



Five years of Amani Institute



AMANI
INSTITUTE

DEAR FRIENDS,

When we launched Amani Institute in 2011, we had a relatively simple idea: make peacebuilding education more relevant and practical. But as we began our research in Kigali, Rwanda, we realized that peacebuilding was too small a field, as the problem actually encompassed the whole social sector. So we widened our focus from peacebuilding to all social change efforts, regardless of sector, and shifted location from Rwanda to Kenya, moving to Nairobi in July 2012 to get started.

But our intuition about the change needed in higher education also coincided with another great movement: a growing hunger around the world, amongst people of all ages and backgrounds, to do work that has a larger purpose, that makes a difference in their communities, cities, and even the whole world.

We believe that this movement is only just getting started. It will lead to massive change in the global economy and how our organizations are structured, and it will re-define just what it means to be human in the modern world. It is this shift, this evolution in human aspiration, that we have been working for, and are proud to serve in the years to come.

Seth Godin once wrote that changemaking happens when people fall in love with a different version of the future. Over the last five years, we've been incredibly fortunate to witness hundreds of people begin their love affairs with changemaking. They continue to inspire us everyday, so this is their story as much as ours.

*Ilaina Rabbat and Roshan Paul,
Co-founders, Amani Institute*

TABLE OF CONTENTS

04 Introduction to Amani Institute

08 Building Careers of Meaning and Impact: Our Social Innovation Management Program

16 Helping Organizations Prepare for the Changing World of Work: Our Custom-Designed Training Programs

21 Supporting the Purpose Economy

25 Where We're Going: Amani 2017-2019

32 A Financially Sustainable Social Enterprise

33 Join Us!

Our Vision

A world beyond boundaries

Our Mission

Develop professionals who create social impact

by creating new models of education and training that help people develop practical skills and experiences, understand their own leadership journey, and gain the global networks necessary for long-term career success and personal fulfillment.

By doing so, we build much-needed talent in organizations addressing social problems, thus enabling more effective work across the social sector.

ANCHORING OUR WORK IN VALUES



Vision

- To see what is not, and ask why not
- To look beyond your own position and identity to see what you can do
- To set a new direction, for self, organization/ community, and planet



Courage

- To step into the unknown, and into possibility, without having all the answers
- To hold steady in the face of both the seductions and threats of the status quo
- To stand up when others can't (or won't)



Empathy

- To see what is not, and ask why not
- To look beyond your own position and identity to see what you can do
- To set a new direction, for self, organization/ community, and planet



Changemaking

- To see yourself as part of a larger whole
- To burn for justice
- To sense common ground when difference threatens



Global mindset

- To navigate different contexts, locations, and timezones
- To see the hidden connections between people, ideas and systems, and build new ones
- To catalyze impact across both perceived and actual boundaries

HELPING INDIVIDUALS BUILD CAREERS OF MEANING AND IMPACT

Our Post Graduate Certificate in Social Innovation Management

Certificate in Social Innovation Management

In 2013, 14 pioneers from 9 countries gathered in Nairobi to kick off a brand new 5-month social innovation fellowship program. From one class a year in Nairobi, we now enrol two classes each year in both Kenya and Brazil.

Today, the program is 9-months, and divided into 3 phases, two of which are online, with a 4-month “Immersion Phase” that takes place simultaneously in Nairobi and Sao Paulo.

In 2017, 100 individuals have enrolled in the program.

In Numbers*

Applicants: **2500+**

Fellows Enrolled: **225**

Countries: **45**

Gender: **62% women, 38% men**

Fellows to Kenya: **134**

Fellows to Brazil: **91**

Apprenticeships placed: **140+**

Global Faculty: **48**

Courses Run: **112**

Value of Scholarships provided:

\$1.85 Million

**As of June 2017*

A GLOBAL NETWORK OF CHANGEMAKERS

1.1%
Oceania

36.8%
Latin America

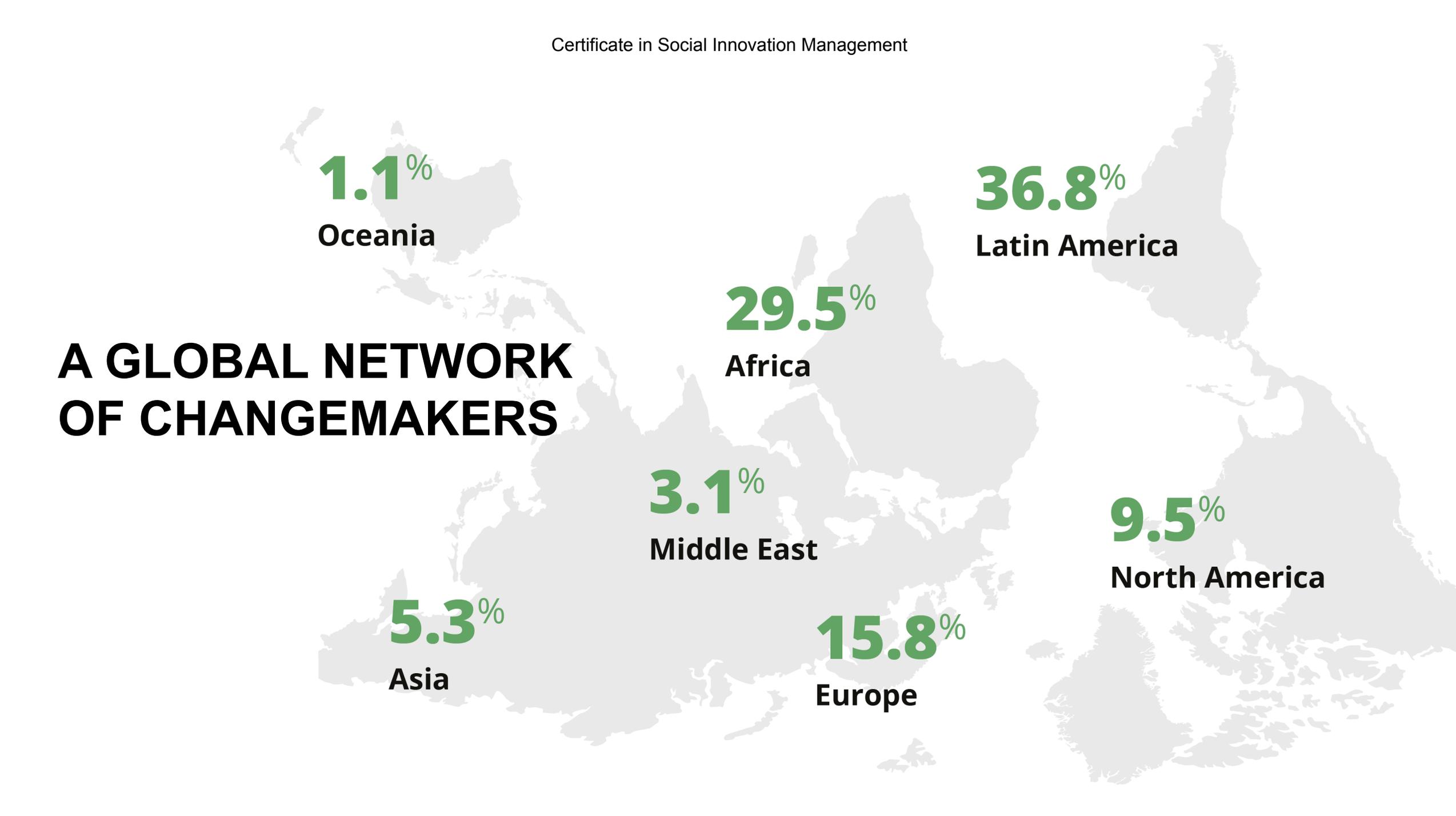
29.5%
Africa

3.1%
Middle East

9.5%
North America

5.3%
Asia

15.8%
Europe





Carla Vaz (Portugual)

From working at a travel agency in Holland to working with Finn Church Aid to monitor and support prisoners in Somalia – Carla took a bold step out of her comfort zone to the frontlines of social change.



Rya Kuewor (Ghana) is working with Amani colleagues to integrate refugees in Ghana into the local workforce through education and advocacy. They have already attracted support from the Ghanaian government and the World Economic Forum.



Alexa MacLean (Canada) works at C2 Montréal to help 6,000 business leaders connect their work to social impact. On the side, she has been volunteering to support refugees in Greece and Jordan, where she built a project that was later adopted into her company as a new initiative.



Power couple **Margaret Koshal and Nelson Ole Reiya** (Kenya) built the only Maasai-owned camp in the world famous Maasai Mara wildlife reserve. In addition they use the proceeds to support girls' education, advocate against female genital mutilation, and train Maasai youth in the hospitality industry.



Morris Litvak (Brazil) and **Yvonne Hendrych** (Germany) are collaborating to build opportunities for senior professionals to find meaningful work, to counter the epidemic of unemployment in this age group.



Fredrick Ouko (Kenya) and **Kristin Gaensicke** (Germany) are building workforce inclusivity in Kenya. Riziki Source prepares disabled people to secure jobs as well as supports companies to hire and best maximize their potential.

PARTNERSHIPS

Based on our Fellows' success, the Social Innovation Management Program has attracted a) partnerships from academic institutions, b) acceptance from employers across the global social sector, and c) an award for innovating higher education.



Transfer credits for a Diploma in Social Innovation



Transfer credits for an MBA in Social Innovation

Employer Partners

As of June 2017, more than 70 organizations around the world partner with us to hire Amani Fellows, whom they consider just as they would graduates of any global master's program



In 2017, Ashoka U and the Cordes Foundation honoured us with the Cordes Award for innovations in higher education.

TESTIMONIALS



This program is rigorous, thrilling and exceptional. I have met the most amazing and inspiring people and built relationships that will last a lifetime. I learnt so much about myself and it helped me in ways that no academic course ever could. – *Aditi Agrawal (India)*



In my first week alone, I received so much as to make the entire program worthwhile. I know other courses that cost the same for one week as Amani Institute charges for five months!
- *Francesca Folda (Italy)*



Amani Institute is allowing me to live a life of meaning and impact: from personal development to what I am looking forward to do for my community and my country. It is a special program.
- *Daniel Christian (Burundi, a refugee in Kenya)*



I feel like the world has been brought to my doorstep and it's just for me to step out and embrace it.
– *Titus Kuria (Kenya)*

IMPACT

A representative sample of more than 25% of the first 175 Fellows were surveyed through an impact study conducted by independent evaluators from 1847 Philanthropic.

These Fellows stated that the primary impact of the program for them has been:

- 44% To identify their life's purpose, set smart life goals and pursue them effectively
- 23% To initiate a new program to tackle society's most urgent needs
- 16% To take up a leadership role in an NGO
- 13% To become a more effective professional in their organization

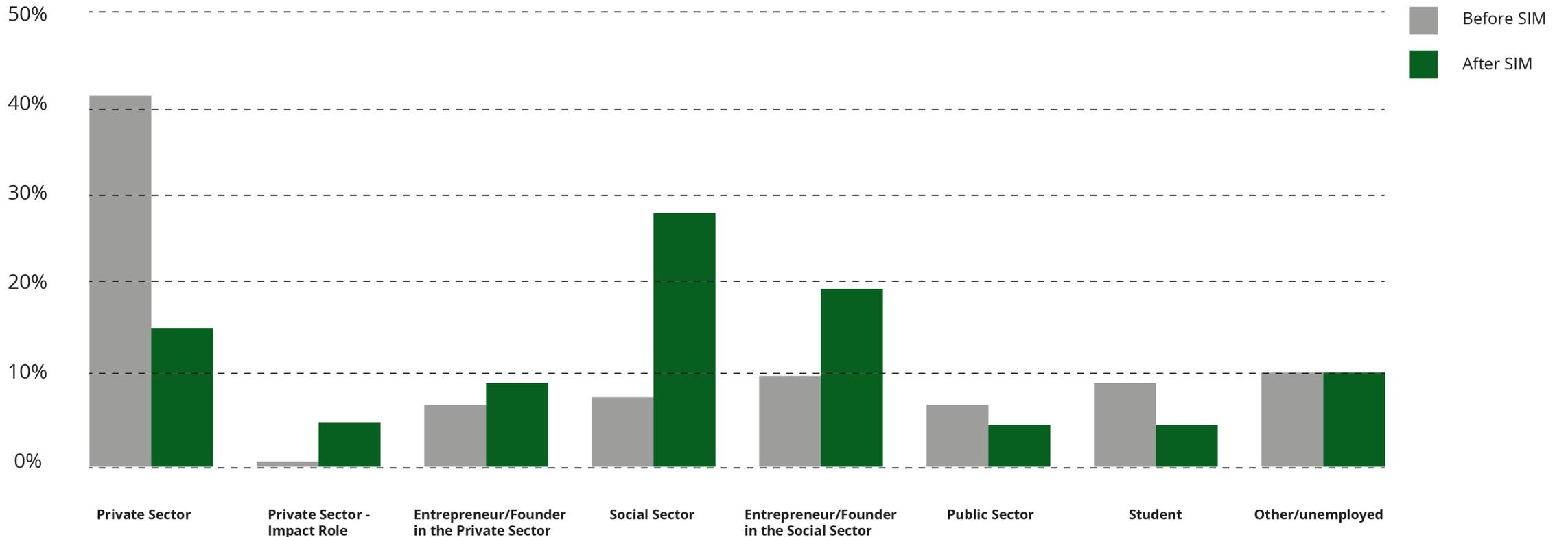
93%

**of Fellows agree that
the program is important to
build a social
change career.**

The evaluation concluded that the program addresses what employers most value in prospective employees, beyond academic competencies.

CONTRIBUTION TO SOCIAL IMPACT

The vast majority of Fellows take immediate strides towards building careers of meaning and impact after the Social Innovation Management (SIM) program – *data from independent evaluation by 1847 Philanthropic*



HELPING ORGANIZATIONS PREPARE FOR THE CHANGING WORLD OF WORK

Our Custom-Designed Training Programs for NGOs, Foundations,
Companies, and Universities

Our Custom-Designed Trainings

Not everyone can join the Social Innovation Management Program. We have also been working with a range of foundations, NGOs, universities and companies to build innovation capacity within their staff or grantees, design new curricula, or lead workshops on various 21st century skills.



Trained 18 Oxfam staff across 9 countries in Africa in innovation skills to create impact at scale



Helped 15 creative sector NGOs funded by Hivos to learn leadership and management skills for making long-term impact



Supported UNICEF Jordan to build a social innovation curriculum to impact more than 40,000 Syrian refugees

In Numbers

Clients: 40+ around the world

Workshops: 55+

Participants Directly Trained: 1200+

Other Clients include:



Georgetown University

Featured Partnership: FAE Curitiba



Building a Master's Level Degree in Social Entrepreneurship

In 2014 we began working with Instituto Legados to develop a Post-Graduate Degree in Social Business and Entrepreneurship at FAE Business school in Curitiba, the first program of its kind in southern Brazil.

We helped design the curriculum and led aspects of its implementation. Today, we serve as faculty members for the core social innovation course. In the future, we look forward to working with FAE Business School to create an exchange program between their students and Amani Fellows in the Social Innovation Management program.

In Numbers

2 cohorts of 25 students
each (2015 and 2017)

80 hours of Social Innovation Classes
for 60 students

1 master class on Social
Entrepreneurship to launch the degree

Featured Partnership: Young African Leaders Initiative



Training the future civic leaders of East Africa

In 2016, Amani Institute was commissioned to deliver the Civic Leadership track for Barack Obama's Young African Leadership Initiative (also known as YALI). The program is designed to build social innovation and leadership skills in youth across East, Central, and the Horn of Africa.

We were the only non-US university and only local organization invited to deliver an entire track for the YALI East Africa Regional Leadership Centre. We will be working with YALI until the program ends in 2019.

In Numbers

700+ youth leaders *from*
14 countries *trained to date*

1200+ youth leaders *in the next 2*
years

Overview of Impact

Clients consistently ranked Amani Institute's engagement as significant in developing a strong strategic focus around social innovation and developing their staff's professional skills – *Independent Evaluation conducted by 1847 Philanthropic*

“For a 70-year old organization, Amani Institute definitely gave us a new perspective about our work.”

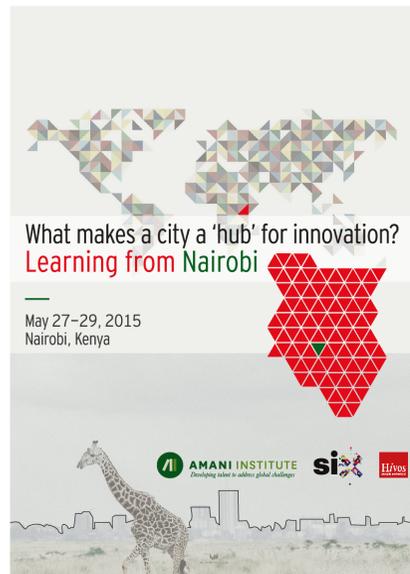
- Reshma Khan, Regional Change Project Coordinator, CARE

SUPPORTING THE PURPOSE ECONOMY

Our Events

To build the movement towards careers of meaning and impact, we have developed and hosted a variety of events since 2013, primarily in Kenya and Brazil, that have attracted more than **2500** people so far.

These events help people understand how to build a meaningful career, connect with social innovation leaders, and understand how the world of work is changing.



In 2015 we co-hosted a conference on social innovation in Nairobi with the Social Innovation Exchange (SIX). Called 'What Makes a City an Innovation Hub?', the conference attracted participants from all over the world and highlighted Nairobi as a global innovation hub.



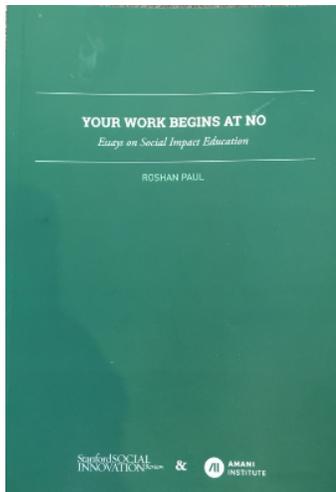
Bringing the FailFaire to Kenya and the 'FuckUp Nights' to Brazil, we have hosted 18 events in Nairobi and Sao Paulo on failure as an essential ingredient in innovation. These events have attracted almost **1500** people to date.

Building Knowledge for the Field



The State of Talent Development in the Social Sector

Our original study in 2013 about what's missing and what's needed in order to educate and train changemakers in the 21st century.



Your Work Begins at No

Our collaboration with the *Stanford Social Innovation Review* since 2014 has led to 13 essays on the education of social innovators, collected in this book.

Shaping the Future of Talent Development

We are proud to be members of or actively involved in the following associations and networks.



TEDxAmsterdamED

Our TEDx talk in Amsterdam in 2016 discussed the growing numbers of people looking for purpose-driven careers.

WHERE WE'RE GOING: AMANI 2017-2019

**AMANI
INSTITUTE**

2017-2019

We began in Kenya in 2013 but always planned to work in the major emerging markets of the world. Thus we expanded to Brazil in 2015 and plan to launch in India in late 2017.

Beyond geographic expansion, we are also reaching out to new audiences in our current regions to grow our impact.

This section details our plans for growth and scale in the next three years, both regionally and globally.

East Africa: 2017-2019

In addition to the Social Innovation Management program, we will continue working with leading organizations to develop 21st century skills for their staff and other stakeholders.

Our primary initiatives will continue to be the Amani Leadership and Management for Impact (ALMI) and the Young African Leaders Initiative (YALI) programs.

Amani Leadership and Management for Impact (ALMI)

In partnership with the Argidius Foundation, we launched a new program to build management capacity in Small and Growing Businesses (SGBs) across East Africa. From 2017 to 2019, we will train **300 managers from more than 120 companies** in the skills they need to grow their businesses.

Young African Leaders Initiative (YALI)

Over the next 3 years, we will train roughly **1200 young leaders from 15 countries** in East, Central, and the Horn of Africa in leadership skills for social impact.

Latin America: 2017-2019

In addition to the Social Innovation Management program, our work will expand in Brazil through our new program, Formação em Impacto Social, as well as in Latin America beyond Brazil.

We also hope to continue working with leading organizations like the Impact HUB, Getulio Vargas University, ICE, Arymax, São Paulo University, and INSPER university – all organizations for whom we have led short courses and workshops

Formação em Impacto Social

An 8-month program, with 15 courses, designed specifically for Portuguese-speaking Brazilians to develop the skills needed to make an impact. The current class in Sao Paulo has 25 participants. In future years, this program will expand to other parts of Brazil.

Programs in Spanish

We have run workshops in Paraguay, Ecuador and Argentina, with new programs planned in Colombia and Chile later in 2017.

Asia: 2017-2019

2017 will be the year in which we open operations on a third continent, launching in India with a view to serving individuals and organizations across Asia.

We hope to launch the Social Innovation Management Program in India in early 2018.

CARE

We conducted a “Storytelling for Leadership” training in Bangkok, Thailand, for the senior management of CARE’s Asia Regional team.

Confederation of Indian Industries

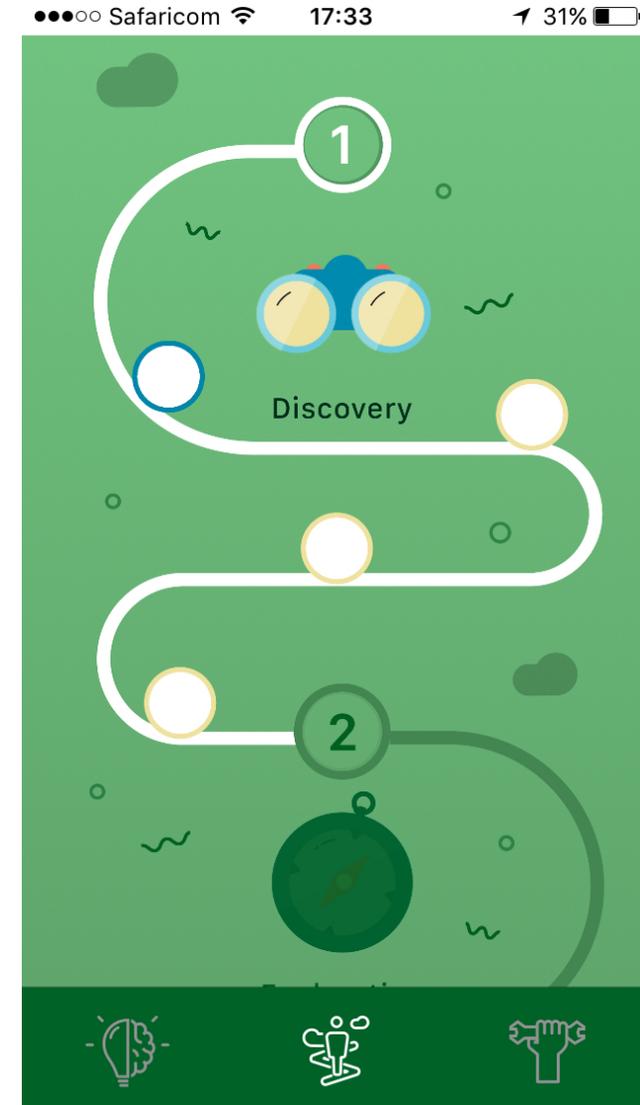
We were invited to address 600 delegates representing India’s manufacturing sector at the prestigious CII Quality Summit in Bangalore, India, on the topic of innovation in higher education.

Serving a Global Movement – The Amani Journey App

Our plans for scale are not just limited to the core regions in which we work. Over the next few years, we will invest significantly in contributing to the global movement towards purpose-driven careers.

One such investment will be our forthcoming mobile app, **Amani Journey**, planned for public launch on both iPhone and Android platforms in late 2017.

We will also continue to build and strengthen our network of employer partners and other organizations where our Fellows can be placed, thus contributing towards the growth of these organizations and the broader field of social impact.

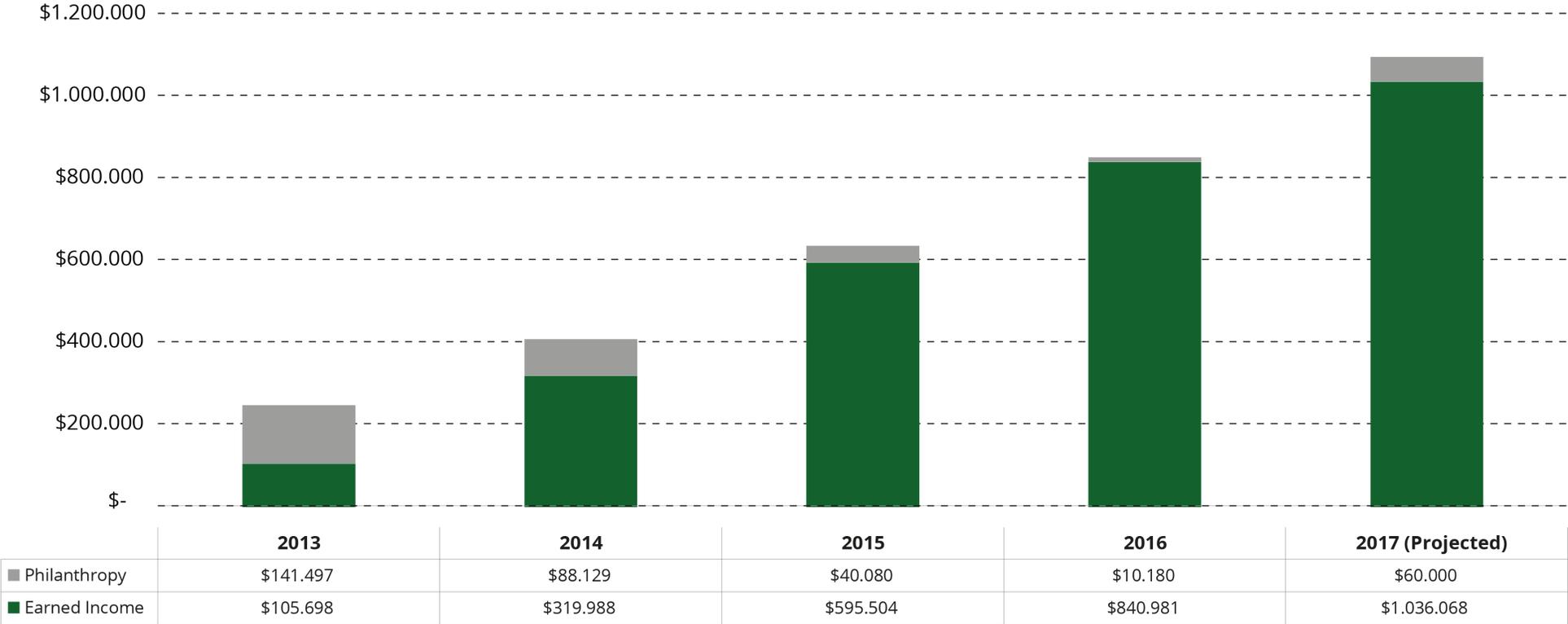


Coming Soon!

A Financially Sustainable Social Enterprise

Amani Institute is a non-profit social business (tax-exempt in the USA through 501c3 status). We have primarily been funded through earned income, with surpluses re-invested for increasing our impact and long-term sustainability.

Revenues 2013 - 2017



Philanthropy: unrestricted donations and Social Innovation Management program scholarships | Earned Income: fees across all programs, and restricted donations for specific trainings

JOIN US!

How you can get involved:

Nominate Amani Fellows – we are always accepting nominations of promising changemakers to join our Social Innovation Management program. Your recommendations truly count! Write to: recruitment@amaniinstitute.org

Make organizations stronger – if you know an NGO, social enterprise, foundation, university, or company looking to improve their skills and staff capacity, anywhere in the world, write to: roshanpaul@amaniinstitute.org

Improve management talent in East Africa – nominate business managers in East Africa for the Amani Leadership and Management for Impact program. Write to: carolinegertsch@amaniinstitute.org

Help us launch in India – We are always happy to connect to interesting organizations to explore partnerships. Write to: roshanpaul@amaniinstitute.org

Download the Amani Journey app – Use it to foster life-long learning and reflect on your leadership, and help us spread the word about the app.



THANK YOU

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Nairobi - São Paulo - Bengaluru



AMANI INSTITUTE

Develop professionals who create social impact