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**ALICIA BELAY**

**Executive Director, Co-Founder**

*Within days of meeting my husband Anteneh in Ethiopia, we decided we wanted to start a nonprofit to connect financial resources in the USA with the potential in Africa. GCA Thrive came out of this dream.*

# Meet the Team



**BEVERLY ANAELE**

**Board Chair**

*Being Nigerian-American, philanthropy for the great continent of Africa has always been a key passion of mine. GCA Thrive's mission to empower women in Africa drew me to want to volunteer and take part in any way I could. I highly encourage you to join us as we make positive change!*



**ISHAN CHALINDHA KODAGODA-PEIRIS**

**Social Media Team Lead**



**RUTH EMMANUEL**

**Treasurer**

*Growing up in a third world country, Ethiopia, and seeing people with desperate needs on a daily basis have made me passionate about finding ways to help others. I hope to work for the United Nations one day!*



**VALENTINA ASIEDU**

**Secretary, Fundraising Chair**

*Growing up I was moved to help the needy with passion. I started an NGO (in 2020) with a friend that targeted meeting the needs of orphanages until I migrated to the United States in 2021. GCAThrive gave an opportunity to continue my work by being on the board to serve the needs of underserved women in Africa!*



**JULIANA G. ANTWI**

*"Having lived most of my life in Ghana, I have seen firsthand the daily struggles of women and GCA thrive is one of the ways I can contribute to women empowerment to enable them face their struggles head on and overcome them"*



**SARA HAGER**

*"I was born in North Dakota but married a Marine and have spent the last 20 years living in many different places. I have a passion for volunteer work and am excited to be a part of helping change people's lives through the great work of GCA Thrive"*



**MAHLET HABTEMESKEL**

*"I was born in Ethiopia, grew up in Sweden, and currently living in USA. My goal and dream are to be a voice and become opportunity for Africa and give individuals financial and educational independence"*



**FOWZIA ADE**



**DAMARIS BIBI**

# OUR PROJECTS: KENYA



## Job training in Nairobi through Table Banking

In July 2021, GCA partnered with Usikimye to initiate the Inua Dada program. Women learned job skills and were provided start up funds using Table Banking.

GCA Thrive is partnering again with Usikimye in 2022 to reach 60 more women.

**THANK YOU to our partners on this project:**

Usikimye is an organization in Nairobi, Kenya, founded by local Kenyan women, and working to end sexual and gender-based violence. Their name means 'do not be silent' in Swahili.

Atonement Lutheran Church Men's Morning is a bible study group at Atonement Lutheran Church in Fargo, North Dakota, USA. This group generously provided support to GCA Thrive; 100% of the donation is being used to provide 60 women job training and start up capital in the 2022 Inua Dada project.

Lyons Township Microfinance Club, Chicago, Illinois, USA. The microfinance club provided the funds for cohort one of this project, in 2021.



# OUR PROJECTS: TANZANIA

## Job training in Moshi

In December 2021, GCA partnered with TAFCOM-TANZANIA. The organization had already provided job training for many women living with HIV in the area, but the organization lacked start-up capital to launch their business. GCA Thrive started small by supporting one woman, Rukia, with a new shoe business. Rukia is a single mother of 2 children, one is in a wheelchair. She began her shoe business through GCA Thrive support and she already expanded her business to include making and selling soap.

In 2022, GCA Thrive is continuing to support more women's new jobs in Moshi!

THANK YOU to our partners on this project:

TAFCOM's mission is to facilitate factors that promote education and literacy, alleviate poverty, prevent and control the spread of HIV/AIDS and ensure mutual understanding and social justice to help uplift the health standard among small, impoverished villages in Eastern Africa.



# OUR PROJECTS: ETHIOPIA



## Job training and grants, in partnership with Rotary

In 2020, GCA Thrive had the unique opportunity to partner with the Fargo-Moorhead AM Rotary club on a large-scale Rotary Global Grant. GCA Thrive's role was to help promote the project, develop relationships with recipients, and amplify the work.

In 2021, the project helped 40 women to get job training and funds to launch businesses. Women started sheep-raising businesses, injera-making businesses (traditional Ethiopian bread) and some began small markets like the woman in the picture above.

In 2022, our co-founder, Anteneh Belay, was able to visit recipients of the project. He was able to interview them and learn more about their experience with this project. Women were excited and grateful to have the opportunity to start businesses!

**THANK YOU to our partners on this project:**

**WOGEN Women's and Children's Support Organization in Gondar, Ethiopia has a variety of initiatives to help families in their community, including water wells and economic development.**

**Rotary International is an altruistic organization, with worldwide presence. One of Rotary's goals is to support economic development.**



# OUR FINANCIAL HEALTH



## OUR FINANCES

**REVENUE:** As a small, relatively new nonprofit, we had less than \$2500 in revenue in 2021. Our funds came from two sources: Donors and Product sales. Our sales came primarily from products sourced in Africa and sold in person or on our website. We spent funds on purchasing products initially, but the sales of the products generate funds for GCA Thrive.

**OVERHEAD COSTS:** GCA Thrive keeps our overhead low. When we send funds to recipients, we pay a fee of \$4-\$40. We are required to file annual reports to maintain our nonprofit status, which cost less than \$75 a year. We maintain a website for a fee. Besides these costs, all other spending went directly to programming in Africa\*.

**OVER 90%  
OF GCA THRIVE  
FUNDS GO  
DIRECTLY TO  
AFRICAN  
PARTNERS**

\*In 2021, some of the funds were used to purchase products that were sold in 2021 and continue to be sold in 2022. These funds will generate revenue for GCA Thrive which are not included when this report was drafted as 'funds spent' .

# OUR TOTAL IMPACT



While isn't possible to fully quantify the impact of GCA Thrive, each recipient of GCA Thrive is makes an economic impact in their community. In 2021, GCA Thrive supported projects in three communities, in three countries of East Africa: Ethiopia, 40 women; Kenya, 100 women; Tanzania, one woman.

If we estimate that at a minimum, each recipients is positively affecting three family members:

Total GCA Thrive recipients: 141

Each X 3 family members: 423 family members.

423 + 141

**Total impact: 564 lives**

Each new business will potentially affect extended family and the community. For example, a woman who begins to send her child to school with earnings from her new business has also impacted the financial security of the school, including paying teachers).

**141 recipients**

**TOTAL 2021  
IMPACT:  
564 LIVES**

# PERFORMANCE & STRATEGY

In 2021, the GCA Thrive board underwent an evaluation and used the results to develop a strategic plan for 2021-22, that included performance goals, objectives and dates for completion.

**The strategic plan is available [here](#) and includes some of these goals:**

- **The addition of three new board members.** This goal was exceeded by January 2022, as four new board members joined the team.
- **Completion of Kenya project in fall 2021.** Project concluded; final report in progress.
- **Hold quarterly virtual presentation to introduce individuals to GCA Thrive.** Our first presentation was in November 2021.
- **Interview recipients of GCA Thrive.** Seven in-person interviews were completed in Ethiopia in February 2022, three video-based interviews were completed with Kenya recipients in 2021. One interview is being conducted in March 2022 with the one Tanzanian recipient from 2021.
- **Promote GCA Thrive through media.** A new Communications team creates weekly posts and a publication in November 2021 highlighted GCA Thrive. Read about it [here](#).
- **Conduct two external presentations.** We completed one at a local church which resulted in a \$1300 donation, and one through a Rotary club.

## **Key plans for 2022 include:**

- Conclude Ethiopia project
- Conduct one fundraiser
- Complete two presentations at local organizations
- Finalize a 2021 annual report, making it available online



Would you like to contribute to GCA Thrive's work? Follow us on Facebook, Twitter, or Instagram and go to [GCAthrive.org](https://GCAthrive.org) and click on 'donate'!