

2023 Afrilanthropy Annual Report



1. Organization: Mission, Mandate, and Operational Structure

Afrilanthropy was established to promote and support social entrepreneurship across Africa. The organization's mission is to unleash Africa's full potential by identifying and accompanying the most promising local ventures that create tangible social and environmental impacts. Since 2022 as a response to the massive inflow of refugees in Europe, Afrilanthropy has begun delivering impact locally thanks to the Riding the Rainbow initiative, a bike collection and distribution project turned into a solidarity app which connects local citizens with people in need. The organization's focus in 2023 was on strengthening its advisory services and capacity-building programs while deepening its work and visibility in its headquarter Luxembourg.

Core Operational Structure:

- **Advisory services:** Afrilanthropy provides early-stage and small growing enterprises in Africa with guidance on investment readiness, business strategy, and growth plans.
- **Matchmaking with investors:** Afrilanthropy acts as a bridge between businesses and impact investors. The focus is on connecting early-stage businesses with angel investors and institutional investors.
- **Capacity building:** through specialized programs, Afrilanthropy offers training and skill development opportunities to social entrepreneurs and vulnerable communities across Africa.
- **Strengthening local solidarity:** turning Riding the Rainbow into a solidarity app, with the potential to be used beyond refugees and attract broader relevance for NGOs

2. Activities and Programs

2.1 Advisory and Matchmaking

Afrilanthropy both connects investment-ready African businesses with impact investors and helps micro and small businesses develop the capacities needed to attract investors. The organization offers tailored advisory and capacity building support to early-stage businesses that show significant growth potential but need guidance to prepare for investment.

One of the focus areas in 2023 was to provide ongoing support to African social enterprises and expanding its portfolio. In 2023 Afrilanthropy engaged with new partners such as Jaguza Livestock Limited in Uganda, a platform providing livestock information to farmers in the community, by using a combination of algorithms combining data science, expert knowledge and machine learning, to help cattle farmers monitor activity and behavior of their cows and improving efficiency

Afrilanthropy also provided advisory support to MaTontine in Senegal. MaTontine offers a mobile-based automated platform for tontines using SMS, USSD and mobile money technologies. By allowing users to build their credit scores over time, MaTontine makes it possible for them to access financial services, such as small loans and insurance. The



community focused platform is deployed and run by tontine managers who generate some revenue through this activity.

In 2023, Afrilandropy also began its partnership with a business support organization focused on coffee producers in East Africa: The African Fine Coffees Association (AFCA). The partnership is focused on finding public financing opportunities for the association so that it can better serve its mission. AFCA's mission includes helping establish Grower and Business Support systems that will enhance the performance of the producers and improve efficiency in market access and working for the common good of its members and the coffee industry in the East African region more generally.

Afrilandropy continued providing support to its existing clients and was happy to see some of our partners become global champions. A big source of pride was Reel Fruit, a female led fruit processing company in Nigeria that sources mangos and pineapples from smallholder farmers turning them into high value dry fruit snacks. In 2023 the social enterprise upgraded its production capacity and expanded its sales beyond Nigeria pursuing aggressively the United States market.



2.2 Online Accelerator Program for Women

In 2023 Afrilandropy designed and prepared an online Accelerator Program for Women Entrepreneurs in francophone Sub-Saharan Africa. The accelerator focuses on capacity building, helping participants develop foundational business skills and improve their investment readiness. The program is a critical part of Afrilandropy's broader effort to promote gender equality and social innovation across the continent. It aims to empower women-led social enterprises with the tools and training necessary to scale their impact. Afrilandropy mobilized a set of lecturers, guest speakers, mentors and coaches from within and outside its membership, and developed a tailor-made program for this target group. Afrilandropy put together this program in preparation for a call for proposals issued by Cartier Women's Initiative in late 2023. Afrilandropy won the bid to run the 6-month program which would begin the following year, in February 2024.

2.3 Capacity Building in Uganda

Afrilandropy has been involved in vocational training initiatives in Uganda, offering support to educational institutions and young entrepreneurs through the platform "Global Giving". A key focus in 2023 was the vocational training program at the Don Bosco Training School in Lira, Uganda, which provides skills training in areas such as carpentry, mechanics, and construction.

This capacity-building initiative is part of Afrilandropy's broader strategy to promote skill development and job creation for youth in Africa. The training programs are designed to give young people the tools they need to build sustainable careers and contribute to their local economies.



2.4 Riding the Rainbow.

In 2023 Afrilandropy has fully developed the solidarity app Riding the Rainbow. In partnership with the Luxembourg Ministry of Family, it created a solidarity map enabling various organization to feature their activities and providing alerts on their activities to both refugees and regular residents, through an interactive map and an instant notification system. By the end of 2023 Riding the Rainbow reached nearly 2000 users, 21 registered organizations and facilitated the donations of over 850 items. What

started off as one-off distribution of bikes, Riding the Rainbow swiftly evolved into a dynamic free mobile application. Riding the Rainbow is not only a platform for giving away pre-loved items, including sports equipment, musical instruments, and children books. It has become a powerful force for fostering connection and bridging gaps between refugees and residents across more than a dozen countries, all while championing the values of reuse and social integration.



In the framework of the project, Afrilandropy mobilized

its experts and delivered a series of free video game creation and development workshop for refugee children

3. Strategic Vision and Future Plans

Looking ahead, Afrilandropy has set clear priorities for expanding its impact and continuing to support social entrepreneurship across Africa and further leverage technology to deliver impact locally. The organization's strategic vision for the coming years includes:

- Expanding the pipeline of socially responsible businesses: Afrilandropy aims to grow the number of businesses in its pipeline that are ready to approach grant providers and investors. These businesses must meet a set of ESG (Environmental, Social, and Governance) criteria, aligning with Afrilandropy's goal to support socially and environmentally responsible ventures.
- Development of an incubation program: building on its advisory and training programs, Afrilandropy plans to launch a more comprehensive incubation program for high talented social entrepreneurs, with a focus on women. This program will focus on early-stage social enterprises that have demonstrated strong potential for impact but need additional support to refine their business models and attract investment.
- Becoming an investment and philanthropic advisor for donors and investments : Afrilandropy aspires to leverage its strategic location in Luxembourg to establish itself as a trusted advisor to philanthropists and investment funds that are interested in investing in Africa. By leveraging its expertise and network, Afrilandropy will help these funds identify high-potential businesses that align with their investment criteria.

- Increasing its reach and impact in the Luxembourg ecosystem, organizing and contributing to events on Africa. Its 2024 plan includes joining the Cercle de la Cooperation
- Fully expand Riding the Rainbow a one-stop shop for solidarity and combine it with other sport and inclusion events.
- Expand the organization founding sources with specific targeting of European Commission

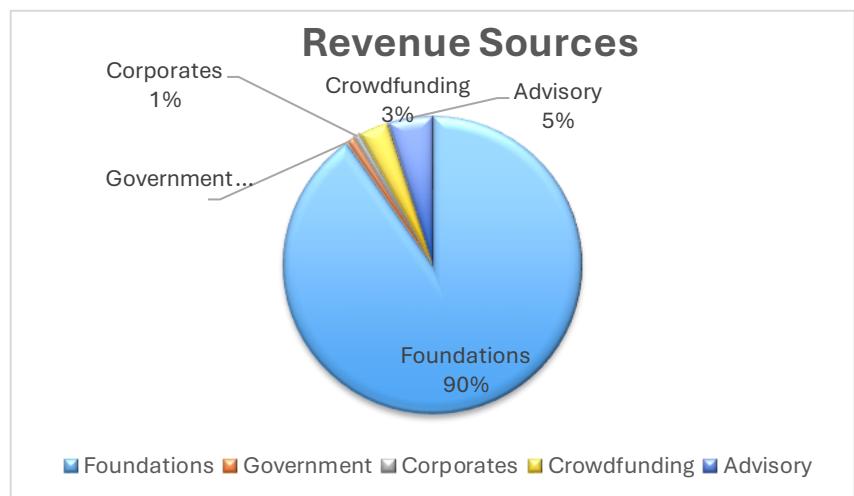


4. Public Awareness Activities

In addition to its core capacity building and matchmaking services, Afrilandropy worked on increasing public awareness around social entrepreneurship and its impact across Africa. This was achieved through partnerships with various organizations and the implementation of specific projects aimed at raising visibility and engagement. Afrilandropy spoke and raised awareness of African social enterprises at a number of events such as Change Now Conference in Paris, Impact Ecosystem Event in Luxembourg. The organization also took active role in integrating its activity into local events such as Repair Café and Bazaar International.

5. Funding

In 2023 Afrilandropy was able to raise € 78,337.54 in funding from a diverse source. Most of the funding came from 2 Luxembourg based foundations, namely Fondation André Losch and Oeuvre Nationale de Secours Grande-Duchesse Charlotte. Such resources were complemented by advisory services and crowdfunding. While contributing nearly 1%, Afrilandropy secured its first government contribution, thanks to small grant from the Ministry of Family of Luxembourg



6. Conclusions

In 2023, Afrilandropy has made significant strides in expanding its services and impact across Africa. The organization's work in providing capacity building, and investment matchmaking support to many social enterprises, helped them grow their ventures and attract investment. Looking ahead, Afrilandropy remains focused on scaling its operations, launching new ways to deliver impact and continuing to champion African-led solutions to global challenges, while acting globally.