2019 ANNUAL REPORT
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Resonate</td>
<td>3</td>
</tr>
<tr>
<td>2019 Successes</td>
<td>9</td>
</tr>
<tr>
<td>Lessons Learned</td>
<td>11</td>
</tr>
<tr>
<td>Impact</td>
<td>14</td>
</tr>
<tr>
<td>Financials</td>
<td>16</td>
</tr>
<tr>
<td>2020 Goals</td>
<td>17</td>
</tr>
</tbody>
</table>
RESONATE UNLOCKS LEADERSHIP POTENTIAL OF WOMEN AND YOUTH IN EAST AFRICA...
... so they can create the changes they want to see in their lives and communities.
**THE PROBLEM**

The “confidence gap” for women is pervasive globally which translates to missed opportunities for social and economic advancement.

When organizations deliver programs that solely focus on hard skills or education, they are leaving impact on the table.

**OUR SOLUTION**

Resonate provides short leadership workshops that allow women and youth to shift their mindsets, turn skills into action, and fulfill their potential.

By complementing skills and education with leadership training, we ensure that women and youth not only have access to opportunity, they also have the confidence to be leaders, start businesses, and advance in their careers.

**CLIENTS**

79 NGOs, companies, government programs

**PARTICIPANTS TRAINED**

7,961 women & youth

**IMPACT**

73% take on new leadership roles
grants & donations → sales

resonate

clients:
- nonprofits
- for profit

beneficiaries

leadership
entrepreneurship
promotion

BUSINESS & IMPACT MODEL
STORYTELLING FOR LEADERSHIP
Participants trained in 2019: 1,536
Teaches women public speaking and confidence, and builds support networks

ACTION LEADERSHIP
Participants trained in 2019: 102
Students learn leadership through community projects

PROFESSIONAL DEVELOPMENT
Participants trained in 2019: 447
Job seekers and professionals learn soft skills needed for success
Trains large organizations to deliver our workshops themselves and amplify their impact.

Regular recertification programs and impact measurement ensure quality control.
Participants Trained In A Year 2,115 participants (89% female)

By utilizing our Training of Facilitators (ToF) program, we were able to use our pool of Resonate Facilitators to deliver workshops more frequently and even simultaneously to other Resonate workshops.

Number of Youth Trained In a Year 639 youth (90% female)

We increased our impact among youth (age 12 to 24) by 62% as compared to 2018. Due to an increase in funding, we were able to deliver more free or subsidized workshops. A key milestone was signing an Memorandum of Understanding with the Ministry of Youth through the Rwandan National Youth Council to train vulnerable young women.
With each ToF training, we learned how to make the transfer of our content more concise and easier to understand, how to certify high-quality facilitators and how to better communicate the value-add of the program to partners.
LOW INDIRECT PARTICIPANT NUMBERS.

After training 20 facilitators last year, we were thrilled at the chance that these facilitators could potentially reach 35,000 women and youth this year. However, we learned that while this indirect model is appealing to partners, it’s actually very difficult to manage other organizations’ goals, operations, and timelines and to know exactly how many participants they trained. By the end of the year, we confirmed that only 310 participants were trained indirectly.
Another challenge of delivering trainings through partners is that it can be difficult to collect participant data for Monitoring & Evaluation (M&E) purposes when our tools and processes do not easily match the partners’ existing processes. As we realized that partners were reluctant to use our M&E tools on top of their own tools, we applied for and acquired some funding to automate our own M&E data collection and analysis tools so that we are able to collect participant data ourselves, even in the indirect delivery model.
FLUCTUATING TEAM SIZE.
Due to medical and performance issues, our team went from 8 to 5 full time staff by the end of the year.

In spite of our reduced capacity, our team worked harder than ever to reach our goals and impact the highest number of women and youth to date, but we were also stretched by the end of the year.

Our reduced capacity affected our capacity for sales but we were able to make up the revenue gap through fundraising.
2019 IMPACT

**LEADERSHIP**
- 73% take on leadership roles

**ENTREPRENEURSHIP**
- 37% start businesses

**PROMOTION**
- 30% academic or professional advancement
Odette
Community Sales Agent
Single mother of four

“I learned I was the one who could change my life, and my family’s life.”

Click here to watch Odette’s story.
## 2019 Financials

### Key Metrics - 2019

<table>
<thead>
<tr>
<th>Metric</th>
<th>2019 Value</th>
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<tbody>
<tr>
<td># of full time employees</td>
<td>5</td>
</tr>
<tr>
<td># of part time facilitators</td>
<td>8</td>
</tr>
<tr>
<td>Participants reached</td>
<td>2,115</td>
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### Expense

<table>
<thead>
<tr>
<th>Category</th>
<th>USD</th>
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<tbody>
<tr>
<td>Personnel</td>
<td>$160,713</td>
</tr>
<tr>
<td>Cost of Goods</td>
<td>$33,234</td>
</tr>
<tr>
<td>Business Development &amp; Marketing</td>
<td>$14,953</td>
</tr>
<tr>
<td>Operational Expenses</td>
<td>$48,666</td>
</tr>
<tr>
<td><strong>Total Costs</strong></td>
<td><strong>$257,575</strong></td>
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### Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>USD</th>
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<tbody>
<tr>
<td>Earned Income</td>
<td>$68,574</td>
</tr>
<tr>
<td>Philanthropic</td>
<td>$292,668</td>
</tr>
<tr>
<td>Other Income</td>
<td>15,406</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$376,648</strong></td>
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PARTICIPANTS TRAINED

2,500

NEW COUNTRY PILOTS IN EAST AFRICA

2020 GOALS

$250k

GRANTS & DONATIONS

80%

INCREASED PROACTIVITY
TOF WITH YOUTH THROUGH SCHOOLS
Integrating our transformative leadership content in traditional educational and vocational training programs is key to building a generation of future African leaders who can compete for jobs and other opportunities, regardless of their economic background. We are aiming to deliver ToF trainings to schools in underserved communities.

REGIONAL EXPANSION
Building on partner engagement efforts in Nairobi and Arusha last year, we will continue our regional expansion work through further market research, stakeholder engagement and pilot programs in two new countries.

SECTOR-FOCUSED PILOTS IN RWANDA
We will partner with groups to support girls and young women’s participation and professional success in STEM. We also plan to run a pilot program with underserved youth in a refugee camp to help build their leadership and soft skills, and to cultivate a sense of hope and a growth mindset so they can create opportunities for themselves and their communities.
We'd like to express a special thank you to our donors and funders.

With your help, we're able to give women and youth the skills and confidence to create a better future for themselves and our world as a whole. We cannot express our gratitude enough to those who help us make our vision a reality.