



SMASHING  
INEQUALITIES  
FOR GIRLS IN MALAWI



# YEAR IN REVIEW FIRST ANNIVERSARY



*“ Every girl, no matter where she lives, deserves the opportunity to develop the promise inside her”.*

- Michelle Obama



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IDemand Access (IDA) is a nonprofit organization based in the U.S. that supports grassroots organizations in Malawi, Africa, serving some of the world's most impoverished communities. The fight to eradicate inequality begins with women's education and empowerment. To that end, IDA supports locally-led efforts that fight barriers faced by young women in Malawi. IDA is committed to empowering girls and women to stand on their own, become self-reliant and lead social change.

One of the organizations supported by IDA in Malawi is Othakaraka (OTK), founded by the visionary leader, Ida Puliwa. "Othakarhaka" means "passing on the kindness" in Malawi's native language, Chichewa. OTK currently supports 124 girls, 15 of whom are in boarding schools.

These girls give back to their communities in multiple ways: caring for the elderly, teaching adult literacy classes, and planting trees in the nurseries to sustain forestry. OTK goes beyond just educating the girls it funds; it improves the lives of all villagers as the girls 'pass on the kindness'. OTK is just the first organization, of hopefully many, that will receive grants through IDA to break through barriers and return hope to a population that deserves a chance.

Our mission is to support these powerful initiatives with low cost US operations. In order to accomplish this, the IDA Board is a working board with all members contributing to the organization's operational and strategic needs. The IDA Board is formed by a team of 10 dedicated and caring professionals who are passionate about bringing sustainable changes to rural Malawi. IDA became officially a nonprofit, obtaining its 501 c3 status in March 2020, and we raised more than \$30,000 during the year. With this, more than 1,000 girls were able to attend school.

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**IDemand Access mission is to fuel  
Malawian girls to transform their world.**

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# OUR ACHIEVEMENT IN 2020

## FUNDRAISING

In 2020, IDA Board raised \$32,000 from donors through social media outreach, mail-in donations, and tapping into OTK's existing supporters and network.



## ZERO OVERHEAD COSTS

We are pleased to announce that **100%** of the proceeds from donations raised in 2020 went to OTK in Malawi for its operations while incurring no overhead costs in the U.S.

## OTK ORGANIZATIONAL SUPPORT

IDA funds provided internet, fuel, salaries, interns programs, medical coverage for local staff, and essential training to OTK volunteers.

## GIRLS SCHOLARSHIPS

The donations raised by IDA supported more than 1,000 girls in rural Malawi, offering full scholarships, school supplies, and meals year-round.



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These girls have now a real path to change their world.

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## BIKES PROGRAM

Girls in the rural Mulanje district need to walk over 4 miles to attend day school. This puts them at risk of arriving late and missing lessons. And after school, fading daylight during their walks home put them in harms' way. IDA helped develop a bike program; it supplied bikes to BLANK girls cutting down tardiness and reducing safety risks.

## COVID SUPPORT

OTK, IDA's partner in Malawi, serves a total population of around 50K, ~92% of whom did not have access to tap water, antibacterial soap, and face masks. Funds from IDA were able to support and supply materials needed to reduce the risk and implemented a VODI program reducing the risk of spreading the disease. As a result of these efforts, Mulanje has the lowest number of COVID cases in Malawi.



# LOOKING FORWARD TO 2021

Our 2021 fundraising goal is \$75,000 while keeping costs to less than 10%. We anticipate costs to come from web development/content updates, donor relations, marketing, and social media campaigns. The remaining 90% will go toward development and growth of social impact projects in Mulawai; Mulanje district and beyond.

