



# ANNUAL REPORT

— 2024 —



# INTRODUCTION



Welcome to another year of working towards our mission! We're thrilled to share the achievements, progress, and profound impact we have had throughout 2024. We are especially happy that you are here with us as a close partner, as we continue working towards our mission, particularly now, as times are hard for all of us. As we present this annual review, we do so with a profound sense of pride in the collective efforts of our partners, your crucial role, and the communities we serve. Our vision remains steadfast: a world where everyone can work with pride for a better future. Our mission, to work alongside people in East and West Africa, addressing barriers to safe and lasting work, hunger, and injustice, guides our every action. Now more than ever, we feel so proud to stand alongside the most marginalised communities, and we are happy that you can extend your solidarity through our projects. We believe in the power of connection – linking, engaging, and strengthening actors across diverse programs to deliver tangible results.







## **REFLECTIONS FROM OUR CEO, ALEX DANIELS**

### *A call to Solidarity*

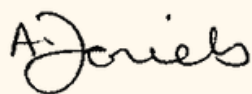
I am reaching out to everyone this year to join us in solidarity in support of our vision, enabling everyone to work with pride. We believe it's not only right but wise to enable young people, women, people with disabilities and many others of diverse backgrounds to engage in production for their families and communities. In areas where social protection is a struggle, this is critical for these individuals, but it is also important as part of maintaining humanity at all levels. Without sustainable approaches to improving access to both basic human rights and building local and wider economies, the threats to a peaceful environment will increase, globally, not disappear.

Action on Poverty and our fantastic partners have this year continued to have deep and sustainable impact on 31,000 marginalised people in productive activities. Working with people to access more secure livelihoods has enabled them to gain more control over their lives. Women have gained greater status in their household and in their communities. Their husbands have observed their contributions and include them in decision making; their status in communities has given them a say in these decisions too, supported by new community by-laws and greater understanding amongst people around them. I have met many young women in our projects in Sierra Leone who have become leaders for the first time – their strength will be carried forward long after we are no longer there.

We have also worked to improve the livelihoods of people working in different value chains – from camel milk in Kenya to rice and sugar cane in Uganda and palm oil in Sierra Leone. By working with a whole range of stakeholders – including sugar factories, rice millers, community and producer groups, district and local government duty bearers, religious leaders, sales outlets – local and international, as well as, of course, small holders and their families – we have been able to both reduce poverty and have wider social impacts.

The use of child labour has been a key focus. I have met smallholders who are negotiating better with buyers and taking care of their children, women with new skills for small businesses paying school fees, young labourers going back to school or training, and Ugandan plantation owners who have become champions of getting children out of labour and back to school. The result is more productive systems with better social impact, producers feeding and educating their families, and children with a future.

Collectively we face the challenges of a shift in mindset which doesn't value diversity and a global wave of slashing institutional support for work addressing poverty and hunger. Please join with us as we take up the challenge of ensuring this deep and sustainable impact reaches the most marginalised people as they strive for equality; and keep humanity alive and kicking. Let's do this together



Alex Daniels  
CEO Action on Poverty



June 2022 – March 2025

# BUILDING COMMUNITY RESILIENCE TO CHILD LABOUR IN SIERRA LEONE



This project didn't just reduce child labour, it transformed the mindset of entire communities, including the private sector, and sparked a powerful wave of change. With a holistic approach that tackled poverty, gender inequality, and education barriers all at once, the project became a catalyst for community-led solutions that are sustainable, inclusive, and deeply impactful.

At its core, it wasn't just about keeping children out of exploitative labour — **it was about reclaiming childhoods and restoring dignity.**

**70% REDUCTION IN  
CHILD LABOUR  
ACROSS 40  
COMMUNITIES!**

**93% OF CHILDREN IN  
PRIMARY AND JUNIOR  
SCHOOL (AGES 5-15)  
NOW ATTEND  
SCHOOL, UP FROM AN  
INITIAL 67%.**

**1873 PEOPLE ACROSS  
40 VILLAGES  
RECEIVED TRAINING  
ON CHILD RIGHTS AND  
THE DANGERS OF  
CHILD LABOUR IN  
YEAR 2024**





September 2023 – December 2025

# VEGETABLE GROWING IN PALABEK REFUGEE SETTLEMENT, UGANDA



What an incredible journey it's been in Palabek Refugee Settlement! This project has truly blossomed, cultivating not just vegetables, but also resilience, pride, and lasting opportunity within a community of over 85,000 refugees.

Through hands-on training, access to local seeds, and the introduction of climate-smart technologies, 1,200 refugee farmers (an inspiring 70% of whom are women) took bold steps toward economic independence and food security.

Their efforts not only created thriving vegetable gardens but helped feed over 7,200 people, with community members generously sharing knowledge and seeds across the settlement.

Thanks to innovations like solar dryers and fuel-efficient stoves, families are reducing energy costs, cutting emissions, and improving their nutrition. This holistic approach — addressing food insecurity, livelihoods, and climate resilience together — is truly a model for sustainable, community-led change.

**1,200** farmers launched profitable, sustainable vegetable businesses using climate-smart agriculture techniques.

Access to local seeds skyrocketed from **2.14%** to **68%** boosting self-reliance and generosity — farmers shared seeds with **4,824** others.

## Healthier children, healthier futures:

Improved nutrition practices led to the complete elimination of reported malnutrition cases among young children in the target group.



# VEGETABLE GROWING IN PALABEK REFUGEE SETTLEMENT, UGANDA



Through training, tools, and targeted support, 1,200 refugee farmers built sustainable vegetable-growing businesses. By adopting climate-smart agriculture techniques — including water-efficient irrigation and composting — they've not only increased their incomes but are building a more climate-resilient future for their families and the land they depend on

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At the start of the project, only 2.14% of farmers had access to local seeds — a major barrier to food security and independence.

Today, that number has soared to 68%, enabling farmers to plant more reliably and harvest more successfully. Even more inspiring, this access sparked a spirit of solidarity: farmers shared seeds with 4,824 others, multiplying the impact across the community

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# “VEGETABLES CHANGED MY LIFE”: JOYCE’S JOURNEY FROM SCARCITY TO STABILITY

At just 26 years old, Joyce Anyek has already endured more than most. A mother of three living in Palabek Refugee Settlement in northern Uganda, Joyce has faced years of hardship and uncertainty. Life in the settlement is marked by daily struggles — not knowing if there will be enough food, limited access to clean water, few opportunities to earn an income, and the constant weight of providing for your children in an unfamiliar place, far from home.

In December 2023, Joyce was selected to take part in a vegetable-growing project. It was a turning point. She received training in how to grow local vegetables and was supported with 1kg of cowpea seeds. She planted them on a small quarter-acre plot near her home.

Within two weeks, something shifted. The seeds took root, and so did new possibilities. Joyce first used the leaves to feed her family. Soon after, she began selling small bundles to neighbours. With what she earned, she was able to buy soap, salt, and other basics. She also began saving through her Village Savings and Loan Association group — something she hadn’t been able to do before.

But things didn’t go smoothly. Food supplies in the settlement were running dangerously low. Joyce and her family had no choice but to eat what they had grown and sell the rest to get by. It meant there were no seeds left for replanting. The entire harvest was gone.

Joyce didn’t give up. She used some of the money she had saved to buy new seeds from others in the community. She cleared her plot, planted again, and waited.

Her second crop did well. Today, her family has a regular supply of vegetables. She can feed her children healthy meals. She’s still selling to neighbours and continues to grow her savings.

“In my household, I enjoy vegetables anytime because they are available,” Joyce says.

For Joyce, the garden is more than just food. It’s a step forward — something she’s building for herself in a place where so much has felt uncertain. She keeps planting, keeps investing in her small plot, and it’s paying off. Her garden has become a quiet symbol of hope and a better future for her children



“The most significant change in my life is being able to have enough food for consumption as well as earning from the sale of local vegetables.”  
said Joyce



February 2023 – February 2026

# POWER AGAINST POVERTY IN RURAL SIERRA LEONE



This second year marked a powerful shift in community-driven development and inclusion. Across Kenema and Pujehun, local civil society organisations have become stronger and more accountable, with community-based groups now delivering life-changing services that are helping people grow their incomes and improve their lives. Women, young people and people with disabilities are taking up leadership roles and advocating for their rights with growing confidence.



**CSOS DELIVERED  
ESSENTIAL SERVICES  
TO 3,480  
HOUSEHOLDS**

**95% OF HOUSEHOLDS  
NOW EAT TWO OR  
MORE MEALS PER  
DAY, COMPARED TO  
JUST 32% BEFORE THE  
PROJECT**

**OVER 16,000 PEOPLE  
RECEIVED MESSAGES  
ON GENDER  
EQUALITY, DISABILITY  
RIGHTS, AND CIVIC  
ENGAGEMENT**

# BEYOND POLIO'S STIGMA: HAWA'S JOURNEY TO BELONGING



**"I used to feel so alone, like nobody understood what it was like for me. I was ashamed of walking and felt very nervous. MUWODA gave me much more confidence, and now I feel less self-conscious about my disability" said Hawa**

Hawa is 18 years old and lives in rural Sierra Leone. She has had polio since early childhood, leaving her feeling invisible and unworthy. Everything changed when she joined our project with MUWODA. By learning about her rights and connecting with other young people with disabilities, Hawa found confidence and hope.

Through the program, she became part of a group for people with disabilities who meet every second Saturday. For the first time, Hawa feels heard, understood, and visible. She now has a supportive community and friends who share her journey.

She also enrolled in tailoring training and now creates uniforms and dresses, earning an income to support her family. Hawa dreams of owning her own sewing machine—a step closer to independence.

Through our project, Power Against Poverty in Rural Sierra Leone, Hawa gained the opportunity to learn tailoring, build a community, and unlock her potential. Now, she is a skilled seamstress, earning a living and dreaming big.



# OUR YEAR IN NUMBERS

## 31,000

Beneficiaries, each with a unique story, is the number of people we've directly supported alongside our partners



## 68

Grassroots organisations empowered to increase member incomes and influence and advocacy.

## Over 80%

Of the people we empowered with skills for sustainable livelihoods were women.

## WE WORKED WITH 5 LOCAL PARTNERS



## OVER 10,800

Obtained skills for sustainable livelihoods, securing food, medicine, education, and dignity

## 7736

Young People: Building brighter futures through improved household incomes.



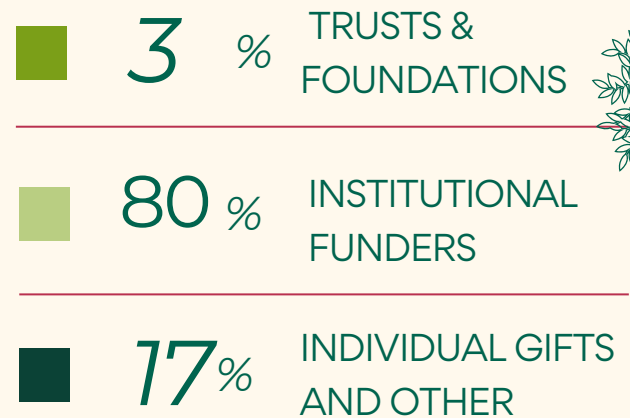
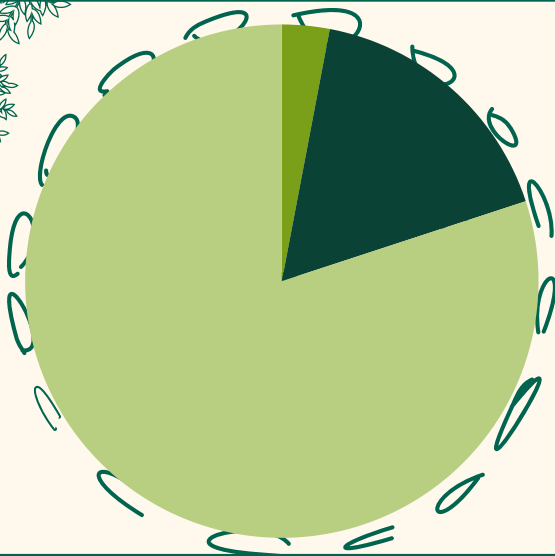
## 628

People with disabilities were directly reached through tailored livelihoods training, rights awareness, and participation in community-based organisations — putting their voices and potential at the heart of local development.

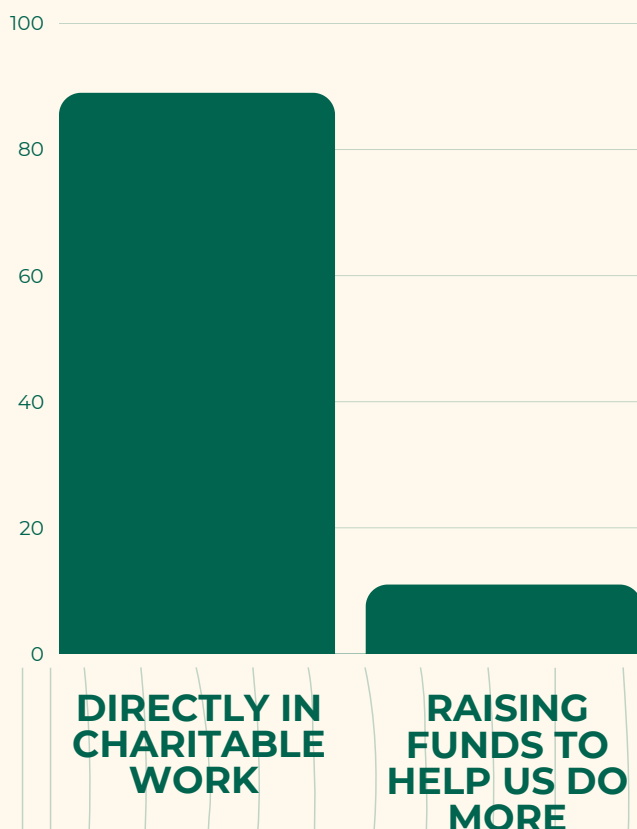
# FINANCE 2024

**304,160**  
INCOME

**597,269**  
EXPENDITURE



## WHERE YOUR DONATIONS WENT





# TO ALL OUR DONORS THANK YOU

The Big Give Green Match campaign raised £8,063, providing funds for camel milk businesses for indigenous herders in Kenya, helping build climate resilience. We also raised £10,000 in our Christmas Challenge.

medicor  
foundation



THE DULVERTON TRUST

Enabel



- *Netherlands Enterprise Agency/ Planting Naturals BV*
- *Oakdale Trust*
- *Medicor Foundation*
- *European Commission*
- *Dulverton Trust*
- *Guernsey Overseas Aid and Development Commission*
- *Merriman Charitable Foundation*
- *Souter Charitable Trust*
- *EA Foundation*
- *Sense Foundation*
- *The Allen and Overy Foundation*
- *The Sir James Roll Charitable Trust*
- *William Leech Charity*
- *Cheruby Trust*
- *Hoines Trust*
- *Good Gifts*
- *The Pat Newman Memorial Trust*
- *Stanley Grundy Foundation*
- *Peter Stebbings Foundation.*



# Your donations

**We rely on generous donations and fundraising efforts to deliver these life-changing projects.** Whether you're giving a one-off donation, contributing regularly, or taking on a challenge like **our Three Peaks Challenge this September**—every step you take, every pound you raise, helps us build brighter futures.

You might be surprised how far even a small gift can go. When combined, your support helps entire communities shift their mindset, build a better future, and create lasting change

## £50 COULD:



**Set up 20 refugee women farmers in a community loan group to invest in their businesses and lead their families out of poverty.**

## YOU COULD RAISE £500

**Through the Three Peaks Challenge.**

**Your fundraising could provide vital training, create income opportunities, and build resilience for communities living on the margins.**



## £100 COULD:

**Provide vital human rights training for 4 local duty bearers, strengthening their ability to uphold youth rights and inclusion within their communities.**



# *A Huge THANKS!*

In today's world, the challenges we face are deeply connected. Climate change continues to hit the poorest communities the hardest, while funding for vital development work is getting harder to secure. Here in the UK, charities are also feeling the pressure, with rising costs and tighter budgets affecting both our work and the communities we serve.

It's not always easy to find the resources needed to create lasting change. But your support helps us keep going.

**Because of you, Action on Poverty can continue working alongside local communities as they lead their own paths out of poverty.**

Together, we focus on what truly matters — helping people build skills, grow their incomes, and find long-term solutions, especially for women, young people, and people with disabilities.

Despite the challenges, in 2024 we reached over 31,000 people and supported 68 community organisations to grow stronger and more resilient.

That kind of impact is only possible because of the trust and solidarity we share with people like you.

Thank you for standing with us. Your support is more than a donation — it's a partnership that helps us keep moving forward, even when times are tough.

With gratitude,

The Team at Action on Poverty