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# The Power of Over a Decade of Changemakers

Impact Report 2022





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# Foreword

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# 2022: Going to Work to Create Impact

**With each passing year, the movement towards impact work continues to grow. Now, more than ever, workers hunger for impact in their careers, customers search for products that contribute to positive impact, and investors consider impact alongside financial returns. We believe this movement is not only good, but necessary. As the world faces a rising tide of environmental and social challenges, it needs as many people as possible working to address these challenges.**

At Amani Institute, our goal is to support and accelerate this movement - the transition to a world where people go to work to create impact. We do this by upskilling individuals and organizations for impact work, to thrive in impact careers and in the impact economy. This is reflected in our revised vision, solidified in *2022: A world where people go to work to create impact*. Practically, it comes to life in our mission: *We develop people and organizations to lead social impact.*

Amani Institute creates more and higher impact work through our open-enrollment programs, customized training programs, and events. To that end, 2022 was a year of more and higher impact work for Amani Institute as well with over 2,000 people from over 100 organizations trained across 17 countries in all five continents. This includes over 40 customized training sessions with NGOs, multilateral institutions, and companies working across a wide range of social issues and sectors. It also includes growth in our award-winning “Leadership for Growth” Program with nine cohorts serving small and growing businesses in South Asia, East Africa, and Brazil. Finally, it includes over 30 events (virtual and in-person) around the world, two cohorts of FIS (our Portuguese-language program in Brazil), and one cohort of our flagship Social Innovation Management program which has run continuously since 2011.

We invite you to read the following report which delves into this work, capturing stories of success and impact for our graduates and partners. Furthermore, as you read, we invite you to join the impact movement and join Amani Institute in going to work to create impact.



**Daniel Bennett**  
Chief Executive Officer



**Lisa Corcoran**  
Board Chair

## About Amani Institute

**Founded in 2011, Amani Institute is a global organization with a 501(c)(3) status in the United States, whose mission is to develop people and organizations to lead social impact. We create this impact via innovative adult learning and professional development opportunities that help participants acquire the practical skills, personal growth, and networks to take on modern-day social challenges.**

Today we have Hubs in Brazil, India, and Kenya, with a global staff of 22 members working out of five continents, representing eight nationalities and a world-renowned faculty who bring different personal and professional perspectives. In 2022 alone, we provided 88,000 USD in scholarships across all our open-enrollment programs, providing access to our high-quality innovative learning and professional development opportunities for a diverse and inclusive group of participants from around the world. Together, we deliver custom-designed trainings, our Leadership for Growth Program for small and growing businesses, our award-winning Certificate in Social Innovation Management, and our immersive experience Impact Leadership Applied.

# Investing in Social Impact

Helping Business Grow by Switching on Social Impact  
2022 in Numbers

8

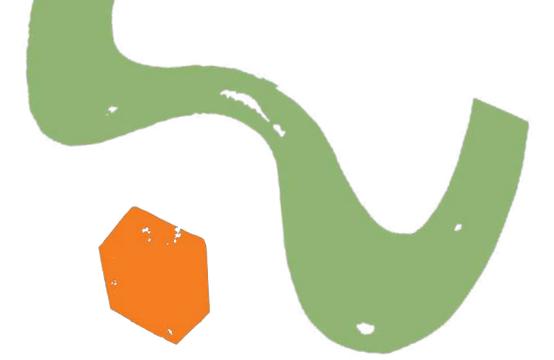


- ' Leadership for Growth is not just any training program, it's a **game-changer for small and growing businesses**. After participating in the program, people were more clear about the leadership role requirements. The program's unique experiential approach helped us understand the critical role of leadership in business growth, and managers were able to lead their teams and projects better. As a result, I saw many of our nominated managers get promoted within a year. I highly recommend this program to any business looking to invest in their managers and scale their impact.'

**Anubha Srivastava**  
Senior Manager - People at Medha



# Helping Business Grow by Switching on Social Impact



## 2022 in Numbers

**At Amani Institute, we recognize that businesses play a critical role in creating social change. As a society, we are making progress in this direction, with over 50% of businesses worldwide already investing in the right direction. However, we still have a long way to go, as nine out of ten businesses that need to make this shift are not big corporations. This is where our Leadership For Growth program comes in - to address the huge challenge of transforming businesses to prioritize social impact.**

Our specialized learning experiences cover topics like leadership, management, communication, and innovation and are taught by over 60 highly trained facilitators from around the world, including a Nobel Peace Prize winner. However, what sets us apart is our focus on developing "whole person" skills, knowledge, mindsets, and networks. We believe that true social impact can only be achieved when individuals are able to develop themselves as a whole. This means not just focusing on technical skills, but also on personal growth, self-awareness, and emotional intelligence.

Through our localization capabilities in language and context, applied learning programs, and upcoming training-of-trainers, we create safe spaces for self-development and empower individuals to apply their learnings within their groups and after the training. We believe that by transforming work at the leadership level, we can accelerate progress towards a world where social impact is a core component of business practices. Our ultimate goal is to create a world where social impact is at the forefront of business practices by providing support to people seeking high-impact work.

People Numbers

TOTAL

2086

people impacted  
(86% increase from 2021 to 2022)

In 2022 the number increased due to our return to in-person activities and our 10+ Anniversary events.

779

Kenya

151

Global Programs and Customized Trainings

608

India

73

Global Events

475

Brazil

Program + Events Numbers

TOTAL

89

program & events  
(89% increase from 2021 to 2022)

34

Kenya

10

Global Programs

15

India

13

Global Events

17

Brazil

PROGRAMS

89

total  
(increase 89%)

44

Custom training and workshop

32

Talks and events

2

Formação em Impacto Social

7

L4G cohorts

Leadership for Growth

2

L4G in-house

1

Social Innovation Management

1

Impact Leadership Applied

Sectors

**Our mission is to develop people and organizations to lead social impact.**

This means reaching beyond the traditional boundaries of the non-profit sector and working with a wide range of clients across multiple sectors. In fact, our total number of clients, as shown in the second column, span a diverse range of industries, including social enterprises,

corporate organizations, and more. Our work addresses some of the most pressing issues facing society today, from economic inequality to environmental sustainability and beyond. In the following pages you can explore how our impact is far-reaching and multifaceted, reflecting the variety of clients we work with and the unique challenges they face.

<b>Education/Leadership Development</b>	14%	#17	<b>Consulting</b>	7%	#8
<b>Environment/Green Energy</b>	8%	#9	<b>Agriculture/Food</b>	7%	#8
<b>Human Rights/Social Justice</b>	8%	#9	<b>Civil Society</b>	6%	#7
<b>Technology</b>	8%	#9	<b>Community/Poverty Alleviation</b>	6%	#7

<b>Manufacturing</b>	5%	#6	<b>Policy/Advocacy</b>	1%	#1
<b>Health</b>	5%	#6	<b>Talent Management</b>	1%	#1
<b>Gender Equality</b>	4%	#5	<b>Travel</b>	1%	#1
<b>Impact Investing</b>	3%	#4	<b>Energy</b>	1%	#1
<b>Creative</b>	3%	#3	<b>Transport &amp; Logistics</b>	1%	#1
<b>Media</b>	3%	#3	<b>Hospitality</b>	1%	#1
<b>Finance</b>	3%	#3	<b>Career Change/Volunteering</b>	1%	#1
<b>Humanitarian Aid</b>	2%	#2	<b>Youth/Children</b>	1%	#1
<b>Retail</b>	2%	#2	<b>Architecture/Construction</b>	1%	#1
<b>Donor/Philanthropy</b>	2%	#2	<b>Legal</b>	1%	#1
			<b>Total</b>	<b>100%</b>	<b>#120</b>

' Amani Institute is a true partner in our Women Leading Change program. Their facilitators are professionals at the top of their game who add value through their expertise and dedication, helping us unlock our participants' leadership potential and increase their confidence to lead positive change. Amani Institute's creative approach and evidenced-based learning design adds value and delivers long-lasting impact.'

**Erica Mohr**

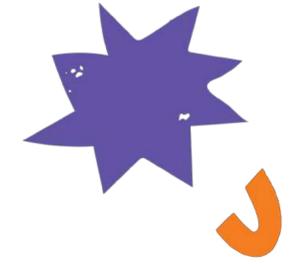
Board Chair at Women Leading  
Change, The Sasamani Foundation

# Developing the Whole-Person

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# Building Capacity for Social Change



**Amani Institute offers a range of open-enrollment programs designed to develop skills in social innovation, leadership, and management.**

Our **Social Innovation Management** program has trained over 600 fellows from more than 80 countries, providing a comprehensive curriculum that combines theory with hands-on experience to equip participants with the tools to lead social change in their communities and beyond. The program has a proven track record, with 90% of alumni remaining in social impact careers.

In addition to Social Innovation Management, our program of Impact Leadership Applied provides a short, deep immersion tour and an opportunity to join a global community of social impact and systems thinking enthusiasts to gain hands-on experience on applied topics.

Our **Leadership for Growth** program is designed to upskill middle and senior managers in leadership, management, and innovation skills, unlocking growth potential in small and medium-sized enterprises (SMEs) worldwide.

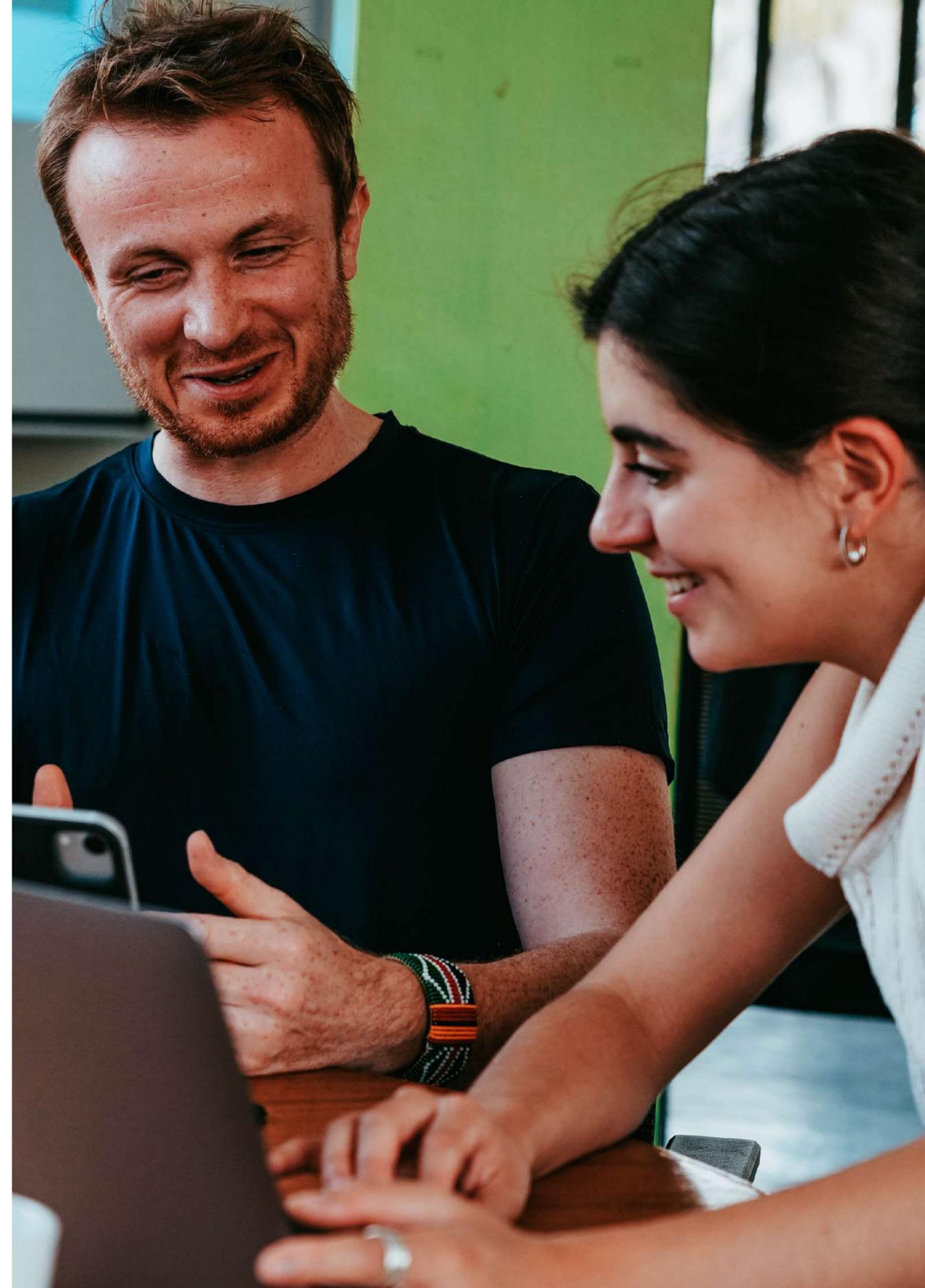
Established in 2019, the Leadership For Growth model has been proven and scaled in nine countries, with 450 managers from 183 companies having participated to date.

**Formação em Impacto Social** is a program that combines essential knowledge to provide innovative and decolonial solutions to socio-environmental challenges. Since 2017, the program has trained 320 social transformers in Brazil until the year 2022. In three months, participants learn and apply social innovation tools to a real challenge with a partner organization of their cohort.

**Customized Training Programs and Offerings** like the McCain Institute Fellowship, the East-African Young African Leaders Initiative (YALI) launched by former President of the United States Barack Obama, and citiesRISE a global platform for local collective action, committed >

> to transforming the state of mental health policy and practice for young people nationally and globally, have continued strong throughout 2022. Adding up to 28 client organizations and over 1,300 participants across the 44 custom training programs and offerings that we delivered across 2022.

Through our open-enrollment programs, we aim to democratize access to social innovation education and empower individuals from diverse backgrounds to create positive change with their work wherever they are and however they are empowered to. Our comprehensive training equips the next generation of social innovators with the necessary skills and knowledge to drive sustainable and equitable development worldwide. By upskilling middle-managers in leadership and innovation, the L4G program is helping to drive the localization agenda and build local capacity in the global south, focused on the social impact sector.



# 2022 Program Delivery



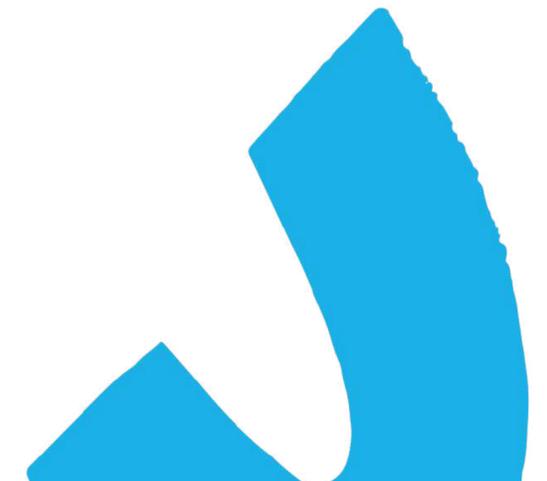
<b>Belgium</b>	1	AidEx 2022 (In-Person Event)		
<b>Brazil</b>	11	Talks & Events	2	Formação em Impacto Social
	2	Leadership for Growth/AGE	2	Customized training programs
<b>Egypt</b>	1	Impact Leadership Applied	1	In-Person Event
<b>Germany</b>	1	Event (Anniversary)		
<b>India</b>	11	Customized training programs	3	Leadership for Growth
			1	Event
<b>Kenya</b>	1	Social Innovation Management	1	Webinar
	4	Leadership for Growth Cohorts	21	Customized training programs
<b>South Africa</b>	1	Customized training programs		
<b>Tanzania</b>	1	Customized training programs		
<b>United States</b>	1	Customized training programs		
<b>Vietnam</b>	1	Customized training programs		
<b>International</b>	11	Online Events	6	Customized training programs
			1	Conference



# Developing Global Changemakers

**Over the past 12 years, Amani Institute has established itself as a leading organization for social impact education, professional development, and training in the Global South. We have successfully trained over 12,000 participants, graduates, and alumni from more than 100 countries.**

Amani Institute has empowered individuals to create sustainable social change within their communities and beyond through its various programs, including the award-winning open-enrollment program in Social Innovation Management, leadership programs for managers in small and growing businesses, and customized training for organizations in different sectors.



To commemorate over a decade of work, we invited our community of changemakers to a global day of celebrations on 11 November, 2022. Community gatherings were held worldwide in-person and online, creating a new opportunity for our graduates and alumni, who are dedicated to making a difference in the world, to connect, learn and support each other.

11 November was a day to show our pride in our community of changemakers and encourage our Fellows to reflect on their professional journey, the impact they have created, and to share their stories to inspire others.

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**Looking to the future, we aim to shape a future of work that is centered on impact. We envision a world where people go to work to create impact.**

# Summary of 10+ Anniversary Celebration Activities

Amani Institute celebrated its global community with events held in multiple cities worldwide. Community members, partners, and guests gathered in São Paulo, Berlin, Turkey, Nairobi, Bangalore, Washington DC, and Buenos Aires. Our celebrations ranged from community recognition awards, a weekend of community building, a day-long conference, and an online gathering featuring a panel discussion and the launch of our new game.

Over 300 community members participated in the events, strengthening connections and highlighting the impact of Amani Institute's work.

157  
Participants  
São Paulo  
Celebration Party

7  
Community  
Members  
Turkey  
Weekend in a  
community space

60  
Community  
Members  
Bangalore  
Event with moments  
for deep interaction

12  
Community  
Members  
Washington DC  
Dinner Party

13  
Community  
Members  
Berlin  
Weekend in a community space

150  
Participants  
Nairobi  
Full-day conference

75  
Community  
Members  
Global  
Online event with panel  
discussion and presentation  
of the game

8  
Community  
Members  
Buenos Aires  
Coffee and Cake

# Start. Switch. Grow.

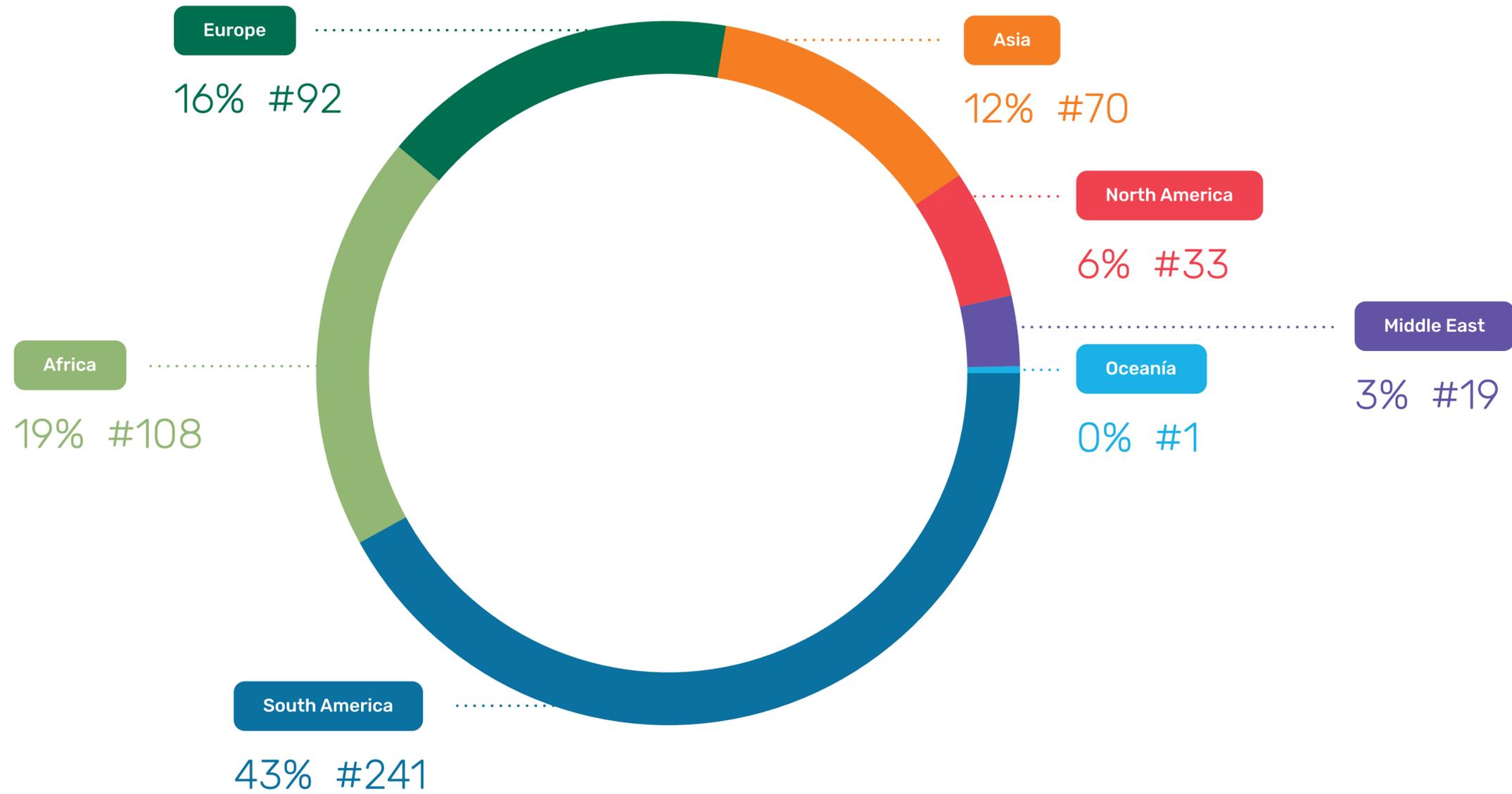
**As part of our 'Over a Decade of Changemakers' celebration, we unveiled a brand new game that embodies the core values and teachings of Amani Institute.**

We explored the importance of developing new formats for Leadership Development in Social Innovation in our game research and creation process. We explored the challenges and needs of leaders working in Social Innovation to develop new skills through new formats. This research has provided us with deep insights into how games are a powerful format, with excellent results in keeping learners motivated and engaged through play.

Start. Switch. Grow. condenses some of the most impactful learnings from the past decade of Amani Institute's work into a fun and engaging new format that we have never used before. This game is not just for fun, it's an opportunity to learn more about impact work and gain insights into Amani Institute's unique approach to leadership and social innovation. We are excited to share this game with the world and invite you to join us in testing this brand-new format!

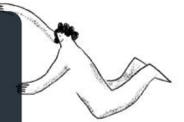


# Where Social Innovation Management Fellows Come From



**2022 Graduates**  
The average age was 30, ranging from 22 to 38 years old.

**All time graduates**  
The average age when they applied to the Social Innovation Management program was 29, ranging from 20 to 65 years old.



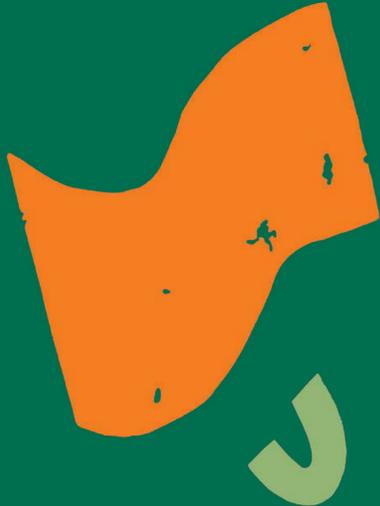


' Being in partnership with Amani Institute to develop training for our Bike-a-thon was wonderful and full of lessons for our team. We came to them with an initial idea and a goal we wanted to achieve, and relied on the vast experience and repertoire of tools and processes of the Amani Institute team. They were essential for us to be able to overcome the challenges of reaching the remote and low-income communities we work with. We ended up with a successful and fruitful session for our participants who only wove praise. Amani Institute is a great inspiration of delivery, commitment and partnership. Thanks for the sum!'

**Carlos Eduardo de Faria Ronca**  
Director at Instituto Aromeiazero

# Transforming Work

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# Empowering Individuals and Organizations Across the World



**At Amani Institute, we recognize that social impact is a global challenge that requires a global response. We are committed to helping people overcome barriers by cultivating changemakers at all stages of their journey to becoming highly skilled impact professionals and organizations. By starting to shift intentions, switching to and growing impact work, we are building the capacity for social innovation that will lead to lasting change.**

Our approach to social innovation goes beyond providing tools and knowledge about leadership concepts. We work with individuals to develop their self-awareness, and help them apply this to their businesses and initiatives to create sustainable change. We are proud to have a transparent and accountable approach to our work as a 501(c)(3) non-profit organization, and we ensure that the outcomes of our programs are tracked to demonstrate measurable impact.

We believe in the power of localization and the importance of empowering less privileged organizations to promote change with what they have in their hands. Our work in local hubs south-to-south ensures that we are promoting and creating sustainable value and impact for individuals, teams, and businesses. At Amani Institute, we are harnessing the momentum of a self-propelling force to invest in social innovation and drive positive change towards a more equitable and sustainable world.

## Partners, Clients and Funders 2022

Agence Français De Développement (AFD)	Clean Air Fund	US National Foreign Trade Council	She'stheFirst
American University of Iraq - Sulaimani (AUIS)	CloudCover	PonteAponte	Sistema.bio
AMID	DHL Global Forwarding	Prince Claus Fund	Veterans Advanced Energy Fellows
Argidius Foundation	HelpAge International	Relief International (RI)	World Food Programme (WFP)
Aromeiazero	Innovazione per lo Sviluppo	Rockefeller Foundation	World Wildlife Fund (WWF) Kenya
Atlas Copco India	McCain Institute for International Leadership	US Consulate General - Chennai	Young African Leaders Initiative (YALI)
CitiesRISE	Mercy Corps	Sasamani Foundation	Zifo
CitiesRISE Kenya	Norwegian Refugee Council (NRC)	SEWA Bharat	

# Leadership

## Executive Council Team

- <sup>1</sup> Daniel Bennett, Chief Executive Officer
- <sup>2</sup> Shehzia Lilani, Chief Operating Officer
- <sup>3</sup> Julia Melo, Brazil Country Director
- <sup>4</sup> Stephanie Hasse, Global Programs Director
- <sup>5</sup> Varun Mukerji, India Country Director
- <sup>6</sup> Caroline Gertsch, Kenya Country Director



# Board of Directors



**Lisa Corcoran**  
Board Chair  
Partner, For Impact



**Roshan Paul**  
Co Founder  
Director, Leadership Practice, IREX



**Ilaina Rabbat**  
Co Founder  
Head of Talent Development, Proximity Design



**Liam Black**  
Chief Encouragement Officer, As We Please



**Reshma Khan**  
Chief Catalyst and Founder, K'enso Consulting

' The custom training program delivered by Amani Institute was invaluable for HelpAge International. It enabled our team to develop a deeper understanding of adaptive leadership, storytelling as a leadership skill, partnership building, value innovation, and systems thinking. The facilitators were knowledgeable and engaging, and the curriculum was thoughtfully designed. The program has helped us better navigate complex challenges and strengthen our organization's impact. I highly recommend Amani Institute's custom training program to any organization seeking to develop their staff's skills and understanding of social impact.'

**Bert Maerten**

Head of Transformation at  
Helpage International

# Financial Highlights

## Financial Trends

2022

**\$76,603.01**  
Annual Closing Position

**\$516,860.29**  
Revenue Open-enrollment Programs  
(Leadership for Growth, Impact Leadership Applied/Catalysts, Social Innovation Management, Formação em Impacto Social)

**\$156,387.29**  
Surplus Reinvested

**\$411,059.06**  
Revenue Customized Trainings

**\$1,018,314.29**  
Expenses

2021

**\$671,622.86**  
Revenue Open-enrollment Programs

**\$331,530.33**  
Revenue Customized Trainings

**\$739,634.41**  
Expenses

2020

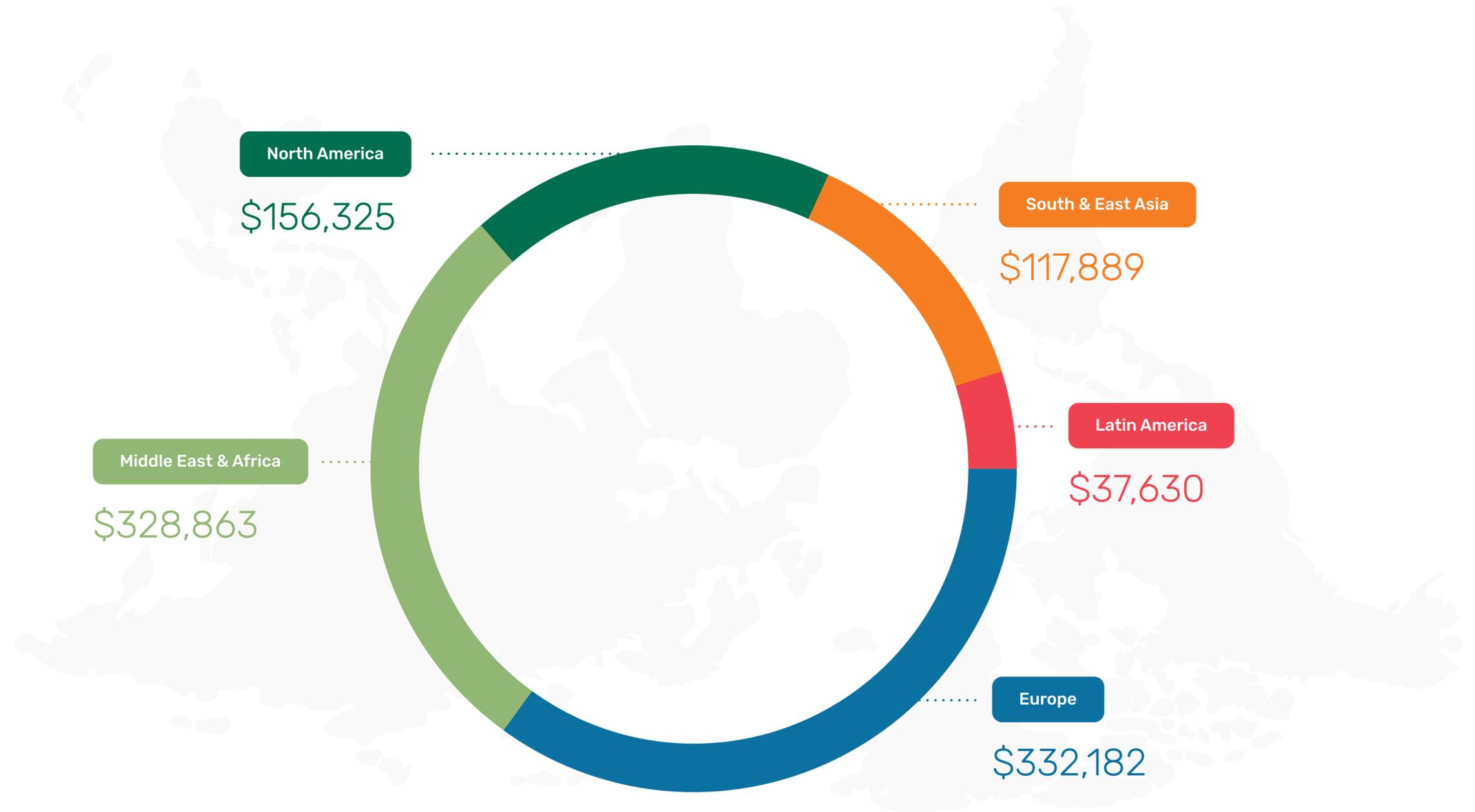
**\$611,673.62**  
Revenue Open-enrollment Programs

**\$288,516.73**  
Revenue Customized Trainings

**\$884,130.27**  
Expenses

## FY22 Revenue

By geographical segment where programs were delivered



' We partnered with Amani Institute for a year-long training program focused on developing our senior and mid-level managers at Sistema.bio. The results have been remarkable – our teams improved their leadership skills and forged stronger bonds. The enhanced collaboration has empowered our Operations and Production teams to work more effectively together, promoting a greater understanding of the overall business vision. We attribute part of our significant growth in our business to the positive changes facilitated by Amani Institute's engaging, thought-provoking, and practical sessions.'

**Piyush Sohani**  
Managing Director at [Sistema.bio](#), India

# Postface

The Power of the Future of Work  
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# The Power of the Future of Work

**The putting together of the impact report always serves as a good reflection moment for us to take a step back, think about and celebrate all the work done by every single part of our organization. 2022 was even more special with our first in-person global team meeting since the start of the Covid-19 pandemic, and our celebrations across the globe for completing over a decade of impact as an organization. Having worked closely with over 12,000 individuals and 318 organizations in the past decade, we're filled with even more energy, hope and drive for what the next decade holds in store for us.**

We've steadily grown and strengthened our offerings to now serve as an end-to-end learning and leadership development partner for any organization. We've also launched new programs for people, keeping in mind the new and future - focused skills, abilities and mindsets to help us thrive in a rapidly changing world. If you meet anyone from our team, you'll see us light up as we tell stories of all the inspiring people we've gotten to work with over the years; we're looking forward to adding you to our impact storybook!



**Shehzia Lilani**  
Chief Operating Officer

# How You Can Help



## Champion

Social Innovation & Leadership by organizing an Amani Institute workshop for your business or community to learn more.



## Invite

Interested Businesses and Funders to Connect and Engage with Amani Institute.



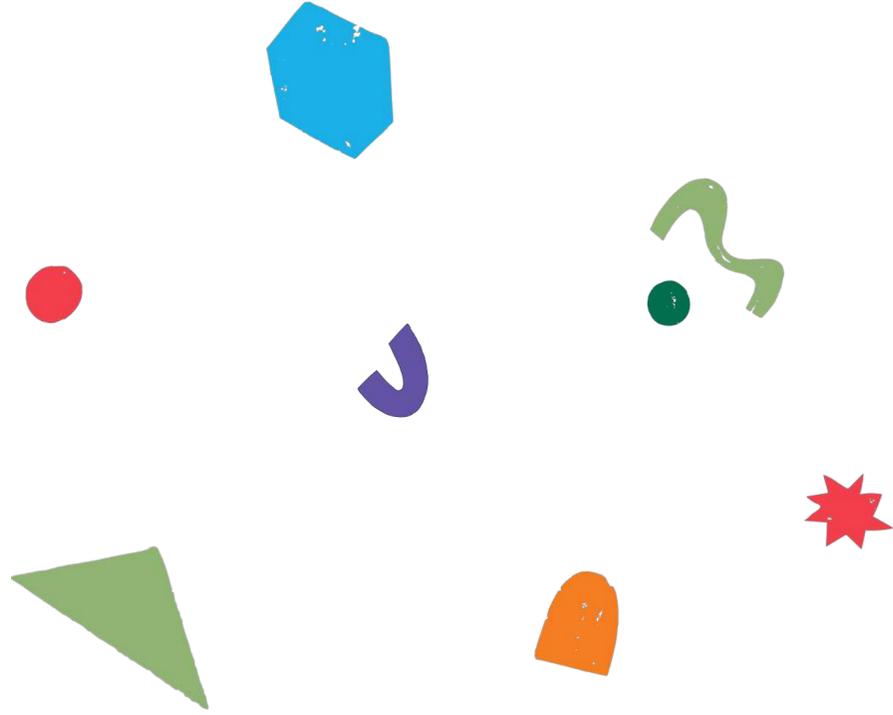
## Invest

With a financial commitment to scale Amani Institute's work.



# Thank you!







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