



2021

Annual Report





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MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



Claire Uwineza
Chief Executive Officer

Seven years ago, when I joined Resonate as the Operations Manager, I never imagined writing this message to you all. But now I am here, and I cannot express how happy and proud I am of the woman I have become during these years working at Resonate.

I am not the only team member who has grown during her years with the organization. At Resonate, we are only as strong as our team and each team member's voice matters. So, as I reflected on the year 2021, I asked each team member to share a word that described how they felt in 2021, and it was amazing to see how our experiences aligned. We were challenged, witnessed growth, were undeterred, evolved, felt enlightened, transformed, and abundant. Yes, abundant because we reached more than 2,500 women and youth and exceeded our goals despite the COVID-19 pandemic.

2021 was an eventful year. Despite another lockdown, we were able to graduate over 400 youth in our COVID-19 Recovery Initiatives in partnership with the Rwanda National Youth Council. In partnership with Georgetown University, our randomized control trial was completed, and the results clearly demonstrated the economic and social impact that our programs have on participants. We hired our first full-time Monitoring and Evaluation employee, and successfully completed our five-year strategy for 2022-2026.

I want to thank our funders, partners, and supporters for believing and investing in our mission and providing advice and guidance along the way. I am grateful to our Board of Directors and Advisory Board for their time and input during our strategic planning process. Last, but certainly not least, I want to thank the entire Resonate team for their resilience and passion.

Our five-year strategy has an ambitious goal of impacting 100,000 women and girls in East Africa by 2026 and expanding our programs to work with women and girls in hard-to-reach communities in Rwanda. We know there will be twists and turns in the road ahead, but the way our team and community showed up over these past few challenging years gives me confidence that we will achieve our goals – and find growth, transformation, and abundance along the way.

Turikumwe!

A stylized, handwritten signature in black ink, consisting of the initials 'CU' with a flourish.

OUR MISSION AND VISION



Our mission is to unlock the leadership potential of women and girls in East Africa.

Our vision is to create a world where women and girls are leaders in creating 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.



THE SOLUTION

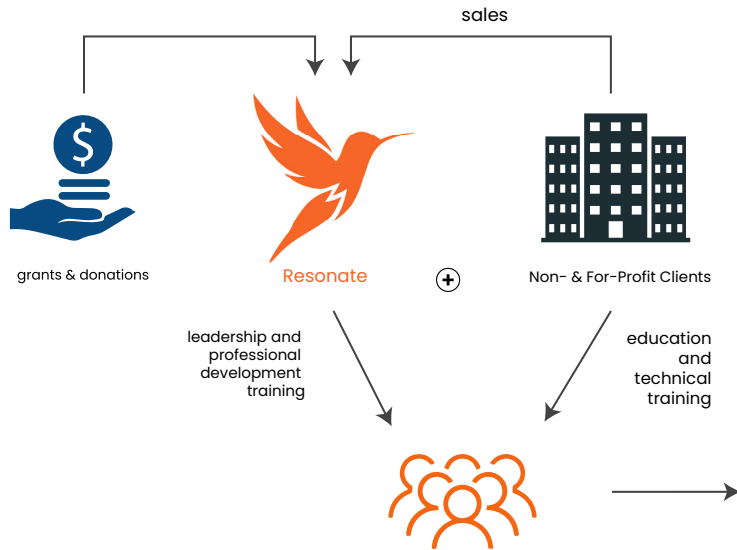


Resonate provides short leadership workshops that allow women and girls to shift their mindsets, turn skills into action, and fulfill their potential.

By providing leadership training, we ensure that women and girls not only have access to opportunity, they also have the confidence to be leaders, start businesses, and advance professionally and academically.

OUR BUSINESS AND IMPACT MODEL

Resonate works closely with non- and for-profit clients on programs that benefit women and girls. These programs have all been proven to facilitate increased opportunities for leadership roles, entrepreneurship, and promotions to our beneficiaries.



Outcomes



Take on leadership roles



Start businesses



Advance professionally or academically

OUR PROGRAMS

STORYTELLING FOR LEADERSHIP

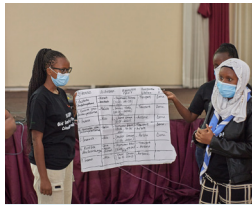


Teaches women public speaking and confidence, and builds support networks

1413

Participants trained in 2021

ACTION LEADERSHIP



Students learn leadership through community projects

46

Participants trained in 2021

PROFESSIONAL DEVELOPMENT



Job seekers and professionals learn soft skills needed for success

429

Participants trained in 2021

COVID-19 RECOVERY INITIATIVES



Equips women and youth with the confidence and resilience needed to support the recovery of their communities

504

Participants trained in 2021

TRAINING OF FACILITATORS



Trains large organizations to deliver our workshops themselves and amplify their impact*

144

Facilitators trained in 2021

**Regular recertification programs and impact measurement ensure quality control.*

2021 YEAR IN REVIEW

Participants trained directly in 2021

> 2,536

Participants trained directly since Resonate's founding as of Dec 31, 2021

> 12,283

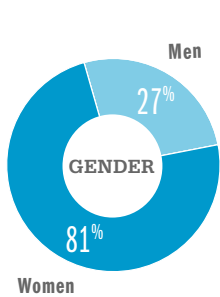


Participants trained by Resonate-certified facilitators through Storytelling for Leadership and Action Leadership since Resonate's founding as of Dec 31, 2021

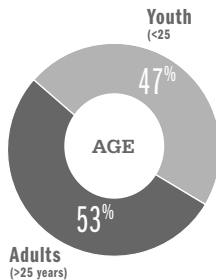
> 5,725

PARTICIPANTS

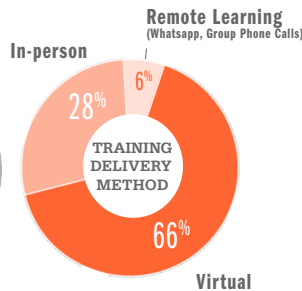
IMPACT



Women	2054
Men	482



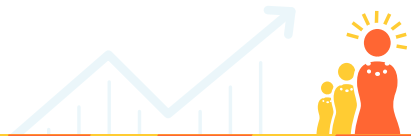
Adults (>25 years)	1344
Youth (<25 years)	1192



Virtual	1674
In-person	716
Remote Learning	146

88% Increase in leadership in one or more of the following ways:

- 83% took on leadership roles (formal or informal)
- 18% started businesses or income-generating activities
- 22% advanced professionally or academically



AGATHE, 21

▶ BEFORE RESONATE

Agathe had difficulties in her pregnancy at a young age and was worried that she would not be able to raise her baby. She was unable to see past any challenges that she faced.

▶ AFTER RESONATE

The workshop gave her a new perspective on life and revived her hope. She now plans to start her own business as soon as her baby is a few months old and she is aiming at becoming one of the best tailors in the country one day.



CHANTAL, 25

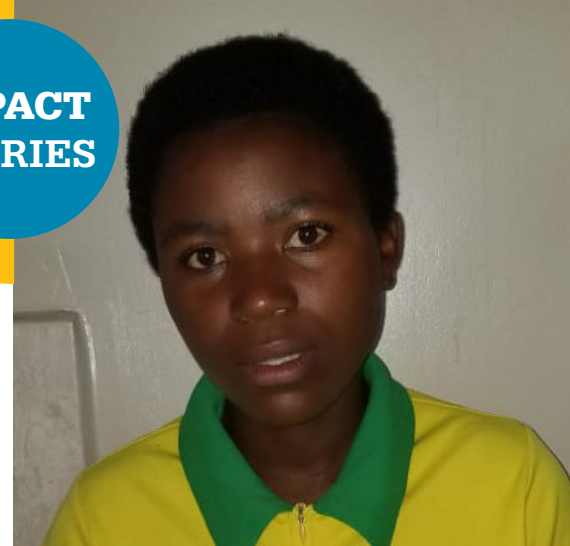
▶ BEFORE RESONATE

Chantal didn't believe that she could make any decisions on her own. She always consulted other people first.

▶ AFTER RESONATE

The workshop gave her the courage she needed to start making her own decisions which led to her running for a local government position and she is now the social affairs commissioner for people with disabilities in her district. She also started saving and she is using the money to start goat farming.

IMPACT STORIES



PARTNER IMPACT STORY

HOPE FOR LIFE

▶ BEFORE RESONATE

Hope for Life, an organization that works with homeless youth and their families was struggling with a dependency mindset from their beneficiaries which could limit the potential of their lives and the work they could do for them as an organization.

▶ AFTER RESONATE

Resonate's hummingbird story and the belief that we can all be proactive in the face of a challenge and do something, has been immensely helpful to the participants. It made them realize that even small actions can lead to something bigger. - **Amanda Good, External Relations, Hope for Life.**



SUCCESSES

1

COMPLETED THE ORGANIZATION'S FIVE YEAR STRATEGIC PLAN (2022-2026)

This year we launched an exciting and ambitious new five-year strategy that will take Resonate into the next phase of our evolution as an organization. We are more than ever before committed to building a world where women and girls are leaders in creating the changes they want to see in their lives and communities.

By 2026, we will have cumulatively impacted 100,000 women and girls in East Africa to bridge the confidence gap through our transformational leadership programs.

2

COVID-19 RECOVERY INITIATIVE GRADUATION

- 400+ youth graduated
- Our co-founder and Board Chair attended
- Five groups from Gira Ubushobozi program received seed funding to expand their businesses
- Our partners from government institutions, international non-profit organizations, and local non-profit organizations attended the graduation.

Those included: National Youth Council, Embassy of Israel in Rwanda, Imbuto Foundation, Save the Children, and Rwanda Polytechnic, among others attended the graduation.



SUCCESSSES



3

TEAMS SUCCESSES

● Programs

- Conducted three (3) Training of Facilitators (ToFs) and first trial of Virtual ToF
- Launched and completed COVID-19 recovery initiatives in partnership with the National Youth Council, Rwanda Association of Women In Science and Engineering (RAWISE), and Girls in ICT and 504 participants graduated.

● Finance and Operations

Had our first full Audit with PWC for both Resonate Ltd and Resonate Workshops and it was a success.

● Monitoring & Evaluation

RCT project was completed and proved positive impact of Resonate's Programs. Results were presented in the presence of the partners.

● Partnerships & Development

- Segal Family Foundation and Five Together renewed the grant for the highest amount

- Executive Director, Norette Turimuci, joined the Africa Visionary Fellowship, and the Country Director, Claire Uwineza, became the steering committee member for the Rwanda Women Leaders Network hosted by the Ministry of Gender and Family Promotion, Rwanda
- The Partnership Team participated in the Customer Experience World Games 2021 organized by Limotropy that helped us to improve our partner experience.

SUCCESSSES

4

TEAM GROWTH



*Fabiola Uwineza
Benimana*
Operations Associate



Ange Munezero
Monitoring and
Evaluation Associate



Increased our pool of Facilitators to 16 which increased the capacity of our Programs team to deliver more than two workshops simultaneously.

- We signed a Memorandum of Understanding (MoU) with the Ministry of Gender and Family Promotion (MIGEPROF) and the Rwanda National Youth Council (NYC).



CHALLENGES



1

Remote training

To continue delivering our programs, protect our staff and participants, and limit the spread of COVID-19, we pivoted to delivering more virtual workshops and testing remote training delivery using phone calls. We customized our content and found a way to keep participants engaged, build their agency, and deliver quality training. However, technical restraints limited our ability to scale operations.

2

COVID Restrictions

In July of 2021, Rwanda implemented strict COVID-19 restrictions, culminating in a lockdown. This led to the delay of the implementation and completion of Resonate's COVID-19 Recovery Initiatives (Gira Ubushobozi, Speak for Change, and Rise & STEM). The COVID-19 Recovery Initiatives were supposed to be completed by July 2021, but they were completed in November 2021.

2022 GOALS

1

Expansion of reach to women and girls in rural communities through Community Programs

Our research-proven leadership programs will be delivered in community centers across Rwanda to at least 1,700 women and girls with government partnership.

2

Digitize our M&E tools for our direct programs

Our impact will be measured by a restructured and automated M&E system that allows us to maintain our proven quality while increasing our ability to scale.

3

Virtual TOF program curriculum finalized

We will leverage a new blended online/offline training of Facilitators model to expand our programs.

THANK YOU TO OUR PARTNERS

TRAINING PARTNERS

Abahizi Rwanda

Adventist Development and Relief Agency Rwanda (ADRA)

African Management Institute (AMI)

Akilah Institute for Women

CARE Rwanda

Entrepreneurial Systems Partners (ESP)

Girls in ICT

Girls Leaders Forum (GLF)

Hope for Life

Ihangane Project

Integrated Polytechnic Regional College (IPRC) Karongi

Kate Spade

Ministry of Youth and Culture

(MYCULTURE)

National Youth Council (NYC)

Nyanza District

On Purpose Fund

Rwandan Association of Women In Science and Engineering (RAWISE)

Rwanda Girl Guide Association

Rwanda Women Network (RWN)

Sustainable Growers

Trocaire

Tubakunde

University of Rwanda

US Embassy Kigali

Youth Empowerment Program Initiative (YEPI)

PARTNERS IN LEARNING

AFRICAN VISIONARY FELLOWSHIP



African Visionary Fellowship

Limetropy

MAGNETIC EXPERIENCES

Magnetic Experiences

FUNDING PARTNERS



Imago Dei Fund

Imago Dei Fund



Fossil Foundation



Issroff Family Foundation



Segal Family Foundation



Embassy of Israel in Kigali



Five Together Foundation



ON PURPOSE
On Purpose Fund
(Kate Spade New York)



US Embassy Kigali



World Connect

THANK YOU TO OUR DONORS



Anya Lagasse

Ayla Schlosser

Brett Cooper

Brett Wiley

Carlisle Rex-Waller

Chantal Uwizera

Claire Evans

Dawn & Robert Hofberg-Schlosser

Deborah Dean

Dyonna Ginsburg

Elissa Chandler

Erin McCusker

Harleen Gill

Joshua Leight

Katie Bunten-Wamaru

Kevin Jessup

Kimberly Agan

Lamiaa Laurene Daif

Mr & Mrs Thomas Remington

Priya Bishen

Robert Warner

Sidra Stone

The Lamsam Family

Yasu Fukui

2021 FINANCIALS

KEY FIGURES

8 **Team Size**

11 **Volunteers**

- 7 Rwanda Advisory Board Members
- 4 Interns

16 **Resonate Part-time Facilitators**

25 **Training Partners**

TOTAL REVENUE:

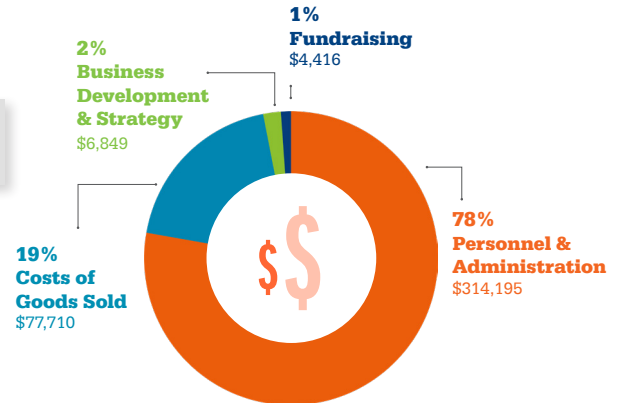
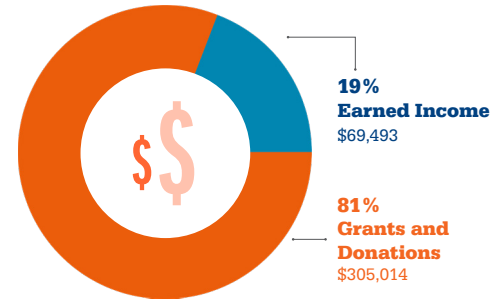
\$375,507

2020: \$355,885

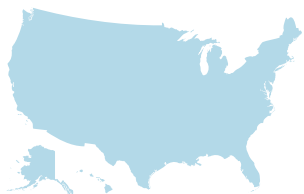
TOTAL EXPENSES:

\$403,170

2020: \$224,498



BOARD MEMBERS



US Board Members

Ayla Schlosser
Deborah Dean
Katie Buntten-Wamaru
Lamiaa Laurène Daif
Chantal Uwizera



Rwanda Advisory Board Members

Adam Kyamatare
Aline Kabanda
Brice Gakombe
Isabelle Sindayirwanya
Janet Karemera
Justin Ngoga
Marie-Claire Dushimumukiza



THANK YOU!



Your support makes all of
this possible!

resonateworkshops.org