

The Egmont Trust

Annual Review

2024



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OUR MISSION

The Egmont Trust runs a portfolio of grassroots, locally-owned projects in east and southern Africa. Egmont invests in the power of local people, who work in their communities to transform the lives of children and women impacted by HIV and poverty.

A DIFFERENT APPROACH TO PHILANTHROPIC RISK, RETURN AND IMPACT.

At Egmont, we do things differently.

Over the last 20 years, we have worked to close the Funding Gap that sees less than 2% of development and aid funds go directly to local people and organisations.

We have backed more than 130 grassroots organisations across six sub-Saharan African countries – helping to tackle the devastating effects of HIV and poverty on women and children. These are communities with no safety net, where local organisations are often the only line of defence.

But the story here isn't just about need. It's about opportunity.

While large institutional donors struggle to reach the "last mile", we focus squarely on that underfunded space – small-scale, high-impact local organisations that are too often invisible to mainstream philanthropy. It is a segment that carries risk – but also enormous potential. **Which is why we built a model designed to manage both.**



THE EGMONT MODEL

1. A portfolio mindset

The Egmont Model brings the principles of active portfolio management into philanthropy.

It mirrors what many of our supporters know well from their careers in finance and commerce: intelligent risk-taking, diversification, cost efficiency and disciplined oversight.

Instead of seeking to eliminate risk (an impossible task), we manage it through diversification, hands on development and intelligent oversight. This allows us to operate leanly, deploy capital more flexibly, and catalyse innovation and profound, scalable and sustainable change at the front line.

2. A local-first approach

We don't control projects. We invest in people – our Egmont Partners.

We don't centralise or dictate. We curate and back locally-led, locally-informed initiatives with the greatest potential to deliver deep and lasting change.

We don't compromise on quality. We seek permanent solutions to newly emerging and entrenched problems.

Our Programme Team – deeply embedded in the region and backed by decades of experience – runs a rigorous due diligence and selection process. Only a small number of applicants join the portfolio, and we work closely with them to further their development and impact.

3. Impact without the overhead

100% of every donation goes directly to our grassroots project portfolio.

Egmont is uniquely structured to maximise impact on the ground and multiply donor value. All operating costs are covered by our Trustees and Patrons.

Our impact measurement framework is as disciplined as our investment process. Partners define what success looks like in their context; we challenge, refine and agree metrics together. It is a bottom-up, not top-down, approach – minimising bureaucracy, maximising impact.

THIS IS MORE THAN CHARITY. THIS IS CATALYTIC INVESTMENT.

REFLECTIONS

2025 is a milestone year for Egmont, marking two decades addressing some of the greatest challenges faced by communities in sub-Saharan Africa.

Twenty years ago, The Egmont Trust was founded to fill a critical gap: the lack of funding for grassroots organisations and local, community-based responses that were addressing the devastating effects of the HIV & AIDS epidemic on children and women in some of the world’s poorest communities.

Egmont would also do something radically different from most other funders: we would let local people lead. Rather than imposing outside ‘solutions’ or top-down approaches, Egmont would be solution agnostic and non-prescriptive and instead forge a ‘bottom-up’ strategy, selecting and assessing working, locally developed models for scale-up.

To best capitalise on this, Egmont operates a portfolio investment approach. Using our combination of extensive development and commercial experience in sub-Saharan Africa and a sharp understanding of risk and return, Egmont invests selectively. This approach supports local leaders and organisations to develop across a wide array of communities and deliver as much change as possible to the children and women most impacted by HIV and poverty in these communities.

Over the last twenty years, Egmont has partnered with more than 130 organisations across Kenya, Malawi, Mozambique, Tanzania, Zambia, and Zimbabwe, delivering over 460 projects that have directly reached more than one million people. The multiplier effect of each intervention extends far beyond the direct beneficiaries, uplifting families, dependants, and entire communities.

Unfortunately, the funding gap remains. Less than 1.5% of overseas aid went directly to local, community based organisations in 2024¹. The reorganisation of USAID –one

of the largest contributors of development funding to the region – is likely to see this funding gap widening in the near future.

The need is also still immense. Across the region, over 25 million people are living with HIV, 11 million children have lost one or both parents to AIDS, and more than half the population lives below the international poverty line. Daily access to healthcare, education, and nutrition remains a challenge for far too many.

Your support and the extraordinary work of our Partners have proven that sustainable change is possible. Local organisations, deeply embedded in their communities, and possessing the expertise and determination to deliver powerful, cost-effective solutions, are making a profound difference on the ground.

In the past year alone, Egmont invested in 48 Partners running projects that directly impacted over 87,000 lives. These achievements would not have been possible without you – our donors and supporters – whose generosity provides the lifeline for this work.

From all of us at Egmont, our Partners, and all that have been helped through your support: thank you for being part of this. Together, we’ve achieved two decades of life-transforming impact.

We hope you will continue to invest in the power of local people as we look ahead to the next chapter of creating lasting change.

From The Egmont Trust Board

THE BOARD



John Bason

John joined Egmont as Chairman in 2024. Previously, he was Director of Finance at Associated British Foods from 1999 to 2023.



Nick Cross

Nick joined Egmont in 2023. Nick runs Tag-Red, a research-led consulting practice and has been a trustee of a number of charities including the RSPB and the National Youth Agency.



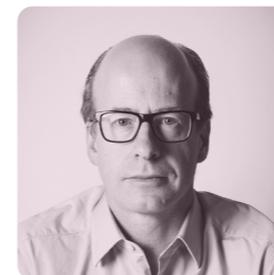
Clare Evans

Clare founded Egmont with her husband, Jeremy, in 2005. Clare worked for VSO & ActionAid in Zambia during the height of the HIV & AIDS epidemic.



Rachel Foster

Rachel joined Egmont in 2021. Rachel grew up in Kenya and has worked as a teacher and headteacher in schools in Kenya and the UK.



Rory Powe

Rory has been a Trustee since 2005. Rory runs the Man GLG Continental European Growth fund.



Stuart Powers

Stuart has been a Trustee since 2015. Stuart is Chief Investment Officer at Hengistbury Investment Partners, a global equities fund which he founded in 2011.



Martin Woodcock

Martin has been a Trustee since 2005. Martin is a co-founder of Rondine Capital, specialising in listed equities in sub-Saharan Africa.

EGMONT IN 2024

The Egmont Team



Jeremy Evans

CEO (Acting) & Founder. Jeremy founded Egmont with his wife, Clare, in 2005. Previously, co-founded Redburn, where he was Senior Partner before its acquisition by Rothschild & Co. Previously Head of UK and European Equities at Flemings; and a Managing Director of JP Morgan.



Colin Williams OBE

Deputy Chair (Executive) & Founder. Colin spent 22 years with ActionAid, setting up country programmes in Somalia, Uganda and Malawi, then becoming Africa Region Director. He was awarded an OBE in 2002 for services towards fighting poverty in Africa.



Nomuhle Gola

Head of Programmes. Based in Zimbabwe, Nomuhle joined Egmont in 2016. Previously, she worked as Country Director for Zimbabwe at Restless Development and Programme Manager at the BOOST Fellowship.



Jake Westlake

Portfolio Analyst. Jake joined Egmont in 2014 having previously worked for the Welsh Refugee Council. Since then, Jake has undertaken an MSc in International Development, submitting a thesis on the development of grassroots organisations in the donor-led funding landscape.



Louise Dixon

Head of Finance. Louise joined Egmont in 2017. Previously, Louise worked for Bridgend Council, Tros Gynnal and University of South Wales and brings over 17 years' financial management experience in the charitable and public sector to the Egmont team.



Eleanor Abou-Sakr

Head of Fundraising. Eleanor joined Egmont in 2023 to lead Egmont's fundraising growth, bringing with her a wealth of skills and experiences from a career spanning the Arts and Charity worlds. She worked at Christie's and, latterly, for the Order of Malta's Global Fund.



Mubanga Kapuka

Programme Officer. Based in Zambia, Mubanga joined Egmont in 2018 to assist with partner administration and project oversight. Mubanga works closely with the Programme Manager to monitor and review project progress



Charlotte Wells

Programme Support Officer. Charlotte joined Egmont team in 2024, bringing a range of experience gained in both the private and third sectors.



Jane Arnold

Finance & Governance Officer. Jane joined Egmont in 2015 to assist with financial administration and programme contract management. Previously, Jane worked for Cardiff Council, RK Aggarwal Ltd & General Electric.



Jenny Macintosh

Communications Officer. Jenny joined Egmont in 2023. She brings over 11 years of experience in marketing, communications and publicity in the international development and publishing sectors from previous roles at Book Aid International and Egmont Publishing.

Egmont Partners

Kenya

Ace Africa (Kenya)
Child Opportunity Trust
Community Fight Against GBV and HIV
Girl Child Counselling Women Group
Pepo La Tumaini
Smart Child Kenya
Sponsored Arts For Education
St Philip of Neri Community Based Organisation
The Nasio Trust

Malawi

Agri-Impact
Community Partnership for Relief and Development Association
Development Concept
Foundation for Community Livelihood and Development
Future4All
Girls Empowerment Network
God Cares Rights Foundation
HIV/AIDS at Workplace Intervention Programme
Kwithu Women's Group
Life Concern
Small Producers Development and Transporters Association
Umunthu Plus

Mozambique

Associação Wona Sanana
Childlife Mozambique
Masana
Meninos de Moçambique
Youth Association for Community Development

Tanzania

Ace Africa (Tanzania)
Fanisi Tanzania
Forever Angels
Hakizetu Organization
Kwa Wazee
RLabs Tanzania
Uzima Centre Ilemela

Zambia

Keepers Zambia Foundation
Kucetekela Foundation
Ndola Nutrition Organisation
Partners for Life Advancement and Education Promotion
Primrose Community Health Organisation
The School Club Zambia
Vision of Hope Zambia
Zambian Rainbow Development Foundation

Zimbabwe

Chiedza
Community Development and Empowerment Organisation
Friends for Child Development
Matebeleland AIDS Council
Rafiki Girls Centre
Wild4Life
Youth Advocates Zimbabwe

Special thanks

The Egmont Advisory Team

Julian Ansell
Lindsey Block
Edward Bonham-Carter
Phillip Burton
Matthew Clarke
Rupert Edwards
Millie Edwards
Rupert Fleming
Adam Kerr
Michael McLintock
Martin Murphy
Barnaby Wiener
Tim Wise

The Egmont US Foundation Board*

Robert Chartener OBE - President
Thomas Barry - Director
William Bristowe - Director
Jeremy Evans - Treasurer
Rob Jaffee - Director
Jake Westlake - Secretary

Friends of Egmont

Sophie Ansell
Jane Baker
Nicole Burston
Non Cross
Kate Humble
Beata Kantor
Andy & Freya Kocen
Sarah Lacaille
Alison Mayne
Sarah Muirhead
Ali Newell
Kathy Street
Sally Turnbull
Cowan Whitfield
Sally Woodcock

*The Egmont US Foundation is an independent grant-making body registered in the USA with 501(c)3 status.

THE EGMONT PORTFOLIO



THE EGMONT PORTFOLIO

PORTFOLIO UPDATE

For the year ended 31 December 2024

£1.93m

Total amount raised¹

EGMONT UK
£1,928,034

EGMONT US²
\$98,042

£1.12m

Committed to projects

KENYA
£228,852

MALAWI
£208,186

MOZAMBIQUE
£62,267

TANZANIA
£141,019

ZAMBIA
£190,322

ZIMBABWE
£292,181

48

Partners supported³

INNOVATION
20

CORE
30

ENHANCED CORE
10

STRATEGIC
7

PILOT/OTHER
7

PEER LEARNING
18

87,347

People helped

KENYA
21,926

MALAWI
7,715

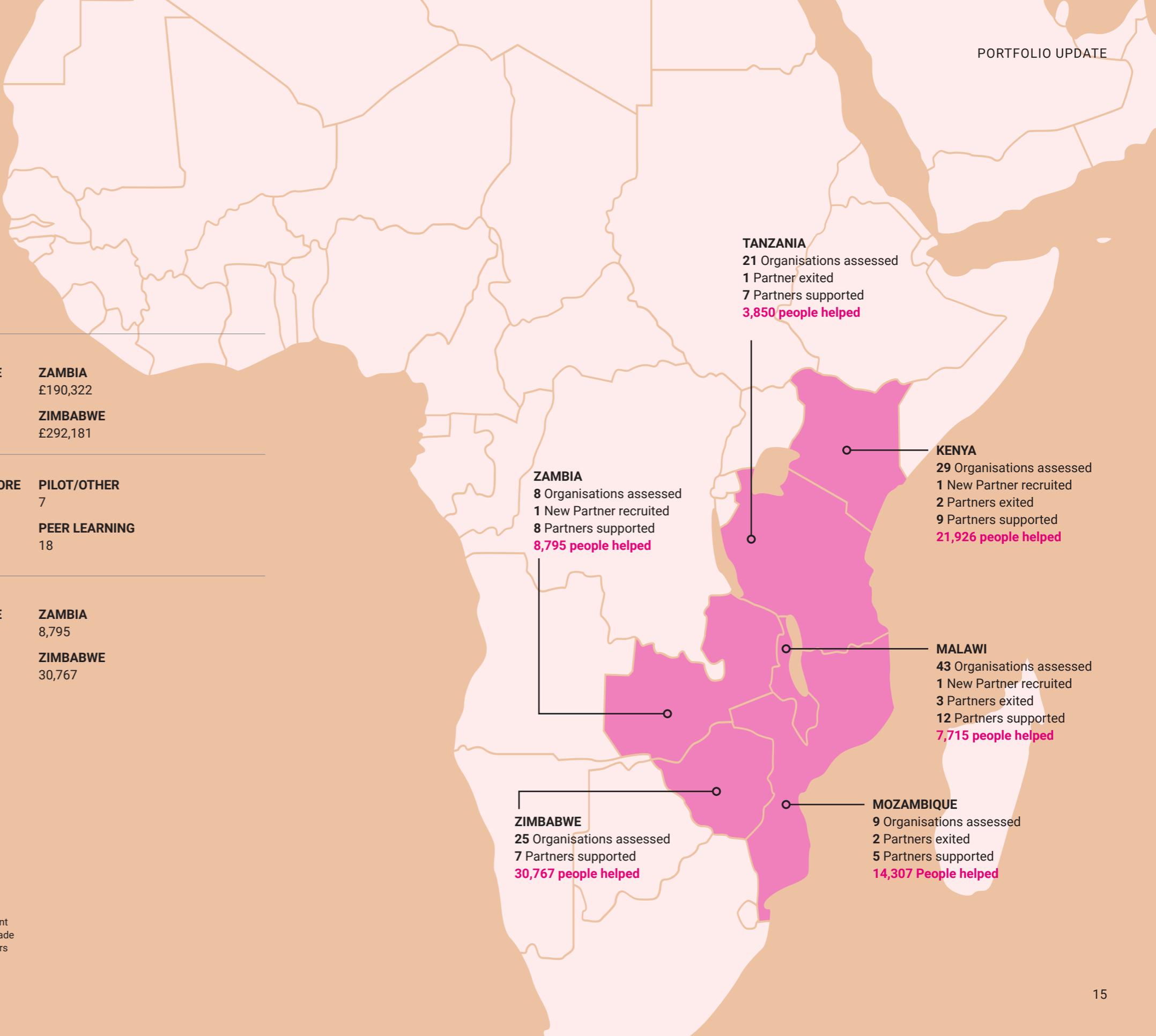
MOZAMBIQUE
14,307

TANZANIA
3,850

ZAMBIA
8,795

ZIMBABWE
30,767

1. Total income raised by The Egmont Trust in the UK. 2. The Egmont US Foundation is an independent grant-making body registered in the USA with 501(c)3 status. In 2024, The Egmont US Foundation made a grant of £94,749 to The Egmont Trust in the UK. 3. Figures correct as at 31 Dec 2024. Some Partners were in receipt of more than one type of grant.



BENEFICIARY PERSPECTIVE

Rajabu lives in western Kenya. He is a peer-educator, for the Nasio Trust's Egmont-supported project, teaching young people how to avoid HIV. Here is his story, in his own words.

My name is Rajabu Kweyu Makokha. I am 27 years old and was born and raised in western Kenya, in a slum called Lumino. I lost my father when I was only two years old, so I have no memories of him. I only know what he looked like through photographs.

Imagine growing up in a slum, barely affording a meal a day, let alone school uniforms and fees, in a household of eight with a single mother who had no job and relied on the kindness of others. Life was extremely tough. I remember days when we had nothing but water to sustain us, and my mother, with tears in her eyes, would say, "This is all I can provide." It was heartbreaking to see her feeling like she had failed as a mother.

Despite the hardships, she remained strong and constantly reminded us to work hard in school to change our future. To support me and my siblings, my mother started a small street food business and did household chores in the neighbourhood. Thankfully, my younger sister and I got the opportunity to join The Nasio Trust, which became a turning point in our lives. Nasio provided us with food, uniforms, love, and support throughout our education. Even during the holidays, they ensured I had food.

Growing up, I witnessed first-hand the impact of HIV & AIDS. I remember one of my cousins who was born with HIV. Before his visit to our home, our family held a meeting where we were instructed to avoid him. He was served food separately, isolated. At the time, no one in our household had any knowledge about HIV treatment, and myths and misconceptions about the disease were widespread. HIV was seen as deadly and shameful, and families affected were often shunned. Even today, knowledge of the disease remains a major challenge in our community.

With the help of the Nasio Trust I was able to join St. Ignatius Mukumu Boys High School for my secondary education. I was very happy to have this opportunity and promised

myself to do my best. Nasio paid my school fees, provided me with revision materials, tuition classes and computer lessons during the holidays. Nasio also taught me and my classmates more about HIV & AIDS. It was then that I realised people living with HIV are just like anyone else – they deserve love, care, and access to medication to boost their immunity. I left secondary school with this desire to give back, so I was fortunate that Nasio supported me to join a medical college and study to become a doctor.

When Egmont partnered with The Nasio Trust to support the Peer Education Programme, I became an active peer educator, working with the youth in my community, something I am deeply passionate about and see as a way of giving back. I am one of 466 peer educators trained by Nasio with Egmont's support, we provide advice on HIV and sexual health in schools, health centres and community groups.

I feel fulfilled when I raise awareness on important issues such as HIV/AIDS, sexual and reproductive health, and other topics that people may not be well-informed about. Sharing knowledge and witnessing its positive impact is a great achievement. Being a role model to young people is especially meaningful to me, as I have grown up in this community and understand it deeply, knowing first-hand the challenges young people face.

Today, I am incredibly happy to give back to my community.



Rajabu Kweyu Makokha



PARTNER PERSPECTIVE

Mozambique’s civil war saw a third of the population internally displaced and the advent of the ‘street-child’ - unaccompanied or orphaned children - in the capital, Maputo. The HIV epidemic, which has led to the deaths of more than one and a half million in Mozambique since the war, has accelerated the issue.

In 2000, thousands of children were living on the streets of Maputo—unrecognised by the government and unable to access even basic services like healthcare, which required government issued identity documentation. Abdul Faquir was working with a project offering medical support to these children. When the project ended, the need didn’t — and Abdul chose to continue the work, founding Meninos de Moçambique.

“We expanded our activities to areas such as access to education through a mobile school, vocational training and social assistance,” explains Abdul.

In 2007, with support from Egmont, Meninos deepened its focus — working not just to support street children, but to reduce their numbers. This meant helping children reintegrate with their families and return to school, providing tutoring and ongoing support to help them stay there.

“This process requires patience, dialogue, and awareness-raising,” says Abdul. “But

seeing a child reclaim their place in the family and community, away from the streets, is a huge accomplishment.”

Recognising how poverty often pushes children out of school, Meninos began supporting parents too — raising awareness of children’s rights and helping families build income through small businesses.

“Thanks to Egmont’s support, they stopped going to the street in search of sustenance and started selling products at their homes.”

For older children, Meninos introduced vocational and income-generation training — hairdressing, mechanics, tailoring, bricklaying — and helped young people start their own businesses.

“It is extremely gratifying to see these young people gain income, restore their self-esteem and become agents of change in their communities.”

And it worked. When Meninos started, they identified over 3,000 children street children. Today, they are working with just 140.



ABDUL FAQUIR
Director
Meninos de Moçambique



This change didn’t come quickly. When Meninos began, the state refused to recognise street children, and many local agencies used tough, punitive approaches. Abdul and his team did the opposite — meeting children where they lived and worked, listening, building trust, and finding real solutions.

They also worked to change systems — using Egmont support to reach out to schools and clinics, so that street children could access services just like any other child.

“Initially, Meninos was the one providing medical support and education. But now we have long-term partnerships with health centres and schools.”

Over time, this patient and collaborative approach has changed both attitudes and structures — making Meninos’ work more sustainable and more impactful, and restoring dignity to children who had been left behind.

Looking ahead, Abdul hopes to expand Meninos’ model to other provinces:

“I hope to see the children and youth served by Meninos achieving full autonomy and independence, becoming agents of transformation and supporting others in vulnerable situations, replicating the values of solidarity and care they received.”

In 2024, Meninos supported 117 children to access healthcare, 93 with educational support, and 59 with business training. Ten small business kiosks were built, 46 HIV+ young people received counselling and medical support, and more than 2,600 community members were reached through awareness campaigns and outreach on HIV, child rights, and access to ID cards.

Pictured: children at the Meninos centre in Maputo where they can wash, take part in educational activities and games, receive medical help and advice and find respite from life on the streets.

DONOR PERSPECTIVE

Stuart has been a supporter of Egmont for many years and a Trustee since 2015. Stuart is the Chief Investment Officer at Hengistbury Partners, a global equities fund which he founded in 2011.

What do you look for when deciding where to put your charitable investments?

Firstly, I look at the charity's objectives. I want to support charities that improve people's lives, particularly people in the world who are experiencing extreme hardship and daily struggles that my family and I never really have to encounter.

Secondly, I look at how the charity is run and how effective it is; how efficiently it deploys its funds. And, of course, do I trust the people who are running it?

Why invest in Africa?

It's important to invest in Africa, particularly sub-Saharan Africa. There, in some of the poorest countries in the world, the devastating impact of HIV & AIDS has left millions of children orphaned. The vulnerability and hardships experienced, particularly by women and children, is completely in contrast to the experiences of my own family. It's an obvious place to invest if you want to improve people's lives.

Additionally, in Africa, even a small amount of money can have a huge impact. Donations go very far when spent effectively.

What motivates you to support Egmont?

Initially, what attracted me to Egmont was the cost efficiency of the model. With Egmont's lean structure in the UK and the funds being deployed by local partners on the ground, money really does go a long way. However, over the years, I have come to see

that it's not just the cost-efficiency but how effective the model is.

When you meet Egmont Partners, you really appreciate how impressive they are. These are founder-led organisations. These people are just incredibly smart. They show passion, huge resilience, and a pragmatism in how they set about improving the lives of people in their local community. And, because they're in the local community, they really understand what the people need and what specific solutions to the problems there are.

It's not just the Partners that are super effective. It's the Egmont team and the Egmont model that are super effective as well: offering advice and support; linking up Partners; organising Partner-led training and; encouraging the sharing of best practice, Egmont creates a network that is greater than the sum of its parts.

Finally, what opportunities do you think lie ahead for Egmont?

The key opportunity now is to grow and support more Partners to improve more people's lives. We all know that there is a huge unmet need for support in Africa. Egmont has never been in a better position to help.

The reputation of Egmont on the ground in Africa is very strong and there's no shortage of opportunity to deploy funds. Egmont's model works and it's proven to work. The opportunity is to do so at a much bigger scale.



STUART POWERS
Chief Investment Officer
Hengistbury Investment
Partners

IMPACT



IMPACT



Our local Partners work to expand access to healthcare and HIV treatment in some of the region’s most under-served communities.

Infant mortality rates across Southern and Eastern Africa remain alarmingly high – in some areas, up to fourteen times higher than in high-income countries. At the same time, public health systems are under immense strain, struggling to meet the increased demand driven by the ongoing HIV epidemic.

Access to reliable healthcare is essential – not only to reduce preventable deaths, but also to improve quality of life and empower people living with HIV to stay healthy and care for their families.

Modern antiretroviral (ARV) treatment means that HIV is no longer a death sentence. When taken consistently, ARVs can suppress the virus to undetectable levels and virtually eliminate the risk of transmission. But treatment only works if it is available and accessible. Today, this is more uncertain, as USAID and other major international funding recedes. We are working with our grassroots Partners to ensure that people living with HIV aren’t left behind.

Pictured: a local health clinic in Zimbabwe, supported by Egmont Partner Wild4Life to provide quality healthcare services, HIV treatment adherence programmes and childhood vaccination campaigns to rural, under-served communities.

HEALTH & HIV

Partners working in this area

33

Portfolio results

22,052

People linked to health facilities and programmes

2,103

HIV+ people who had defaulted on their ARV drugs re-enrolled onto treatment

52,157

People reached with sexual health and HIV prevention information

14,032

People tested for HIV

Impact highlights

24%

Increase in young people in Kisumu, Kenya, accessing HIV health services thanks to awareness and education campaigns and the extension of clinic opening hours

Community Fight Against GBV & HIV, Kenya

30%

Weight increase amongst 70 malnourished newborn infants after six months of support with formula milk

Forever Angels, Tanzania

77%

Reduction in STI diagnoses in one year at four clinics as a result of community HIV and sexual health awareness sessions

Community Development & Empowerment Organisation, Zimbabwe

Wild4Life

Wild4Life strengthens existing healthcare structures by mentoring clinic staff and Village Health Workers (VHWs), supporting outreach services, and forming community-based support groups for people with HIV.

Partner
Wild4Life

Location
Zimbabwe

Total investment
£247,398

Partner since
2018

Projects funded
4

People helped
45,274

now protected. New secondary health services like dental and eye care were introduced, benefiting 471 people.

Wild4Life’s impact in 2024 has been transformative: children are 26% more likely to receive timely vaccinations, maternal deaths have been eliminated, and viral suppression among people with HIV has surpassed 98%. Over the next two years, Wild4Life aims to reach 41,986 people with quality healthcare, reducing home births to 5%, increasing early antenatal visits to 60%, and ensuring 90% of adolescents living with HIV receive proper care.

Wild4Life continues to change the narrative on what can be achieved for health outcomes in poorly-resourced environments, ensuring even the most remote communities in Zimbabwe have access to life-saving healthcare.

Pictured: A rural clinic supported by Wild4Life in Hwange District. The training, and ongoing support and mentorship, of primary health nurses and village health workers helps more people in the most remote areas to access much needed healthcare services.

Egmont Partner Wild4Life joined our portfolio in 2018, scaling its successful healthcare programme in rural north-western Zimbabwe. While public healthcare is free, rural clinics are often understaffed and lack medicines. Many people cannot afford the travel costs to reach them, and when they do, service quality is poor. Their work in Hwange District dramatically improved HIV care, taking it from one of the lowest ART coverage rates nationally to second best among 62 districts.

Since joining Egmont’s portfolio, Wild4Life has expanded into Binga, a district where healthcare access is hindered by cultural resistance and poor infrastructure. In just two years, they formed support groups for 61% of Binga’s population with HIV (3,482 people), increased viral load monitoring by 1,562%, and improved TB diagnosis rates by 53% through clinical mentoring and outreach.

Between 2021 and 2023, Wild4Life expanded into Lupane and collaborated with Egmont Partners ACT Zimbabwe and Youth Advocates, strengthening referral networks and tackling low health-seeking behaviours. In January 2024, they launched a three-year project to integrate these learnings across 11 rural clinics in Binga and Lupane.

A key initiative has been clinical mentorship – 44 sessions were held in 2024, improving care quality. Now, 94% of sick children receive correct treatment, and monitoring of women

in labour has risen to 82%. Training on data management reduced clinic record discrepancies from 7% to 3%.

To further support healthcare workers, Wild4Life introduced a toll-free helpline, offering real-time access to expert advice. This innovation, inspired by Youth Advocates, has been vital for remote mentoring, emergency cases, and specialist-led group training sessions.

Community engagement remains central, particularly in maternal health. In 2024, nine community dialogues focused on increasing male involvement in pregnancy care – key to improving antenatal bookings, which remain low (35%) due to distance and transport costs. Wild4Life aims to expand these efforts to drive demand for maternal healthcare.

The project also supports 235 VHWs, ensuring they have up-to-date skills to provide essential care in remote communities. A new clinic appointment system helped retain 96% of HIV+ patients in care for over two years, with 98% achieving viral suppression – exceeding global 95-95-95 targets.

Reaching the hardest-to-access communities remains a priority. In 2024, 102 outreach clinics provided 7,434 people with medical services, including vaccinations, HIV testing, and family planning. Immunisation coverage improved significantly, with 98% of previously unvaccinated children





Pictured: a group of adolescent girls and young mothers supported on to a vocational training programme in tailoring and dress making in rural Kenya.

Our Partners support people to provide for themselves and the children in their care, laying the groundwork for lasting, sustainable change.

Across the countries where Egmont works, poverty remains widespread – in 2024, more than half the population in many regions still live below the international poverty line of \$2.15 per day. For countless families, the first step towards stability is securing enough food or building a dependable income.

With international funding for development and aid projects becoming scarcer, the pressure on families and communities has intensified. Community-led responses are now even more essential to fill the gaps and ensure families are able to provide for the children in their care.

Simply having enough to eat means children can grow, stay healthy, and fight off disease, while parents and caregivers gain the strength to work, farm, and provide. Supporting people to start income-generating activities or find employment doesn't just build independence – it also strengthens the long-term impact of our Partners' work. In uncertain times, this approach helps ensure that scarce resources go further and reach those who need them most.

\$ LIVELIHOODS

Partners working in this area

42

Portfolio results

2,549

People enrolled into vocational, business or entrepreneurship training programmes

5,513

People enrolled into local savings and credit schemes or provided with start-up capital, enabling them to grow their businesses

1,857

Households provided with farming inputs, such as seed, fertiliser and livestock or tools

15,814

People helped to improve their nutrition.

Impact highlights

£4,290

Profits from chicken sales made by 15 women's groups trained in poultry farming and provided with an initial 450 chickens

Keepers Foundation, Zambia

150%

Average increase in incomes for 106 rural households that took part in business, livelihoods skills and savings training, from \$2 to \$5 a day

Future 4 All, Malawi

166%

Increase in weekly earnings for 50 young people following a vocational training course, now earning at least \$105 a week

Girl Child Counselling Women Group, Kenya

Limata

64-year-old Limata lives with her 98-year-old mother and her six grandchildren in Kufanga village in western Zambia’s rural Lukulu District. She is her household’s main breadwinner and like most people in her area, relies upon small scale farming to provide for and feed her family.

Pictured: A meeting of a business support group supported by Keepers Foundation. Such groups provide financial literacy and business training, allow members to save and access credit with lower interest rates than traditional banking, and provide a forum for members to discuss business opportunities.



Partner
Keepers
Foundation

Location
Zambia

Total investment
£32,102

Partner since
2023

Projects funded
2

People helped
1,520

Frequent and unpredictable weather, such as floods and droughts, have devastated harvests in Lukulu, leaving thousands food insecure. With HIV prevalence at 7.2%, many families also carry the burden of caring for relatives with HIV or AIDS orphans.

Alternative income sources are critical to survival, yet opportunities beyond agriculture are scarce, and few have the capital to start small businesses. Egmont Partner Keepers Foundation is changing this by training women’s groups in alternative livelihoods, including poultry rearing. Each group receives 30 chickens to kick-start their business.

In 2024, Keepers formed 15 groups, each with 20 members, benefiting 300 women. These groups have thrived, multiplying their chickens by 459% to 1,679 and generating over £4,000 in sales.

Limata’s group grew their flock to 190, selling 180 chickens for £500 in profit. This has improved both their income and nutrition:

“The chickens and eggs have boosted our earnings. We sell to local restaurants and markets. Demand is growing, so we are working hard to expand our business.”

Each group is trained in financial literacy and encouraged to establish savings schemes against which they can secure credit. Collectively, they have saved £2,444, reinvesting in new income streams. Some have built fish ponds, others planted drought-resistant cassava, while others have purchased farming tools and seeds.

Limata’s group used their profits to start two additional businesses:

“We bought 15 goats, which have now increased to 50. We also invested in land to make burnt bricks for sale.”

Now, she can provide for her family in ways she never could before:

“We can afford to buy food rather than just grow it, and my grandchildren are healthier. We sold ten goats to pay for school fees and materials for some of our members’ children.

We have also bought school uniforms and even support vulnerable people in our community. My hope is to become fully self-reliant with the skills I’ve gained.”

Inspired by their success, the group now wants to create a ripple effect:

“As a group, we plan to empower youth and vulnerable community members through a goat and chicken pass-on scheme, helping them start their own businesses too.”

This project is reaching 1,170 family members. Beyond poultry, women’s groups are also growing and selling vegetables, generating £1,330 in sales while improving household nutrition and resilience to climate shocks.

Through Keepers Foundation’s project women like Limata are securing their families’ futures—breaking cycles of poverty and creating lasting change in their communities.

Sada

Pregnant at 16, Sada dropped out of school and was forced to leave home. Now 21, she is a single mother living in an informal settlement in Ilemela, Tanzania.

“Taking care of my child was very hard. The man who got me pregnant didn’t help, and my grandmother - who took us in - was too old to support us. I started selling groundnuts by the roadside to make some money. I felt so hopeless.”

Poverty levels in Ilemela are high, with many relying on small businesses or casual labour. Gender-based violence (GBV), HIV, and economic insecurity are deeply connected—61% of women in Mwanza have experienced GBV, and women and girls account for 80% of new HIV infections. Teenage pregnancies force many to leave school trapping young women into poverty just as they start needing to provide for their new families.

Egmont Partner Hakizetu is working to change this, by providing young women with skills, mentorship, and economic independence reducing their vulnerability to sexual violence and infection. “The girls we work with have huge potential—they are willing to work hard but lack skills, capital, and guidance,” says Executive Director Gervas.

Hakizetu joined Egmont’s portfolio in 2023 with a one-year Innovation Grant, targeting three Mwanza districts where HIV rates are high (8.5% of 15-49 year olds). The project provides vocational training, business skills, and sexual health education for vulnerable young women, including survivors of GBV, school drop-outs, and those living with HIV.

In 2024, 21 women trained in tailoring, learning diverse skills such as shoemaking to help them build sustainable incomes. For Sada, the opportunity has been life changing:

“I now design and sew dresses, earning far more than I did selling groundnuts. Before, I made

2,500TZS (£0.83/\$1.01) a day – now I charge 26,000TZS (£8.59/\$10.55) per dress.”

Hakizetu places trainees in two-month apprenticeships to gain experience and mentorship. Sada is interning at a garment shop and has already secured a job offer after graduation:

“My salary will start at \$96-\$135 a month. Within two years, I could earn \$385 a month, or more. I want to start my own business, but first, I need to gain experience and save.”

Hakizetu’s impact extends beyond individuals, creating ripple effects across families and communities:

“If I hadn’t trained with Hakizetu, I’d still be unskilled and struggling. I’d remain dependent on others—especially men—making me more vulnerable to violence. Now, I can support my daughter, my grandmother, and my siblings.

When I start my own business, I want to train other girls from Hakizetu. Golden opportunities like this don’t come twice.”

In 2024, Hakizetu also trained 35 young women entrepreneurs, supporting them with six months of business incubation. 85% have expanded their businesses using seed grants and micro-loans. Many, including the tailoring graduates, are already sharing their skills with peers, creating a self-sustaining cycle of empowerment. The project also reached over 21,000 people with sexual health and GBV awareness campaigns.

Hakizetu is proving that investing in young women has the potential to transform not just their lives, but entire communities.

Partner
Hakizetu

Location
Tanzania

Total investment
£43,743

Partner since
2023

Projects funded
2

People helped
1,446





Pictured: a group of school children in Mwanza, Tanzania, supported into school by Egmont Partner Fanisi.

Our Partners help children stay in school—one of the most cost-effective ways to bring about long-term, sustainable change not just in individual lives, but across entire communities.

Sub-Saharan Africa now has the highest number of out-of-school children anywhere in the world. Unlike other regions, the numbers are still rising. Our Partners are working hard to reverse this trend—supporting vulnerable children to access education, remain in school, and succeed. When a child receives a quality education, they gain the tools to secure employment, earn a living, and build a better future—not just for themselves, but often for their siblings, parents or even - one day - their own children.

Education also plays a powerful role in improving public health. In the classroom, children learn about hygiene, nutrition, HIV prevention, and sexual and reproductive health—knowledge that keeps them and their communities safer and healthier. Despite the growing challenges, our Partners remain committed to keeping children in school and creating lasting, generational impact.

EDUCATION

Partners working in this area

25

Portfolio results

1,211

Children in school or early childhood development centres provided with school meals

2,446

School age children supported into the classroom through provision of school fees, uniforms or other school essentials

1,098

Children under 5 years of age enrolled in local early childhood development centres

415

Secondary school girls provided with sanitary pads, enabling them to stay in school and gain an education

Impact highlights

38%

Increase in the number of children in ECD centres, enabling parents and caregivers to work and farm; while preparing their children for school

Future 4 All, Malawi

88%

Reduction in school drop outs amongst adolescent girls in seven schools running 'She Dreams' Clubs in southern Malawi

Girl Empowerment Network, Malawi

55%

Improvement in school attendance amongst children provided with a school uniform

Child Opportunity Trust, Kenya



Mwayi

In Malawi, primary education is free, yet only 54% of children complete it, and just 22% finish secondary school. In rural areas, dropout rates are even higher due to poverty, long distances to schools, and limited resources.

Eight-year-old Mwayi lives in Dzoole village in Malawi’s Ntcheu District. 97% of people in Ntcheu rely on farming to get by and over 70% live below the poverty line. Children like Mwayi often are unable to go to school and reach their full potential. But for Mwayi, four years of early childhood development (ECD) classes in her village have made all the difference.

“At the ECD, she developed a love for learning,” says her father, Goodwen. “Now in year two of primary school, she is far ahead of her peers. Without ECD, she might have dropped out, just like we did.”

ECD is a proven equaliser for disadvantaged children. Studies show that those who attend pre-primary education develop key skills that help them break cycles of poverty. Yet in 2019, only 8% of eligible children in Ntcheu District were enrolled in ECD centres.

Egmont Partner Future4All is working to change this. Through their Egmont project, they are increasing ECD attendance and improving teaching quality across five centres in Ntcheu. Enrolment has since risen to 30%, but 70% of children still lack access to these vital learning opportunities.

The project trains caregivers, raises parental awareness, and improves infrastructure, ensuring safer, more inviting learning spaces. In 2024, enrolment at the five centres grew from 381 to 421, despite drought-related food shortages and volunteer caregiver losses.

Future4All’s impact is clear: local schools unanimously report that children from their supported ECD centres are among the top performers.

Mwayi is one of them.

“She has always been in the top five of her class. The basic skills she learned—counting, writing, reading—built the foundation for her success. She loves English and dreams of becoming a teacher.”

Beyond ECD, Future4All is also supporting vulnerable students and families. In 2024, they trained 25 volunteer caregivers in play-based learning, helped 100 parents incorporate ECD at home, and provided scholarships for 20 children to attend secondary school. A university visit inspired 90% of these students to perform above average in their exams.

To improve livelihoods, the project also supports vulnerable households with training in livestock management, savings groups, and small businesses. In 2024, 100 households benefited, with median annual incomes rising by 53%.

By investing in early learning and family stability, Future4All is ensuring children like Mwayi stay in school and build towards a brighter future.

Partner
Future4All

Location
Malawi

Total investment
£85,366

Partner since
2022

Projects funded
3

People helped
2,113

Tafadzwa

Tafadzwa spent three years out of school when her parents could not afford the fees. Her situation is not unusual: although most children in Zimbabwe start school, only 15% complete it.



Partner
Chiedza

Location
Zimbabwe

Total investment
£505,271

Partner since
2015

Projects funded
6

People helped
3,236

At just 12 years old, Tafadzwa has already spent three years out of the classroom. Resuming her education - even if her parents could afford it - will be difficult. Few schools in Harare, Zimbabwe’s capital and home to Tafadzwa and her family, have the resources for remedial lessons and most are reluctant to take on students who have been out of school for significant periods of time.

Fortunately, Tafadzwa’s mother - Tamari - heard about Egmont Partner Chiedza, which provides a second chance at education for orphaned and vulnerable children like Tafadzwa.

“When I joined Chiedza, it felt so good to have the chance to be back in school,” she recalls.

Chiedza runs an accelerated learning programme focused on improving literacy and numeracy, with the goal of reintegrating children back into mainstream education.

Every child also receives two hot meals a day and a school uniform. In 2024, Egmont funding ensured 180 children could access this chance at school and work towards a better life.

At Chiedza, Tafadzwa had everything she needed to thrive:

“They taught me how to read, starting from the lower levels. They taught me well and I caught up with my peers. I also enjoyed the food here; they gave us good portions – we ate until we were full.”

Most children stay at Chiedza for around 24 months before transitioning back to formal school. But Tafadzwa was ready in just a year.

To ensure children stay in school after reintegration, Chiedza provides school materials and uniforms for two years. At the same time, they equip parents and caregivers with business training and access to savings

groups, helping them build sustainable incomes to support their children’s education. In 2024, Egmont funding helped 99 caregivers take part. Many can now pay for books, extra lessons, and even healthcare expenses.

For Tafadzwa’s mother, this support has been life changing:

“I didn’t know that Tafadzwa was so clever but since she joined Chiedza, she has been coming top of her class. I realised I needed to do better for her and to work harder, because she is a brilliant child.

At first, I didn’t have any money to save in the group, so I did some laundry for people. I used what I earned to start a stall outside my home selling tomatoes to raise money for the group savings. I began to save a dollar or two a week. Because I was saving, I was allowed to take loans from the group and I borrowed money to expand my stall.”

When Tafadzwa was ready to return to formal school, Tamari was able to buy her uniform and stationery herself.

“If it wasn’t for Chiedza, Tafadzwa may have married early, like me. I hope all my children will do well in school, pass their studies and change our lives for the better.”

Tafadzwa is determined to make her mother’s hopes a reality.

“I participate in all school activities – in class, in sports and other co-curricular activities, so I am very positive that I will make it.”

Over the next three years, Chiedza’s project will support 455 orphaned and vulnerable children with a second chance at education, while 60 young people will receive vocational training. An additional 195 caregivers will take part in business training and savings groups, ensuring more children like Tafadzwa can build a brighter future.



Our Partners tackle the deep rooted and shifting reasons why women and children remain vulnerable to abuse, violence and neglect.

They work across communities, schools and local groups to prevent gender-based violence – one of the key drivers of HIV infection – and ensure survivors can access the healthcare, counselling and support they need to recover.

Their approach is both sensitive and holistic, helping survivors not just to heal, but to move forward and rebuild their lives.

In the context of HIV & AIDS, sexual violence doesn't just cause lasting psychological harm – it can also lead to infection. That's why our Partners work closely with schools, community child protection committees, police and the courts to prevent abuse and hold perpetrators to account.

Pictured: Adolescent girls taking part in a 'She Dreams' Club meeting in Malawi. She Dreams Clubs are established by Egmont Partner Girl Empowerment Network and help girls to stay in school and inspire them to pursue careers that are traditionally closed to them.

Partners working in this area

28

Portfolio results

10,013

Community members reached with information on the prevention of sexual or gender-based violence

7,794

People reached through prevention of early marriage campaigns and awareness raising activities

20,347

Children reached through community child protection structures and campaigns

216

Girls and young women trained in self defence

Impact highlights

83%

Reduction in teenage pregnancies at schools with peer-educators providing sexual health sessions

Nasio Trust, Kenya

20%

Increase in incidences of child neglect cases followed up and resolved across three villages with newly established Child Protection Committees

Kwa Wazee, Tanzania

49%

Successful prosecution of sexual violence cases brought to court by newly established legal clinics in Kisumu

Community Fight Against GBV & HIV, Kenya

Community Fight

In Kisumu, Kenya’s third-largest city, 60% of the population live in informal settlements – the highest proportion of any city in the country. Life in these settlements is tough.

Many families struggle to cover food and basic needs. Young women are particularly vulnerable, sometimes turning to transactional sex just to survive. In addition, there is little access to sexual health services, leading to higher rates of unplanned pregnancies and sexually transmitted infections. In 2024, over 37% of new HIV infections in Kisumu County were among young women aged 15-24.

Egmont Partner Community Fight Against GBV & HIV (Community Fight) is working to change this reality for the girls and young women of Kisumu. The organisation began in 2015 by establishing the city’s only safe house for sexual violence survivors.

Their first Egmont-funded project (2022-2023) in Manyatta and Obunga focused on increasing reporting and prevention of sexual violence. School toilets were fitted with suggestion boxes, enabling children to report abuse safely, while theatre performances helped raise awareness among pupils and parents.

The impact was staggering—reaching 400% of the target audience (5,679 teenagers, parents, and caregivers) and increasing sexual violence cases reported to the police within 72 hours from 2% to 48% at project schools.

Seeing the transformative effect of informed and empowered young people, Community Fight is being supported by Egmont to expand their work into two additional settlements – Nyalenda and Seme. A key part of this is the introduction of Peer Educators and Friendship Benches.

Friendship Benches are safe, informal spaces where girls can speak to a trained Peer Educator confidentially and access critical information and support from other young

people trained in sexual health, HIV prevention, and GBV response, increasing the likelihood that they will access health services.

The impact of these Peer Educators has been transformative for girls and young women in the community. Last year, 1,594 new Peer Educators were trained, bringing the total to 2,444. Over the year, they reached 18,056 girls through Friendship Bench sessions.

More than 45% of reported abuse cases in the targeted communities now emerge during Friendship Bench sessions. Hospitals near the settlements report a surge in adolescents and young women seeking reproductive health services – one facility saw a 300% increase. Local facilities’ data show a 44% drop in unplanned pregnancies among young women since the project began in 2023.

Going further, Community Fight want to reduce the vulnerability young women face towards gender-based and sexual violence - rather than just responding to its impact. To this end, they are helping young women to build financial independence.

Community Fight offers vocational training in dressmaking and hairdressing. Training takes place in local businesses to eliminate transport barriers and allow mothers to stay close to their children. Business management training ensures that new skills translate into sustainable livelihoods.

In 2024, 95 young women completed this training, including 21-year-old Mary, who had resorted to sex work to survive. Today, she is a skilled dressmaker earning between \$3.87 - \$7.75 a week, supporting both her mother and child. She now dreams of opening her own shop.

For younger girls, support to stay or enrol in school is critical. Community Fight ensures that those from the most vulnerable families can stay in education, covering fees, materials, and lunch costs where needed. In 2024, 40 girls (20 primary and 20 secondary students) received this support. Despite many having been out of school for some time, 94% have improved their performance. Friendship Bench sessions continue to identify high numbers of girls in need, prompting Community Fight to engage more local organisations to help meet demand.

To secure long term change for the girls and young women that they work with, Community Fight provides business training to parents and caregivers and establishes savings

groups to help parents generate stable incomes. In 2024, 132 parents took part, with household incomes rising by 50-70%. As a result, 67% of participants can now afford school fees, 80% provide at least two meals a day, and 89% can pay their rent on time – something many previously struggled with.

From Friendship Benches to vocational training and parental support, Community Fight is creating a ripple effect of change. By equipping young people with knowledge, skills, and opportunities, the project is transforming lives—ensuring that girls and young women in Kisumu have a brighter, safer, and more independent future ahead.

Partner
Community Fight

Location
Zimbabwe

Total investment
£77,524

Partner since
2022

Projects funded
3

People helped
31,152



Pictured: two school girls at a community meeting aimed at creating awareness of the Friendship Bench initiative.



Our Partners are supporting communities to adapt to the growing pressures of climate change – building resilience in the face of shifting weather patterns, longer droughts, heavier floods, and increasingly unpredictable farming seasons.

Across southern and eastern Africa, families that rely on small-scale farming are being hit hardest. Crops fail, food becomes scarce, and livelihoods are lost – pushing communities already living in poverty even further into crisis. Women and children are often the first to go without.

Our Partners are helping communities respond with practical, locally led solutions—training farmers in climate-smart agriculture, introducing drought-resistant crops, improving irrigation, and supporting natural resource conservation. These adaptations help protect families’ food security and reduce pressure on fragile ecosystems. They also work to strengthen local knowledge and planning, ensuring communities are better prepared for future shocks – whether that’s a failed harvest, flash flood or rising food prices.

The climate crisis isn’t going away. But with the right support, communities can adapt, protect what they have, and build greater resilience for the future.

Pictured: Egmont Partner Agri-Impact in Malawi is training households to adopt low cost water-efficient backyard gardening to enhance food security.

CLIMATE RESPONSES

Partners working in this area

8

Portfolio results

16,244

Reached with information on environmental issues and resilience to climate change

775

People trained in climate-smart or regenerative agriculture

707

Households provided with drought-resistant crops

359

Households trained in water harvesting and recycling domestic water to increase water available for crops

Impact highlights

2,823

Samburu community members committed to lower their reliance on charcoal, helping to reduce local deforestation

Sponsored Arts for Education, Kenya

500

Households supported to establish rain-fed backyard gardens reducing reliance on over-utilised local water sources

Agri-Impact, Malawi

32

Families with livestock supported to produce low-water input animal feed using hydroponic systems

Friends for Child Development, Zimbabwe

Napirai

Millions in the Greater Horn of Africa are facing acute hunger as the region faces one of the worst droughts in recent decades.



Napirai is a *moran* (herder) of the semi-nomadic, pastoralist Samburu people who live in the arid lands of Samburu County, in Kenya’s northern region. For the Samburu, lives - and livelihoods - are deeply entwined with the land.

“The drought forced us to travel long distances in search of pasture. This put us at risk of violence - some have lost their lives due to fighting over water and pasture for their livestock,”

Sponsored Arts for Education (SAFE) have been part of Egmont’s portfolio since 2016, using culturally appropriate theatre performances and traditional dance to educate Samburu communities on HIV prevention and to reduce the high prevalence of Female Genital Mutilation (FGM) - a cultural tradition amongst the Samburu and rite of passage for Samburu girls to undergo in preparation for adulthood and marriage.

Unlike previous, externally driven attempts to curtail the practice, the communities have been receptive to SAFE’s nuanced and locally informed approach: since 2016 the number of community members surveyed by SAFE who report that they would consider ending the practice of FGM and seek an alternative rite of passage has risen from 29% to 57%.

Climate uncertainties and the resultant economic effects threaten to derail this progress.

When times are tough, Samburu girls are the first to suffer; as families look to marry them off to collect dowries and reduce the number of mouths to feed. When economic hardship increases, so do the rates of FGM and the number of girls dropping out of school. With increasingly unpredictable weather patterns, helping the Samburu adapt and become more resilient would have far-reaching effects.

To this end, Egmont has supported SAFE to work with the Samburu, principally the *morans* - adolescent boys and young men between childhood and marriage who tend the livestock - to explore adaptations in the way they plan and react to climatic shocks.

Following a period of research with the Samburu, SAFE created and trialled a new piece of interactive theatre, performed by Samburu actors, which used stories to present the environmental issues they face and included space for dialogue and solution-finding among the audience. Over 2024, this performance was taken on two nine-day tours, reaching over 3,000 Samburu people, and workshops for community dialogues were arranged with the *morans* and other social groups.

“The workshops helped us realise the importance of planned grazing, helping us to avoid creating barren areas that are more prone to flooding and

head off conflict that happens as a result.”

As a traditionally separate social group in Samburu society, *morans* are often excluded from community meetings and have a strained relationship with elders. Yet, after SAFE’s workshops, they requested inclusion and, for the first time, joined discussions with elders—a major breakthrough. As the next generation, their involvement is vital for restoring the local environment.

“Our [the *morans*] meeting with our elders was the first time we had taken part in a community gathering. We were able to share our views on how we could help. Because of this, we have been able to participate in digging of circular bands and gully healing in degraded areas and planting grass, to create more space for livestock grazing.”

This pilot project is a first for Egmont, supporting a Partner to respond to the impact of climate change on a community. Its effects are being felt by individuals such as Napirai already, but may take years to bear fruit across Samburu County. Fortunately, given its success, SAFE have integrated the performances into their other work, helping many more to learn and adapt as Napirai has.

Partner
Sponsored Arts for Education

Location
Kenya

Total investment
£321,659

Partner since
2016

Projects funded
6

People helped
28,578

FINANCIALS



FINANCIALS

FINANCIAL REVIEW

In 2024, Egmont embarked on an ambitious five-year plan to grow our income and support a larger portfolio of grassroots Partners.

After eight years of stable income, Trustees agreed the new strategy in late 2023, responding to a range of drivers: rising inflation risks, the need to maintain organisational momentum, a detailed benchmarking exercise showing untapped fundraising potential, and above all, the urgent, growing need for local funding for local projects as thousands of grassroots organisations continue to emerge in the countries where Egmont operates.

To support the plan, Egmont introduced a new suite of KPIs, designed to align growth, risk, and impact. We also invested in fundraising staff, strengthened our UK and US Boards, launched the Egmont Advisory Team, and made key organisational and management changes to support long-term growth.

The early results are encouraging. In 2024, income grew by 11.3% year-on-year, fuelled by new supporter growth, a sharp increase in US fundraising, stronger returns on reserve funds, and continued outstanding support from our committed donor community.

Operational Costs

Our heartfelt thanks go to our Trustees and Patrons, whose funding of operational costs enables every other donation to go directly to projects on the ground. Operational expenditure in 2024 was £528,176 (27% of total income), reflecting necessary upfront investment in our growth plan. As income scales, we expect our cost-to-income ratio to return to historic levels.

Grant Expenditure

Egmont invested £1,123,827 across 48 grassroots Partners

in 2024 – a slight reduction from the previous year, primarily driven by higher Partner churn, changes in Partner mix, and the deferral of five projects (£202,283) to 2025.

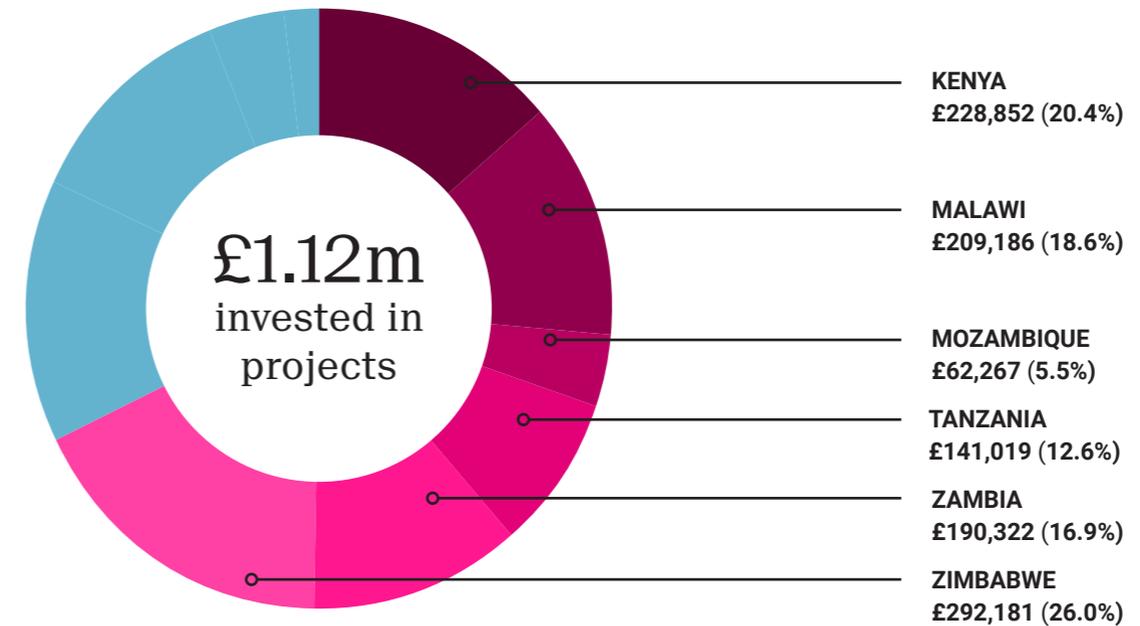
Reserves

At the end of 2024, total reserves stood at £2,616,203 – an increase of £280,221, mainly due to deferred grant commitments. Including this deferral, Egmont carried a surplus of £899,883 relative to its reserve policy requirements of £1,716,320.

The Trustees support Egmont being well capitalised to adapt to changing circumstances. The Trustees have elected to use a portion of the excess reserves - £336,948 - as a 'Tactical Reserve'. This will be deployed by the Programme Committee in response to the increased challenges faced by Egmont's Partners given reductions in support in sub-Saharan Africa from USAID and others.

2024 PROJECT & OPERATIONS EXPENDITURE

PROJECT EXPENDITURE OPERATIONS COST



FIVE-YEAR FINANCIAL ANALYSIS (GBP, millions)

TOTAL INCOME OPERATIONS COST



Notes

- Income in 2022 was £1,948,610. In addition, £77,441 was donated directly by an Egmont supporter to fund two Egmont-approved and monitored projects in Kenya, bringing the total funds raised in 2022 to £2,026,051.
- Income in 2021 was £1,477,908. In addition, £98,809 was donated directly by an Egmont supporter to fund three Egmont-approved and monitored projects in Kenya and Zimbabwe, bringing the total funds raised in 2021 to £1,576,717.
- Income in 2020 was £1,695,997. In addition, £128,234 was donated directly by an Egmont supporter to fund four Egmont-approved and monitored projects in Kenya and Zimbabwe, bringing the total funds raised in 2020 to £1,824,231.

DETAILED FINANCIALS

Statement of Financial Activities for the Year Ended 31 December 2024

	Note	Unrestricted funds £	Restricted funds £	Total 2024 £
Income and Endowments from:				
Donations and legacies		1,032,008	771,735	1,803,743
Other trading activities		29,550	-	29,550
Investment income	3	94,740	-	94,740
Total income		1,156,298	771,735	1,928,033
Expenditure on:				
Raising funds		(3,095)	-	(3,095)
Charitable activities		(1,004,080)	(640,637)	(1,644,717)
Total expenditure		(1,007,175)	(640,637)	(1,647,812)
Net income		149,123	131,098	280,221
Gross transfers between funds		23,998	(23,998)	-
Net movement in funds		173,121	107,100	280,221
Reconciliation of funds				
Total funds brought forward		1,967,857	368,125	2,335,982
Total funds carried forward	6	2,140,978	475,225	2,616,203

	Note	Unrestricted funds £	Restricted funds £	Total 2023 £
Income and Endowments from:				
Donations and legacies		1,142,503	579,970	1,722,473
Investment income	3	8,524	-	8,524
Appeals and donations		-	-	-
Total income		1,151,027	579,970	1,730,997
Expenditure on:				
Charitable activities		(1,336,212)	(553,849)	(1,890,061)
Total expenditure		(1,336,212)	(553,849)	(1,890,061)
Net (expenditure)/income		(185,185)	26,121	(159,064)
Net movement in funds		(185,185)	26,121	(159,064)
Reconciliation of funds				
Total funds brought forward		2,153,042	342,004	2,495,046
Total funds carried forward	6	1,967,857	368,125	2,335,982

All of the charity's activities derive from continuing operations during the above two periods.

Balance sheet as at 31 December 2024

	Note	2024 £	2023 £
Current assets			
Debtors		124,664	128,558
Cash at bank and in hand		3,095,150	2,845,324
		3,219,814	2,973,882
Creditors: Amounts falling due within one year			
		(603,611)	(637,900)
Net assets		2,616,203	2,335,982
Funds of the charity:			
Restricted income funds			
Restricted funds		475,225	368,125
Unrestricted income funds			
Unrestricted funds		2,140,978	1,967,857
Total funds	6	2,616,203	2,335,982

Cash flow statement for year ended 31 December 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash (expenditure)/income		280,221	(159,064)
Adjustments to cash flows from non-cash items			
Investment income	3	(94,740)	(8,524)
		185,481	(167,588)
Working capital adjustments			
Decrease in debtors		3,894	48,013
Decrease in creditors		(34,289)	(62,259)
Net cash flows from operating activities		155,086	(181,834)
Cash flows from investing activities			
Interest receivable and similar income	3	94,740	8,524
Net (decrease)/increase in cash and cash equivalents		249,826	(173,310)
Cash and cash equivalents at 1 January		2,845,324	3,018,634
Cash and cash equivalents at 31 December		3,095,150	2,845,324

All of the cash flows are derived from continuing operations during the above two periods.

DETAILED FINANCIALS

Notes

1. Income from donation and legacies

	General	Restricted	Total 2024	Total 2023
	£	£	£	£
Donations and legacies				
Donations from individuals	1,019,538	771,735	1,791,273	1,712,020
Gift Aid reclaimed	12,470	-	12,470	10,453
	<u>1,032,008</u>	<u>771,735</u>	<u>1,803,743</u>	<u>1,722,473</u>

2. Income from other trading activities

	General	Total funds	Total 2023
	£	£	£
Events income			
Other events income	29,550	29,550	-
	<u>29,550</u>	<u>29,550</u>	<u>-</u>

3. Investment income

	General	Total 2024	Total 2023
	£	£	£
Interest receivable and similar income			
Interest receivable on bank deposits	94,740	94,740	8,524
	<u>94,740</u>	<u>94,740</u>	<u>8,254</u>

4. Expenditure on charitable activities

	Activity undertaken directly	Grant funding of activity	Activity support costs	2024	2023
	£	£	£	£	£
Alleviation of the impact of HIV & AIDS	6,550	1,123,827	-	1,130,377	1,403,251
Grant management	-	-	231,416	231,416	206,902
Fundraising & publicity	-	-	199,111	199,111	132,717
Finance & governance	-	-	67,595	67,595	62,846
Office & data management	-	-	30,053	30,053	47,898
Other	-	-	18,410	18,410	13,948
Foreign currency	-	-	(32,346)	(32,346)	22,500
	<u>6,550</u>	<u>1,123,827</u>	<u>514,239</u>	<u>1,644,616</u>	<u>1,890,062</u>

5. Grant making - analysis

	2024	2023
	£	£
Analysis		
Alleviation of the impact of HIV & AIDS	<u>1,123,827</u>	<u>1,394,692</u>

The support costs associated with grant-making are £231,416 (31 December 2023 - £206,902)

Below are details of material grants made to institutions.

Name of institutions	Activity	2024	2023
		£	£
Kenya	Alleviation of the impact of HIV & AIDS	228,852	272,385
Malawi	Alleviation of the impact of HIV & AIDS	209,185	387,741
Mozambique	Alleviation of the impact of HIV & AIDS	62,268	142,906
Tanzania	Alleviation of the impact of HIV & AIDS	141,019	148,642
Zambia	Alleviation of the impact of HIV & AIDS	190,322	180,130
Zimbabwe	Alleviation of the impact of HIV & AIDS	292,181	262,888
		<u>1,123,827</u>	<u>1,394,692</u>

6. Funds

	Balance at 1 January 2024	Incoming resources	Resources expended	Transfers	Balance at 31 December 2024
	£	£	£	£	£
Unrestricted funds					
General					
General fund	1,941,375	1,126,748	(977,598)	50,453	2,140,978
FR events	-	29,550	(3,095)	(26,455)	-
	<u>1,941,375</u>	<u>1,156,298</u>	<u>(980,693)</u>	<u>23,998</u>	<u>2,140,978</u>
Designated					
Woodcocks	26,482	-	(26,482)	-	-
Total unrestricted funds	<u>1,967,857</u>	<u>1,156,298</u>	<u>(1,007,175)</u>	<u>23,998</u>	<u>2,140,978</u>
Restricted funds					
Peer Partner activities	-	-	(6,650)	6,650	-
First Prudential Markets	-	15,837	(15,837)	-	-
Operational costs	258,320	597,990	(528,176)	(25,060)	303,074
Egmont US	-	-	(18,410)	18,410	-
Treebeard Trust	-	30,000	-	-	30,000
ALMT	-	11,930	(11,930)	-	-
Egmont US Foundation	-	94,749	(70,751)	(23,998)	-
Redburn	-	3,042	(3,042)	-	-
Network for Social Change	-	18,188	(18,188)	-	-
Foreign Currency Translation	109,805	-	32,346	-	142,151
Total restricted funds	<u>368,125</u>	<u>771,736</u>	<u>(640,638)</u>	<u>(23,998)</u>	<u>475,225</u>
Total funds	<u>2,335,982</u>	<u>1,928,034</u>	<u>(1,647,813)</u>	<u>-</u>	<u>2,616,203</u>

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100% GOES DIRECTLY TO PROJECTS IN AFRICA

Why donate?

Egmont provides donors with a smart, scalable way to invest in high-impact grassroots solutions.

The Egmont Model directs 100% of all donations to our inspirational, grassroots Partners, applying twenty years of experience, professional systems and rigorous oversight. This ensures that Partners are supported to develop in the most effective and impactful way and that your charitable investments create the most sustainable and cost effective change.

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