



ANNUAL REPORT

2024



This report celebrates a year of transformative impact, showcasing how HMNI empowers women, strengthens communities, and champions safer, healthier futures for mothers and their newborns.

For More Information
helpamotherandnewborn.org



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Message

from the
Executive Director



2024 has been a year of remarkable growth and impact for HMNI. Despite challenges, our team has remained resilient, achieving milestones that have touched lives and strengthened communities. From enhancing maternal and newborn healthcare services to empowering young people with life-saving knowledge, every step we've taken has been driven by our commitment to a healthier future.

As we look ahead to 2025, we remain committed to expanding our reach and deepening our impact, guided by the lessons learned this year. Our focus will be on scaling up sustainable interventions, strengthening community partnerships, and leveraging innovation to ensure no mother or child is left behind. Together, we are building a future where maternal and newborn health is prioritized, and young people thrive.

I would like to extend a special thank you to the Bowier Trust Foundation Switzerland (BTFS) and the people of Switzerland, who played an immense role in our founding and continue to support our operations. Your generosity and commitment have

been instrumental in driving our mission forward and empowering the communities we serve.

To all our partners, supporters, and team members—your dedication, belief in our vision, and invaluable contributions fuel our progress. With your continued support, we will make 2025 an even greater year of impact.

A handwritten signature in blue ink that reads "Lela Dolo". The signature is fluid and cursive, with a long underline for the 'o' in "Dolo".

Lela Precious Dolo
Executive Director

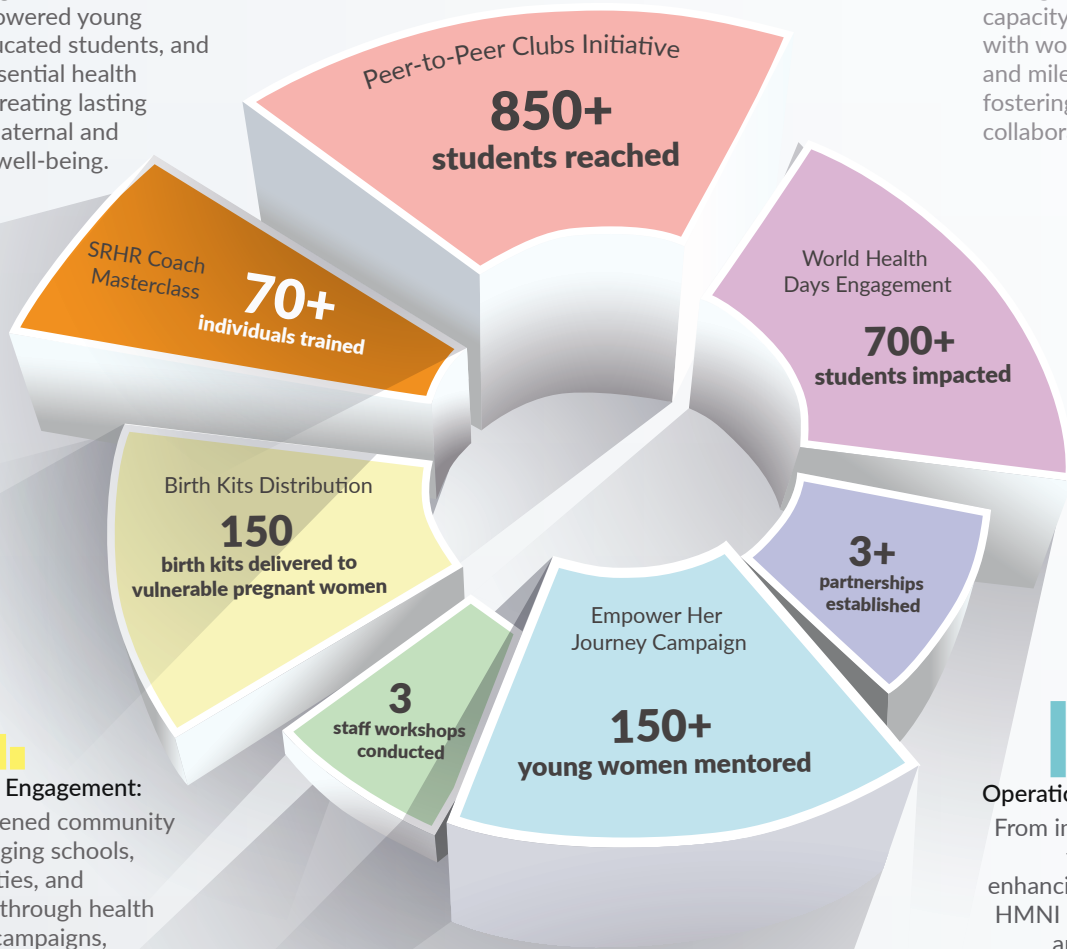
Overview of Achievements (2024) - Infographic



Programmatic Impact:
Through targeted initiatives, HMNI empowered young women, educated students, and provided essential health resources, creating lasting change in maternal and adolescent well-being.



Capacity Building:
Strengthening internal capacity remained a priority, with workshops, retreats, and milestone celebrations fostering team growth, collaboration, and resilience.



Community Engagement:
HMNI deepened community ties by engaging schools, health facilities, and institutions through health awareness campaigns, partnerships, and outreach programs.



Operational Achievements:
From implementing robust financial systems to enhancing digital presence, HMNI improved efficiency and accountability to sustain its mission-driven work.

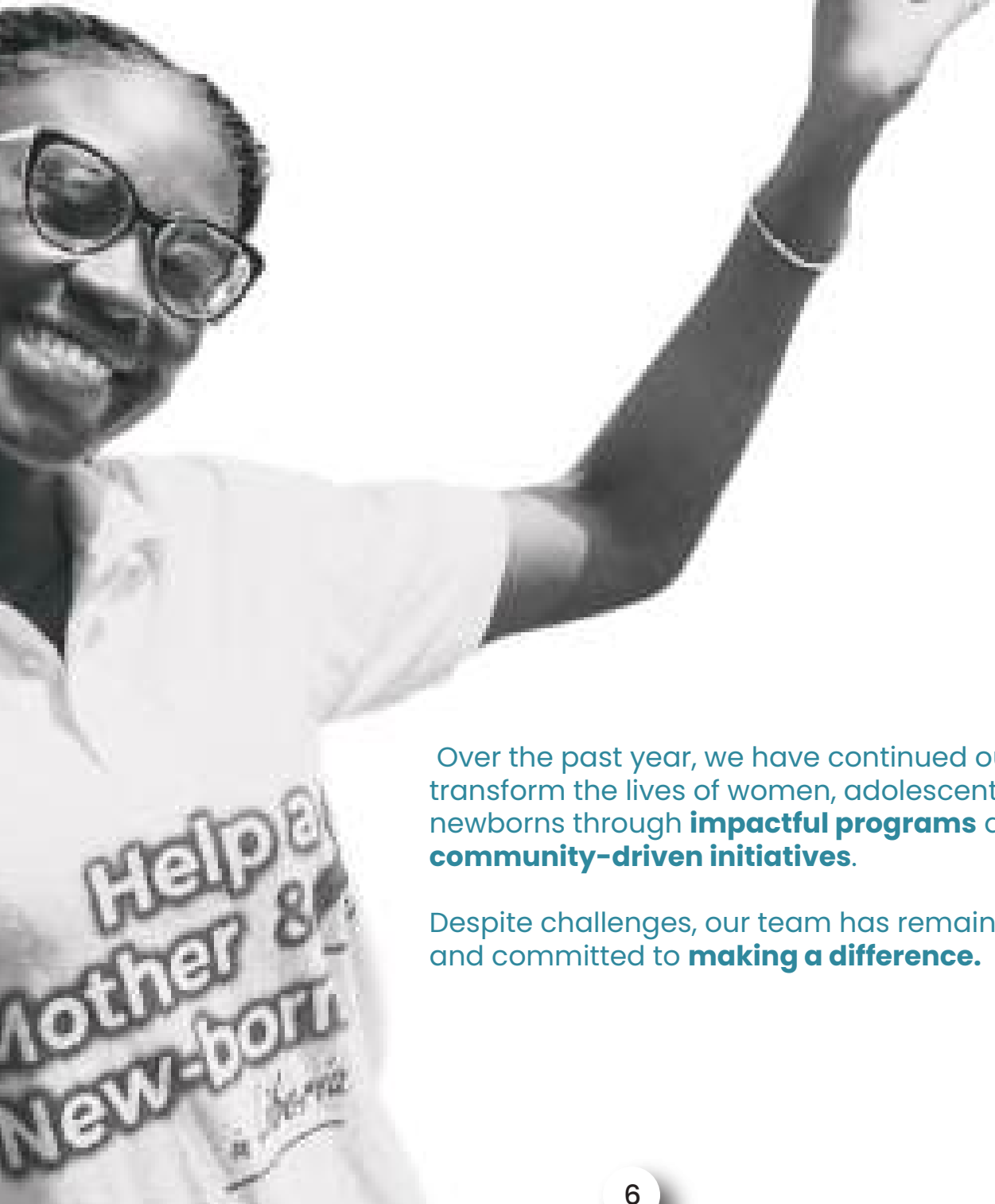


Team Resilience:
Despite challenges, the dedication and adaptability of HMNI's team ensured impactful program delivery and continuous progress toward its vision.

This summary highlights HMNI's commitment to improving maternal and adolescent well-being and its growing influence in communities served.

Introduction

The Help A Mother and Newborn Initiative (HMNI) is proud to share its 2024 Annual Report.



Over the past year, we have continued our mission to transform the lives of women, adolescents, and newborns through **impactful programs** and **community-driven initiatives**.

Despite challenges, our team has remained resilient and committed to **making a difference**.

2024 Achievements and Organizational Review

This review outlines the key achievements, challenges, and lessons learned by Help a Mother and Newborn Initiative (HMNI) throughout 2024.

The focus is on programmatic impact, organizational capacity, communications growth, and financial progress achieved during the year.





Programmatic Achievements

In 2024, HMNI expanded its impact through key initiatives.

The EmpowerHer Journey Program supported 150 first-time pregnant women across 10 clubs. **The Peer-to-Peer Club Initiative** engaged over 850 students in 10 schools.

Strong **community partnerships** with health facilities and volunteers enhanced program reach. Additionally, **100+ awareness sessions** covered prenatal care, nutrition, birth preparedness, breastfeeding, SRHR, and mental health.

10 EHJ clubs cohort 1

100 awareness sessions conducted

10 awareness sessions for young mothers

850 students reached through the peer-peer clubs

150 young mothers impacted

Challenges

HMNI encountered several challenges that impacted program implementation.

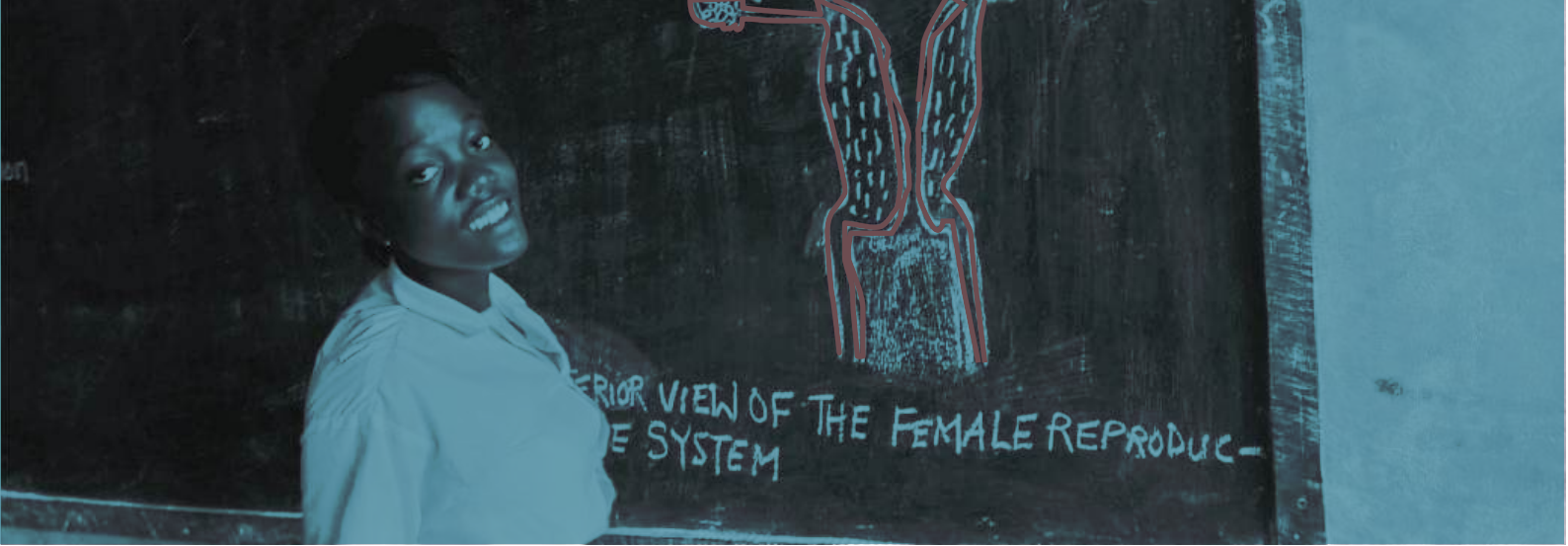
Retention issues were a major hurdle, as some participants relocated, faced family resistance, or struggled with personal difficulties, particularly in rural areas where access to consistent support was limited.

Cultural norms and stigma surrounding sensitive topics like family planning and reproductive health created barriers to open discussions, reducing engagement in certain communities.

Additionally, **operational delays** caused by communication gaps, especially in remote areas, affected the timely delivery of services and the smooth organization of planned activities. Despite these obstacles, HMNI remains committed to finding innovative solutions to enhance program effectiveness and reach even more individuals in 2025.

Lessons Learned

Engaging community leaders and family members is crucial for building trust and overcoming stigma. Regular monitoring and feedback are essential to improving program effectiveness

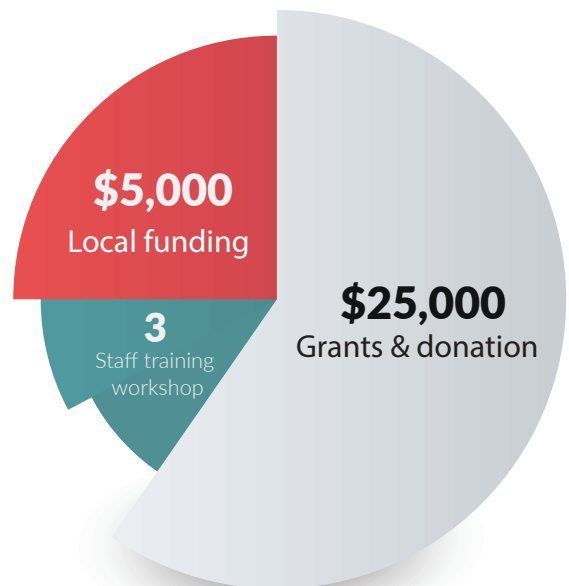


Organizational and Operational Achievements

HMNI strengthened its **team capacity** through quarterly workshops, enhancing performance and development.

Operational efficiency was improved by streamlining logistics and supporting key events.

Financially, the organization \$5000 raised was through local fundraising activities, \$25,000 raised through grants and donations, 3 staff capacity strengthening workshops



Challenges

Communication Gaps:

Member retention was impacted by relocations, family resistance, and personal challenges, particularly in rural areas.

Resource Constraints:

Budget limitations and delays in receiving office supplies impacted project timelines and scalability.

Lessons Learned

Clear communication protocols and timely budget approvals can significantly enhance internal processes and efficiency.

Strengthening operational processes will optimize future performance.

Communications and Outreach Achievements



Social Media Growth:

Increased social media following by 243%, with significant growth on platforms like Facebook (5,193 followers), Instagram (383 followers), and LinkedIn (1,193 followers).

Campaign Success::

Launched impactful campaigns like the "Empower Her Journey" campaign, which directly benefited 150 women, and the "Back to Our Roots" fundraiser

Engagement Tools:

Introduced a bi-annual newsletter to engage stakeholders and adopted digital tools to streamline collaboration

Challenges

Budget Limitations:

Limited budgets delayed campaign rollouts and restricted the scope of outreach activities

Representation Gaps:

Underrepresentation of underserved communities in storytelling and campaigns.



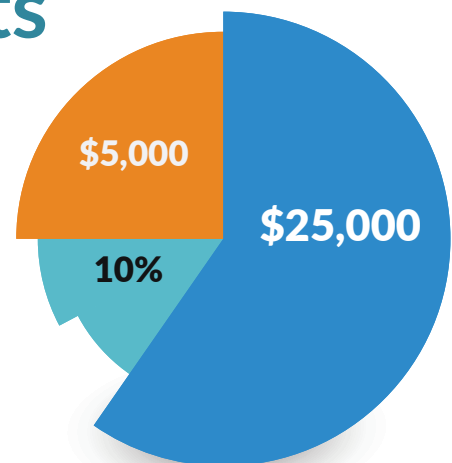
Financial and Fundraising Achievements

Fundraising Success:

Secured \$25,000 from donors, both national and international, and raised an additional \$5,000 through community events.

Cost Management:

Reduced administrative costs by 10% through strategic procurement and better financial management practices.



Challenges

Team Engagement:

Limited team engagement within the newly structured department affected fundraising efforts

Financial Constraints:

Resource constraints hindered the ability to scale programs and expand outreach

Lessons Learned

Establishing a reserve fund ensures program continuity during financial delays.

Timely donor engagement and transparent reporting are essential for building trust and securing future funding.

Financial Overview

HMNI continued its focus on fiscal responsibility in 2024. Despite financial challenges, we ensured the efficient use of available resources to achieve our goals.

Key Financial Highlights

•Income: US\$ 30591.68

Grants, donations, and fundraising events accounted for **90.52%** (US\$ 27691.37) of the funding received or raised this year, while **9.48%** (US\$ 2900.31) came from last year's balance.

Major Contributors included

- o Bowier Trust Foundation
- o RFSU
- o Community Healthcare Initiative
- o DKT
- o Global Changemakers
- o Lonestar Cell MTN
- o Agape Women Ministry
- o HMNI Board Chair

- o Gbolo Light House
- o Tumi Care Initiative
- o YOUNETPO
- o Infiniz Liberia
- o BETTOMAX
- o Medica Liberia

Individuals who fulfilled their commitments during the EmpowerHer Journey launch:

- o Festus Bohlen
- o Jutumoe Doetein
- o Julian Reider
- o Abraham Tulay
- o Tolay D. Pokolo
- o Delou GonsanZeo
- o Charles Lawrence

Expenditure: US\$26,045.84

- o About 70% allocated to program activities

- o About 20% allocated to operational costs and fundraising events

- o About 10% allocated to staff capacity-building and strategic planning efforts

Remaining Balance: US\$4,545.84

• Financial Planning:

This year, we develop a financial policy and introduced a robust system to streamline budgeting and enhance accountability, ensuring optimal resource allocation for sustained impact.

Strategic Priorities for 2025

Deepen the impact of Peer-to-Peer Clubs with enhanced mentorship, tailored educational sessions, and leader support.

Strengthen the EmpowerHer Journey initiative through capacity-building and increased income-generating activities for beneficiaries.

Introduce innovative approaches, such as SRHR Coach Masterclasses and bootcamps for children, to promote SRHR advocacy.

Foster participation with incentives for club leaders and participants.



Partnership Strengthening

Deepen existing collaborations with health facilities, Community Health Assistants (CHAs), and schools.

Establish new partnerships with private and public entities to expand resources and funding opportunities.

Organize joint campaigns, events, and fundraising initiatives for shared goals.

Strengthen knowledge exchange and capacity-building efforts through collaborative training sessions and resource-sharing with partners.



Strategic Priorities for 2025

Capacity Building and Operational Excellence

Enhance internal operations through quarterly audits, anti-harassment policies, and team-building activities.

Focus on staff retention with stipends, awards, and professional development opportunities.

Develop a robust financial sustainability plan through grant writing, local fundraising, and social enterprise ventures.



Financial Management

Improve financial accountability with regular reporting and compliance with best practices.

Strengthen financial planning to ensure effective resource allocation for long-term sustainability.

Explore diverse funding opportunities, including grants and corporate sponsorships, to enhance financial stability and program growth.



Call to Action: Support Our 2025 Plans

As we embark on 2025, we invite you to partner with us in transforming lives and creating lasting impact. Your support can make a significant difference in:

Program Development

Help us deepen the impact of Peer-to-Peer Clubs with enhanced mentorship, tailored educational sessions, and leader support. Strengthen the EmpowerHer Journey initiative through capacity-building and increased income-generating activities for beneficiaries.

We also aim to implement innovative initiatives, such as SRHR Coach Masterclasses and bootcamps for children, to promote SRHR advocacy.

Amount Needed: \$20,000

Partnership Strengthening

Support our efforts to deepen collaborations with health facilities, Community Health Assistants (CHAs), and schools, while establishing new partnerships with private and public entities to expand resources and funding opportunities.

Your support will help us organize joint campaigns, events, and fundraising initiatives for shared goals.

Amount Needed: \$10,000



Capacity Building and Operational Excellence

Contribute to enhancing our internal operations through quarterly audits, anti-harassment policies, and team-building activities. Focus on staff retention with stipends, awards, and professional development opportunities.

Your support will also help us develop a robust financial sustainability plan through grant writing, local fundraising, and social enterprise ventures.

Amount Needed: \$10,000

Financial Management

Help us improve financial accountability with regular reporting and compliance with best practices. Your support will enable us to strengthen financial planning to ensure effective resource allocation for long-term sustainability.

Amount Needed: \$5,000

Visit our website at
helpamotherandnewborn.org
or email us at
info@helpamotherandnewborn.org
to learn more and get involved

Together, we can make 2025 a year of greater
impact, stronger communities, and healthier
futures for mothers, newborns, and young people.

Join Us in Making a Difference!

Your support helps us provide life-saving care, education, and resources to mothers, newborns, and young people.

Every contribution—big or small—fuels our mission to improve maternal health, empower communities, and create lasting change. Together, we can build a future where every mother and child has the opportunity to thrive.

Donate today and be part of the impact!



Ways to support

Support our mission by donating, sharing our work, or partnering with us to improve maternal, newborn, and adolescent health. Every contribution—financial, technical, or in-kind—helps us expand our impact and create lasting change.

Bank Details

Beneficiary's Name:

Help a Mother and Newborn Initiative

Account Number

USD- 53030550018857

LRD- 53030550018868



Account number:
+231888764484



Account number USD:
*144*253*0772005343*amount#

Account number USD:
*144*164*0772005343*amount#

