



THE
EGMONT TRUST



WELCOME



EGMONT SUPPORTS A PORTFOLIO OF LOCAL PARTNERS TO IMPROVE THE LIVES OF VULNERABLE WOMEN & CHILDREN IN SUB-SAHARAN AFRICA.

Egmont offers a radically different solution to most international funders. **We let local people lead.**

Our seasoned team identifies and backs exceptional grassroots initiatives led by homegrown talents. Overlooked by major funders, they possess invaluable local insights, enabling them to allocate resources more effectively than larger actors or agencies. This approach delivers higher impact at lower cost.

A grant from Egmont enables these nascent, grassroots groups and organisations to make a significant step-change in their work: both in the scale and reach of their impact. Because of our rigorous selection process, our Partners' projects consistently achieve outstanding results, delivering better lives for vulnerable women and children and contributing towards systemic change.

We believe there is no better way to make a lasting difference.

EGMONT'S IMPACT SINCE 2005

DONORS

£13M

TOTAL INCOME
RAISED

PARTNERS

126

LOCAL PARTNERS
SUPPORTED

PEOPLE

1,004,353

PEOPLE
REACHED

THE EGMONT AWARDS

NOW IN ITS SIXTEENTH YEAR, THE ANNUAL EGMONT AWARDS RECOGNISE THE VERY BEST FROM OUR PORTFOLIO OF 50+ GRASSROOTS PARTNERS OPERATING IN EAST AND SOUTHERN AFRICA.

The Egmont Awards champion local African community leaders, voices, and civil society innovators and entrepreneurs. Each year, we select from our portfolio two Partners for distinct recognition.

The award for Best Performing Organisation recognises the Partner that is achieving the greatest results and contributing to long-term, sustainable improvement to those most vulnerable within their communities, through their Egmont-supported project. This award is presented to the whole organisation and recognises the collective effort of all of those involved.

The award for the Most Inspiring Individual recognises the people that are the drivers of change within our Partner organisations; the founders, staff, volunteers, community members or women and children. This award is for those who have dedicated themselves to achieving significant change in their communities.

The Egmont Awards is also our chance to thank our supporters, be transparent and accountable, and bring our Partners' voices to a new audience. We hope you are inspired by their stories and see the tangible difference they are achieving.

2024 AWARD WINNERS



BEST PERFORMING ORGANISATION

WILD4LIFE

This year, the award for Best Performing Organisation goes to Wild4Life from Zimbabwe, represented by Programme Manager Latelang Ndlovu.

Wild4Life work in rural north-west Zimbabwe to address the difficulties that isolated communities face in accessing healthcare. This includes improving the knowledge and practice of hundreds

of healthcare workers and volunteers, creating HIV+ support groups and organising child immunisation campaigns.

This award recognises Wild4Life's impact on increasing access to healthcare for rural communities, ensuring that poverty and distance are no longer a barrier to living full, healthy lives.



MOST INSPIRING INDIVIDUAL

DR. ANNA MSOWOYA-KEYS

The award for the Most Inspiring Individual is presented this year to Dr. Anna Msowoya-Keys.

For 20 years, Anna has worked tirelessly to alleviate the devastating impact of HIV on children in her local community in northern Malawi. With 20 other women she created Kwithu Women's Group (an Egmont Partner) to support

the nutrition and education of hundreds of vulnerable children and orphans each year. She later founded a school so these children could keep learning.

Today, the children that Kwithu first supported have graduated from university and are giving back to their community. Anna's vision and selfless dedication have given a lifeline to thousands.

HOW

In every community across Egmont's six countries of focus: **Kenya, Malawi, Mozambique, Tanzania, Zambia and Zimbabwe**, inspiring and dedicated local people have responded to the diverse issues facing those most vulnerable in their communities. Driven by passion and their own experiences, they have developed interventions that work for - and with - local people.

IDENTIFY

There are over 10,000 registered local development organisations in Kenya alone¹. There are many, many more across Egmont's six countries of focus.

Using their knowledge of the local context and close links with the communities they work in, the best of these organisations are able to direct aid to those most in need and bring about powerful, cost-effective results. Yet, they are often operating under the radar of larger international funders.

Using our in-country staff, local network of contacts, face-to-face meetings, tele-conference and project site visits, we sift through the plethora of grassroots organisations to find those that are achieving real, tangible results for those most vulnerable: women and children.

It is from this vast pool of potential that Egmont draws our Partners.

1. Kenyan Ministry of Interior and Co-ordination, (2021) NGO Board Directory

ASSESS

Since 2005, we have investigated more than a thousand grassroots organisations. Each community faces different challenges and the responses that we fund are likewise varied; adapted to the local context, environment and people. Each is assessed on its own merits and its efficacy proved before funds are committed.

Using our assessment processes, we separate the wheat from the chaff and select organisations with the potential for scale and run by motivated leaders that we can trust and can do business with.

Better results at this stage mean fewer resources spent on project management and oversight throughout implementation, achieving greater cost-efficiency and impact for our donors' monies.

Last year, 122 organisations applied for funding. Nine of these passed our rigorous assessment processes and joined the portfolio.

SCALE UP

Our Partners' activities – by their grassroots nature – start small and can be expanded with guidance and targeted investment.

Egmont employs a flexible, graduated grant structure to ease this scale up process. New Partners enter the portfolio at the lower level and we work with them to refine their approach, delivering impact at scale and reaching more people for proportionately less investment.

Effective Partners with proven results are then selected for increased levels of funding, reaching greater numbers.

Last year, we graduated six Partners in our portfolio to a higher level of funding.



Our comparative advantage - derived from decades of experience in the region and sector - is our ability to find and fund the very best organisations within this maturing market.

Here's how we do it.

DEVELOP

Projects are assessed on a regular basis and Partners are provided with advice on how to improve their existing activities. Crucially, as each Partner moves up Egmont's grant structure, they are expected to identify gaps in their projects and develop new ways that they can support their beneficiaries.

For example, Partners that improve nutrition through agricultural activities might look to assist families to market and package their agricultural produce for greater profits. Partners that educate young people in how to avoid HIV may look to empower these adolescents to become mentors and share their new-found knowledge with their peers.

In this way, Egmont fosters the development of mature, capable local organisations.

LINK

Throughout the relationship with each of our Partners we encourage them to link together through our peer-learning initiatives. These efforts help to share best practice across the portfolio, develop networks between Partners, highlight other funding options and identify collaborative opportunities amongst themselves and other local agencies.

By linking our Partners together we facilitate the propagation of effective methods across the portfolio but also provide the forum for new, innovative responses to be developed.

Last year, we linked 26 organisations together through our peer-learning initiatives.

DIVEST

Each investment in our Partners requires an exit strategy. Partners are supported to secure additional funding from other sources and provided with guidance on making themselves more attractive to international donors. Where project expansion or development does not make economic sense, we scale back support; freeing up resources to invest in new communities and other innovative projects.

This approach enables the portfolio to constantly improve and evolve over time.



WHAT

The community responses that Egmont finds and funds are shaped by the reality on the ground.

Sub-Saharan Africa is the only region in the world where the number of people living in absolute poverty is increasing. In the six countries where we work: Kenya, Malawi, Mozambique, Tanzania, Zambia, and Zimbabwe, over 50% of the population survive on less than \$2.15 a day, and one in five children show signs of stunted development due to chronic malnutrition.

Education is key to breaking the poverty cycle, yet 100 million children across the region are unable to go to school. Accessing healthcare remains a challenge. Children in sub-Saharan Africa are more than 14 times more likely to die before the age of five than children in Europe and North America. Many of these deaths are preventable. For the 25 million people living with HIV, treatment is a lifeline, yet five million either do not know their status or cannot access treatment.

For women and young girls, traditional beliefs and adverse behaviours place them at risk of violence and challenge their ability to live safely and with dignity. Across the region, 32% of women are married before they turn 18; and 9% before they are 15. Close to a third of the female populace will experience physical violence from a partner. As a result of these societal inequalities, girls and young women account for 86% of new HIV infections in adolescents aged 10 – 19 and are more than twice as likely as their male counterparts to be infected.



SUSTAINABLE DEVELOPMENT GOALS

The most effective approaches are informed by - and work with - the existing local context, structures and communities, to bring about change. As a result, our Partners' work is wide-ranging, designed to address the issues and challenges affecting women, children and families in their communities and strengthen the ability of local people to develop their own solutions.

Across such a broad range of contexts, there cannot be a 'one-size-fits-all' solution and so we are not prescriptive. Enabling families to access healthcare is just as important as increasing their ability to secure nutritious food.

Stopping discrimination against HIV+ individuals is as worthy as supporting more children to enter - and stay - in the classroom.

The work of our Partners across the portfolio addresses the economic, educational, medical and social issues that women, children and families throughout the region face. These impact areas directly overlap with many of the United Nations' Sustainable Development Goals (areas of overlap highlighted in pink, below); giving people the resources and tools to achieve incremental improvements in their lives, to build upon and bring about long-lasting and sustainable change.



BEST PERFORMING ORGANISATION

WILD4LIFE



Since 2018, Egmont has supported Wild4Life in their work to improve access to quality healthcare in some of western Zimbabwe's most remote communities.

Across the country, accessing medical services is difficult: there are only 1.6 physicians and 7.2 nurses to every 10,000 people (compared to 32 physicians per 10,000 in the UK).

For those in remote areas, accessing healthcare services is even harder if not nigh on impossible: poor road infrastructure means it can take several hours to travel to the nearest clinic by car, which few can afford, and on foot it takes days. Many simply do not make the journey, leaving illnesses undiagnosed and untreated. This is where Wild4Life comes in.

Wild4Life's Egmont-supported project brings quality healthcare to people right where they live. This includes mobilising rural clinics to run outreaches in isolated communities, providing

training for healthcare workers to keep their knowledge and practice up-to-date as well as supporting a network of volunteer village healthcare workers and forming local support groups.

Wild4Life first won Egmont's Best Performing Organisation award in 2021 after the completion of their second Egmont project. They have just finished implementation of a new type of collaboration project, whereby they are teaching some of their effective methods and best practices to other, nearby Egmont Partners. We continue to be impressed by their results and welcome them to receive their second Egmont Award.

We spoke to Wild4Life's Programme Manager, Latelang Ndlovu, to find out how their work has developed.

INTERVIEW WITH EGMONT PARTNER & AWARD WINNER

LATELANG NDLOVU, WILD4LIFE PROGRAMME MANAGER

How has Wild4Life's work developed since you first won the award in 2021?

Our work has expanded from Binga District to Lupane and Hwange Districts. In Lupane we are replicating the work we do in Binga, whereas in Hwange we are covering children's HIV care and outreach services.

How has being an Egmont Partner enabled Wild4Life to develop its work in this way?

Egmont's support has allowed us to focus on interventions with the most impact in the communities. As well as improving and expanding the care provided by the clinics, we can also now support people in the communities to engage more with the services available and take better care of their health. Peer Learning Grants with other Egmont Partners have also been key to us seeing our grey areas and developing.

The public sector in Zimbabwe is not able to adequately mobilise resources for health, hence the need for an organisation like us to play a role in bridging the gap.

What achievement in your work with Egmont are you particularly proud of?

Adding a livelihoods training component into our HIV support groups. We did this to improve retention and create more sustainable, engaged groups. Raising household income is important because most group members have other diseases and can't afford the medication they need. We introduced savings and lending schemes, so that contributions could lead to groups establishing businesses through a crowd-funding approach.

Groups have set up businesses growing vegetables, fruit and maize, or rearing poultry and goats. Some groups are already earning enough to pay for children to return to school or sick family members to attend hospital.

You have recently been implementing an Egmont Collaboration with two Egmont Partners in Zimbabwe: Youth Advocates Zimbabwe (YAZ) and the AIDS Counselling Trust (ACT). What difference has this made to Wild4Life's work?

This has been one of the most satisfying collaborations I have been involved in; real value and real impact is being felt in Binga. We have used YAZ's teleconferencing abilities to manage a malaria outbreak by delivering essential training over the phone. Guidance during complicated deliveries has also been successfully conducted over the phone, with a doctor guiding a nurse carrying out procedures miles away. As a result, maternal deaths have declined from an average of eight per year in 2018 to zero in 2023.

ACT's Gender Norms Transformation work has helped us increase the number of men engaging on health issues. Male partner involvement in the Prevention of Mother-to-Child Transmission (PMTCT) of HIV programmes in Zimbabwe has a national average of 10% but now 17% of our men are involved.

What are your hopes for the future of Wild4Life and the people you support?

Our hope is to build a robust and resilient system for accessing healthcare services for marginalised and under-served communities in Zimbabwe. We want it to be a people-driven system that's able to respond to the communities' needs. The public sector in Zimbabwe is not able to adequately mobilise resources for health, hence the need for an organisation like us to play a role in bridging the gap.



MOST INSPIRING INDIVIDUAL

DR. ANNA MSOWOYA-KEYS



Anna set up The Kwithu Women's Group after losing four sisters and their husbands to AIDS-related illnesses.

Anna grew up in the Luwinga ward of Mzuzu in northern Malawi. Over 60% of the population of Luwinga live in unplanned settlements and 34% of families live on less than \$1.25 a day. Just as is the case across Malawi, the devastating impact of HIV & AIDS has brought about the breakdown of family units - as breadwinners and parents have lost their lives. Today, there are over 470,000 under-18s orphaned by AIDS across Malawi.

Anna set up Kwithu with 20 like-minded women similarly affected by the epidemic. They started by providing hot meals to 20 orphans a week and today provide three meals a week to 250 children, run an Early Childhood Development Programme, after-school tutoring, provide school and university scholarships and support women and youth to improve their livelihoods.

Anna also set up a boarding school, Mzuzu International Academy, in 2006, with scholarships for particularly gifted children and a social enterprise, Kwithu Kitchen, which provides business opportunities and ownership to local women caring for children in Luwinga Ward.

Kwithu Women's Group became an Egmont Partner in 2010, and Anna first won Egmont's Most Inspiring Individual award in 2012 - this second award is testament to her ongoing inspirational work.

We caught up with Anna to find out how Kwithu's work has evolved since winning her first Egmont Award.



INTERVIEW WITH EGMONT PARTNER & AWARD WINNER

DR. ANNA MSOWOYA-KEYS, KWITHU WOMEN'S GROUP FOUNDER

How does it feel to be the first person to win Egmont's Most Inspiring Individual award twice?

I am truly humbled and honoured! Egmont has been such a special partner for a very long time. And to be honoured twice – it really leaves me speechless. I think that this award speaks well of us both – working together over a long period gives us the opportunity to have even more impact.

You first won the award in 2012, how has your work developed since then?

Our work has progressed so much! Our relationship with the community is stronger and we are reaching more vulnerable women and children. We have expanded our programmes, such as the Early Childhood Development Programme and university scholarships.

Our partnership with Egmont is unique, and, because of this, we have truly changed the lives of so many women and children.

We are also offering new programmes – like vocational training – that address important community needs. The stigma associated with HIV & AIDS has greatly diminished but it's still there. A young boy we have supported since he was eight, has become one of Malawi's leading youth HIV+ advocates. He's travelled the world, sharing his story and our success, much of which is directly related to Egmont's support.

What successes and achievements are you most proud of in your work since then?

We are so proud that the first eight children we helped when we first partnered with Egmont have now graduated college! Six of them work at Mzuzu Academy, Kwithu Kitchen and the Kwithu Women's Group, giving back to the community that helped them. Other graduates have found work elsewhere in Malawi and abroad – which is a great achievement.

How has being an Egmont Partner over the past 14 years enabled you to develop your work?

Egmont truly is a partner. Yes, Egmont funds programmes, and that is critical. But we have a different kind of relationship than with other donors. We can really talk about the programmes: how they should be designed, monitored, and evolve as we learn what works. Our partnership with Egmont is unique, and, because of this, we have truly changed the lives of so many women and children.

What would be different if Kwithu wasn't an Egmont Partner?

Simply put: We would have accomplished much less. We wouldn't have helped so many people. Fewer students would have been educated. Additionally, our staff would not be as developed and experienced. They have grown so much and will continue to do great things based on the experience they have gained with Egmont.



HOW YOU CAN DONATE

Scan the QR code here or visit our website: egmonttrust.org/donate



DONATE

Egmont's approach provides cost-effective impact for donors and their charitable investments. **Our Trustees and Patrons cover all of our operating costs so every donation is directed in full to projects on the ground helping to improve the lives of vulnerable children affected by HIV & AIDS.**

Bank transfers and standing orders: Please use the following details: Virgin Money, Sort Code 82-11-07, Account Number 40078611. Standing order forms are available on our website.

Cheques: Please make cheques payable to 'The Egmont Trust' and send to The Egmont Trust, C/O Rondine Capital, 7 St. John Street, London, EC1M 4AA.

Online: please visit our website, or get in touch: info@egmonttrust.org

FUNDRAISE

Our supporters have done some incredible things to raise money for vulnerable children and families in sub-Saharan Africa. Whether it's climbing Mt. Kilimanjaro, cycling from one end of Madagascar to the other or a fun run with friends and family, our supporters are always finding new ways to fundraise for our Partners.

THE EGMONT US FOUNDATION

The Egmont US Foundation is a US non-profit organisation, tax exempt under Section 501(c) (3) of the US Internal Revenue Code and provides a tax-efficient way for US residents to support the life-changing impact this charity is achieving through its work.

Please visit The Egmont US Foundation's website for more details:

www.egmontusfoundation.org


BECOME AN AMBASSADOR

Join our Ambassador programme and publicise the work and impact of our Partners. We strive to keep our costs low and do not carry out large fundraising events or campaigns. Our Ambassadors 'spread the word' and link us to interested trusts and foundations, businesses and individuals. If you'd like to support Egmont in this way, please get in touch.

ENGAGE YOUR BUSINESS

Egmont is keen to create strong partnerships with companies and their staff. Our fundraising team will work to maximise your engagement with Egmont, no matter how large or small your business, and raise awareness of your commitment to social responsibility.

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