCIAL STATEMENTS \_\_\_\_\_ 6

    Statement of Comprehensive Income (Profits and Losses) .....6

Lessons learned \_\_\_\_\_ 7

# TO OUR STOCKHOLDERS

## Strategic Highlights

- We gathered an advisory board of prestigious and experienced country leaders in our Sierra Leone program.
- We solidified relationships in Sierra Leone for on the ground volunteers specifically in Bumbuna.
- We have a partnership with the Around the Bay Farmer's Alliance to assist with alleviating food deserts in urban and rural areas in the DMV.
- We have commitments from healthcare professionals in the US to assist with providing education and wellness checks for our US programs.

## Financial Highlights

- We received a \$1,000 grant from Food Lion which funded a lot of the diapers and baby cereal the pregnant and suckling mothers received.
- We received a donation of 240 18" book sacks from Sowing Seeds Family Farm (a member of the ATBFA in Maryland).
- We received \$500 from 4Imprint which provided promotional products for our organization.

## Operating Highlights

- We began utilizing the Microsoft products they provide for free to nonprofits to increase our ability to connect internationally.
- We solidified Volunteer job roles and created pathways for people to move into paid work based on organization funds.

***We served over 300 beneficiaries, which exceeded our goals!  
We were able to reach people in Bumbuna and in Freetown as  
Life Patrons to the local church.***

## Looking Ahead



Hi there! I am so pleased to provide this year's annual report. This year has been a difficult, but amazingly rewarding year. I am blessed to have domestic and international support that believes in the power of love in the way I do. When I first named the program Pikin Packs, the idea just took off. We had so many amazing donors and people who offered advice and support. We were at yard sales, estate sales, thrift stores...you name it- we were working hard to meet or exceed our goal. We set out to provide 250 school-aged children full book sacks to last a school year. We wanted to provide 50 pregnant and/or suckling mothers

with enough supplies to provide at least 3 months of life-saving nutrition for their babies. A lofty goal, but not impossible!

We were able to provide 260 full book sacks to school-aged children in the Tonkolili district, we provided classroom supplies and book sacks to children who attend a church school in Freetown as well. We had 54 moms registered, however, true to the statistics, 3 of the mothers suffered the loss of their babies before we got on the ground. We were able to serve 65 moms and for the three mothers who suffered losses, we provided heartfelt gifts. We provided gifts to all teachers and representatives from Bumbuna who were instrumental in helping us pull off these programs.

As an organization, we are looking forward to assisting with alleviating food deserts here in the US. We have reached out to the Farmer's Alliance in the DMV area to support minority farmers and to serve the marginalized populations living in food deserts. We will be providing medical education, wellness checks, and consultation for Black and Brown people as the infant and maternal mortality rate is extremely high for these groups in the US. We are also gearing up for the 2024 trip to Bumbuna. To support Sierra Leone's focus on breastfeeding exclusively for the first 6 months of life, we will be pivoting slightly to provide malnourished mothers milk-producing foods and medical education on labor and delivery.

Thank you so much for being a part of the change that gives life! I cannot express how much gratitude I hold for each of you.

*Kimberly Terry, Founder and Executive Director*

# FINANCIAL SUMMARY



For 2023, we had not fully refined our fundraising strategy. There was much more money personally invested versus what we received in donations and grants. Since this first program was a pilot, we were able to better surface what the budget should look like for future events in hindsight. The financial state of Sierra Leone is very unpredictable, so quotes for services and products change almost daily. This makes setting financial goals somewhat of a challenge, however, we

can now estimate better what is needed to serve the population we are serving. We ended our year with significant personal expenditures. The organization does not have any loans or credit lines, so there is no debt remaining for the year. Below is a breakdown of the organization's income and expenditures. Every donation we received went into making these programs successful.

We are expanding our fundraising strategies to include online auctions, more door-to-door networking, and major social media campaigning. Outreach will include US and international entities. We will also be applying for US government grants as maternal and infant health are at the forefront of health concerns currently, along with education, with a major emphasis on young girls being educated. We are also outsourcing grant writing to professionals this year.



# FINANCIAL STATEMENT

## Statement of Comprehensive Income (Profits and Losses)

- Overall Income (including grants, donation, in-kind value): **\$7,152.25**
- Overall Expenditures: **-\$18,497.28**
- Total gain/loss: **-\$11,345.03**

DESCRIPTION	REVENUE	EXPENSES	EARNINGS
Individual Donors (Net Cash)	\$498.25		
Organization Grants	\$2550.00		
Value of in-kind donations	\$4,104.00		
International Travel (3 ppl)		\$8020.00	
Staff Travel on ground (SL)		\$1600.00	
Staff housing (SL)		\$360	
Staff food/supplies (SL)		\$1477	
Event Food/drinks		\$265.38	
International Shipping		\$1408.00	
Baby Bundles Supplies		\$530.00	
Game Supplies (school-aged children)		\$83.20	
Media/Music		\$336.25	
Volunteer Tokens of appreciation (cash)		\$1038.05	
Volunteer Gift Sets		\$150	
Tokens of Appreciation (Bumbuna teachers)		\$200	
US Staff lodging		\$1567	
US Staff food		\$800	
Internal transport		\$350	
Pikin Packs supplies (US)		\$312.40	

# LESSONS LEARNED

- We need a more efficient way to register the children when they come up for their packs.
  - We are investing in electronic tablets for this year's event
  - We are designating teachers and staff to each school to work together.
- We need to utilize some kind of identification process as many kids jumped in to get packs and were not registered.
  - We are thinking of using Bingo markers to show children who have already been served.
- We should schedule the staff transportation to arrive a day early.
- We should have staff members travel to Bumbuna ahead of time to assist in setting up meal/work spaces and accommodations.
- We need to coordinate better with the hospital on site as we had a lot of unregistered mothers we helped, but only because we had an overage in the products.
- We need to have this event in an enclosed space as many people were walking up and trying to be involved and unfortunately, we could not serve all of them.

2024 Pivot: To support the country's focus on exclusive breastfeeding for the first 6 months.

- We will provide nutritional education
- Focus on labor/delivery education - birth preparedness
  - Lapa
  - Hygiene products
- Products on this side:
  - formula for 6+ months for those above 6 months
  - we will provide local foods for them
  - mother's milk tea (contains fenugreek)
  - pampers/wipes
  - baby clothing