



# 2025 ANNUAL REPORT

TOGETHER WE EMPOWER  
GRASSROOT COMMUNITIES.



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# LIST OF ABBREVIATIONS

- **MINJEC** - Ministry of Youth Affairs and Civic Education
- **CNJC** - Cameroon National Youth Council
- **ELECAM** - Elections Cameroon
- **ACIJAP** - Actions Citoyens des Jeunes Ambassadeurs de la Paix et du Développement Inclusif Durable
- **NED** - National Endowment for Democracy
- **MINAT** - Ministry of Territorial Administration
- **ADE** - Actions for Development and Empowerment
- **PG** - Positive Generation
- **VECOF** - Vivre en Comptant sur les Femmes
- **CSM** - Community Solutions Media
- **YOUCEF** - Youth Capacity Enhancement Foundation
- **SDG** - Sustainable Development Goals
- **GBV** - Gender-Based Violence
- **CSO's** - Civil Society Organisations
- **MVMV** - My Vote, My Voice
- **WHO** - World Health Organisation
- **EEC** - Eglise Evangélique du Cameroun
- **AHBN** - Africa Health Budget Network
- **HSFA** - Health Security Finance Accountability
- **MDDT Cameroon** - Movement for Democracy, Development and Transparency Cameroon

# WHO WE ARE

**Actions for Development and Empowerment (ADE)**, a non-profit, grassroots, and youth-driven organisation founded in 2019 with the aim of empowering young people to act around issues that affect their lives and play an active role in the development process, thereby creating positive change in their communities and Africa at large. **ADE's** work also redresses the absence of avenue citizens, especially youth, to hold the government accountable to its service-delivery obligations through informed demands. To achieve its vision and missions, **ADE** undertakes action-oriented research, administrative and legal assistance, and advocacy to effectively implement regulations, laws and policy reforms. ADE has members in all ten regions of Cameroon.

**ADE** believes it can grow to provide a platform and civic space where young people set the agenda and brainstorm on the issues that affect education, employment and job creation in Africa. It also proposes tailored solutions with capacity building, partnership and advocacy as key drivers.

## ADE FOCUSES ON THREE THEMATIC AREAS:



Democracy and  
Good Governance



Sustainable Development  
Goals Education



Peace and Security



## OUR VISION

We envision a world where all people - even in the most remote areas of Africa are equipped and inspired to improve their livelihood and realise the future they want.



## OUR MISSION

To build democracy through activism, education, empowerment and collaboration in Africa.

# Executive Summary



**NDI Nancy SAIBOH**  
*Founder/Executive Director, ADE*

In 2025, Actions for Development and Empowerment (ADE) continued to stand where it matters most, alongside communities, young people and citizens who are often unheard yet deeply invested in shaping Cameroon's future. Guided by our mission to build democracy through activism, education, empowerment and collaboration, the year was marked by resilience, innovation and people-centered action across the country.

- • As a grassroots, youth-driven organization, ADE focused its work
- • around three core thematic areas: Democracy and Good
- • Governance; Sustainable Development Goals Education and Peace
- • and Security.

Through these pillars, we reached communities both online and on the ground, impacting over 141,970 people through civic education, advocacy, media engagement, and community mobilization.

With 2025 being an election year, democratic participation took center stage. Through the **My Vote, My Voice** initiative, ADE worked to reduce voter apathy and expand youth and women's participation using both traditional and innovative approaches. From community caravans and church-based sensitization to culturally rooted activities such as the socio-cultural horse race in Adamawa, civic education was delivered in ways that resonated with local realities. These efforts resulted in hundreds of newly registered voters, many of whom were engaging with the electoral process for the first time.

Complementing this work, the Empowering Every Vote project strengthened access to credible electoral information and tackled misinformation. By training journalists, engaging students, convening focus group discussions, engaging with women groups and marginalised communities and launching the VoteCam mobile application, ADE leveraged technology and media to promote informed and ethical civic participation especially among young people who are majoritarily disinterested in electoral processes.

Beyond elections, ADE advanced accountability in public health through the Health Security Finance Accountability (HSFA) project. The validation and dissemination of Cameroon's Health Security Accountability Scorecard provided a practical tool for civil society, journalists and policymakers to engage constructively on health financing, preparedness and governance. This work reinforced ADE's belief that transparency and community engagement are essential to resilient public systems.

In education and social justice, the SDG School Tour empowered students to see themselves as agents of change, while our engagement during the 16 Days of Activism Against Gender-Based Violence created space for honest conversations on patriarchy, digital violence and collective responsibility. Peacebuilding efforts, including participation in the National Youth Forum for Peace, further emphasized the role of young people in promoting non-violence and democratic culture.

While the year came with challenges, particularly limited resources and operational constraints, these experiences sharpened our learning, strengthened our adaptability and reaffirmed our commitment to inclusive, community-led development.


Above all, 2025 reminded us that real impact is not only measured in numbers, but in trust built, voices amplified and hope sustained. ADE remains committed to walking with communities, listening deeply and working collaboratively toward a more democratic, just and empowered Cameroon.





# GEOGRAPHIC SCOPE



- C**  **CENTRE**  
Yaoundé, Bafia, Mfou, Mbalmayo, Bot-Makak, Monatéle
- SW**  **SOUTH WEST**  
Limbe, Buea
- L**  **LITTORAL**  
Douala
- N**  **NORTH WEST**  
Bamenda, Sabga, Bali Nyonga
- F**  **FAR NORTH**  
Maroua, Tokomberé, Mora
- A**  **ADAMAWA**  
Ngaoundéré
- E**  **EAST**  
Bertoua 1, Bertoua 2
- S**  **SOUTH**  
Bandevoouri, Kribi
- w**  **WEST**  
Bandjoun, Bayangam, Bafoussam





# LIVES IMPACTED



COMMUNITY  
CHAMPIONS

25



PROJECT  
MEETINGS

10



COMMUNITY  
OUTREACH

4



ON-SITE,  
MEDIA COVERAGE &  
ONLINE PRESENCE



OVER **141,970** PERSONS



Facebook



Instagram



LinkedIn



Twitter



TikTok



# **IMPACTFUL PROGRAMS**



# PROMOTING GOOD GOVERNANCE AND DEMOCRACY

## MY VOTE MY VOICE

With 2025 being an election year, ADE through the My Vote, My Voice project actively engaged in online sensitizations on voter registration and citizen participation. Through civic messages on electoral participation and integrity, ADE spearheaded conversations that provoked youths, women and the entire Cameroonian population to register and be election ready. In order to make sure the 2025 presidential elections and future elections in Cameroon are more inclusive than ever, we did not limit our sensitization to online platforms but made use of community-based mobile caravans.



On Wednesday April 02, 2025, with support from NED, we organized a community mobilization activity in Douala implemented by an MVMV ambassador through the association Vivre En Comptant sur les Femmes (VECOF). This voter registration campaign was carried out in the locality of Nyalla, in the Douala III district with the technical support of Elections Cameroon (ELECAM), Douala III branch. We employed multiple community mobilization strategies to reach a wide audience. From announcements posted across the neighborhood, sensitization within the Evangelical Church of Cameroon (EEC), direct outreach with pedestrians by VECOF volunteers and information shared on the church's digital platforms as well as ADE's and VECOF's digital channels, we were able to get 84 persons; 45 women aged between 22 and 71 (1 living with albinism) and 39 men aged between 21 and 46 from this neighbourhood registered.

As a continuation of our voter registration efforts and in alignment with the project's objective to improve women and youth participation in democratic processes, ADE in partnership with Youth Capacity Enhancement Foundation (YouCEF), a local implementing body in the Southwest Region, organized another community mobilization activity on the 29th and 30th of April. In collaboration with Elections Cameroon (ELECAM) Buea branch, the sensitization and mobilisation of potential voters was held at UB Junction, Molyko.

Through online sensitization, community group mobilisations and one-on-one engagement with passersby around UB junction, the activity successfully registered individuals who had previously been unaware or unsure about the electoral process. During the two-day mobilization and with the help of local influencers to broadcast the campaign, 72 persons were newly registered with over 77% being youth demonstrating a positive turnout and alignment with the project's youth-centered goals.

In response to persistent voter apathy and the underrepresentation of youth and women in Cameroon's electoral processes, Actions for Development and Empowerment (ADE), with support from the National Endowment for Democracy (NED), launched a unique civic engagement initiative titled *“Run to Register: A Socio-Cultural Horse Race to Increase Youth and Women Participation in Electoral Processes.”* Held in the Vina Division of the Adamawa region, an area with notably low voter registration, especially among youth and women, the horse race served as an innovative platform to raise awareness, promote voter registration and build community ownership of the electoral process.

In collaboration with Actions Citoyenne de Jeunes Ambassadeurs de la Paix et du Développement Inclusif Durable (ACIJAP) and the Fédération Camerounaise des Sports Équestres, the event was held on June 9, 2025, at the Place de Fête, Ngaoundéré. The activity took place in the presence of the Elections Cameroon (ELECAM) mobile registration unit, representatives from the Mayor's Office, the Ministry of Youth and Civic Education (MINJEC), the National Youth Council of Cameroon (CNJC), ELECAM regional leadership, and traditional authorities.

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The horse race commenced at approximately 1:00pm, attracting a large and diverse audience. Community members benefited from the event by either registering to vote or gaining increased civic awareness. To further engage the community, emphasize the importance of voting and encourage civic responsibility, a traditional dance group delivered a compelling performance that blended cultural pride with civic education through songs and movements expressed in Fulfulde. The race was conducted in two rounds with ten riders per round.

The riders wore project T-shirts bearing civic messages such as “My Vote, My Voice” and “Every Vote Counts.” With live commentary linking the race to the importance of voter registration and civic responsibility, the horse-racing event successfully captivated the community while also boosting visibility and participation at the ELECAM registration stand. The event concluded with prize presentations to the winners, who received medals and cash prizes, while participatory prizes were awarded to the remaining riders.







## EMPOWERING EVERY VOTE:

### *Strengthening Youth Participation and Countering Electoral Misinformation in Cameroon*

In 2025, Actions for Development and Empowerment in partnership with Community Solutions Media, CSM and with funding from the **British High Commission in Cameroon**,

implemented the *Empowering Every Vote Project* to promote informed, inclusive and ethical participation in Cameroon's electoral processes, with a strong focus on youth engagement and countering misinformation.

The project implementation began on January 29th 2025 with capacity-building training for journalists and bloggers in Yaoundé, organized in collaboration with Elections Cameroon (ELECAM) and other stakeholders. These training focused on ethical election reporting, understanding the electoral code, fact-checking techniques and countering misinformation and disinformation during electoral periods. **20 journalists** from both public and private media across Cameroon were equipped with practical tools to ensure balanced, accurate and responsible reporting before, during and after elections

To ground the project in community realities, Focus Group Discussions (FGDs) were conducted in February 2025 with over 100 diverse stakeholders including political parties and activists, religious leaders, media professionals, civil society organizations (CSOs), youth groups, taxi drivers, Feminists, marginalised groups and parliamentarians in Yaounde and Douala. The FGDs explored key barriers to electoral participation, including political apathy, misinformation, limited access to electoral information, fear of political engagement.



In the month of February 2025, the project carried out university outreach activities, including school tours and panel discussions at institutions such as the Advanced School of Mass Communication (ASMAC), University of Yaoundé I, and the Institut Universitaire du Golfe de Guinée, ESG on February 13th and 18th respectively in Yaounde and Douala. Key discussions centered on countering misinformation and disinformation during electoral periods. These engagements targeted journalism and communication students, promoting youth civic responsibility, ethical journalism and peer-to-peer learning on election reporting.

A major milestone of the project was the official launch of the VoteCam mobile application on Tuesday, 10 June 2025, at the British High Commission Residence, Bastos, Yaoundé. The launch brought together representatives of the British High Commission, ELECAM, civil society organizations, media professionals, youth leaders and political stakeholders. The event featured opening remarks by the British High Commissioner, a presentation on the Empowering Every Vote Project, a live demonstration of the VoteCam app, and a panel discussion on “Bridging the Gap: How Can Technology Boost Electoral Participation?” VoteCam was presented as a digital civic tool designed to help citizens locate voter registration centers through geolocation, access voter education materials, receive real-time election updates, and track electoral timelines both in Cameroon and in the diaspora.

Following the app launch, June to December, 2025, ADE implemented post-launch sensitization and app-download activities aimed at increasing public awareness and adoption of VoteCam. These activities included flyer placements on taxis across Yaoundé, targeted engagement with taxi drivers, and outreach during public and civic events such as the Salon International de la jeunesse and activities hosted at the French Institute in Yaoundé. These engagements allowed direct interaction with citizens, particularly young people, encouraging them to download the app, explore its features and provide user feedback.

Overall, the *Empowering Every Vote Project* adopted a multi-phase and multi-stakeholder approach combining journalist training, community dialogue, youth outreach and digital innovation to strengthen access to credible electoral information and empower citizens to participate meaningfully in Cameroon’s democratic processes throughout 2025.





# HEALTH SECURITY FINANCE ACCOUNTABILITY:

## *Scorecard Validated and Disseminated*

In a landmark step towards strengthening health system accountability, Actions for Development and Empowerment (ADE) and its partner Positive Generation (PG) under the HSFA project financed by Africa Health Budget Network (AHBN) convened a Stakeholder Validation Meeting for the Cameroon Accountability Scorecard for Health Security on April 24th, 2025, in Yaoundé. This scorecard, developed and validated during the event, highlights key indicators across health security financing, governance and coordination, antimicrobial resistance, biosafety, zoonotic diseases, and vaccine production. It drew on international frameworks such as the WHO Joint External Evaluation (JEE) and the Global Health Security Agenda (GHSa).

Preceding stakeholder consultations and rigorous research, Mr. Eric Kombey, public health expert and lead consultant, presented the 2023 scorecard methodology and findings. Using a color-coded framework, the scorecard revealed critical gaps in health emergency financing and multisectoral coordination, while also identifying areas of progressive achievement in surveillance and governance. Participants including representatives from the Ministry of Public Health, Ministry of Finance, Parliament, WHO, World Bank, health institutions, and civil society organizations reviewed the proposed indicators and offered recommendations for refinement.



Recommendations from the meeting stipulated the massive dissemination of the findings gathered, taking note of the community approach including traditional and religious leaders, who can further strengthen advocacy efforts. As a form of evaluation, it was proposed that the participants present form a steering committee for this action, with subsequent meetings encouraged. It was also proposed that a mapping of relevant actors be conducted to carry the advocacy forward. In order to further propagate the initiative, ADE and PG were encouraged to involve journalists not merely for media coverage, but as participants from the outset and throughout implementation, as they could play a key role in advancing the advocacy. The meeting concluded with a strong commitment to adopt the scorecard as a tool for driving greater accountability and collaboration across sectors.

With these considerations in mind, ADE and partner PG commenced dissemination efforts through social media platforms and media houses, most notably through the presentation of the Cameroon Scorecard for Health Security results to CSOs and journalists on July 30th, 2025. This presentation aimed to encourage advocacy by examining the country's preparedness and response to public health emergencies. The event fostered constructive dialogue on strengthening an inclusive and resilient health system grounded in transparency, equity, and community engagement.



# PRESIDENTIAL ELECTION OBSERVATION

As part of our commitment to strengthen Cameroon's electoral process by promoting inclusiveness and active citizen's participation and in recognition of our contributions in the domain, the Ministry of Territorial Administration, MINAT granted ADE accreditation as national observers for the 12 October 2025

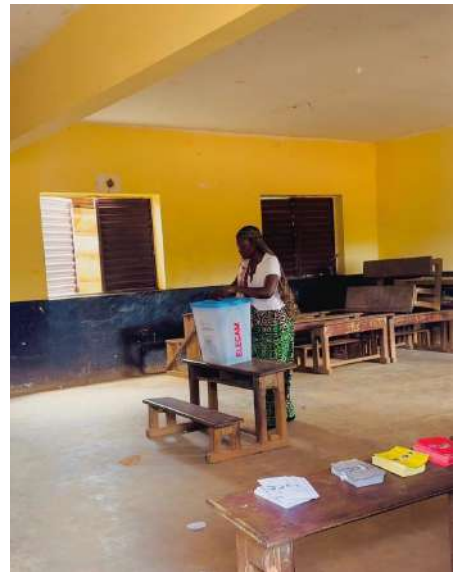
presidential elections. Following accreditation, ADE took part in the preparatory meetings for national and international election observers conducted by MINAT and ELECAM.

In order to convey essential information provided by various bodies responsible for election observation, we organised a virtual training on October 10th for our 40 observers across seven regions of the country notably the West, North West, Littoral, Far North, Centre, North and Adamawa regions. The session enabled observers to better understand the key issues related to election observation and reporting, while also providing a platform for participants to express their concerns, which were clarified.

On election day, our observers reported the voting process to be in a generally peaceful atmosphere, marked by significant citizen participation and notable engagement of young voters. The logistics deployed by Elections Cameroon (ELECAM) were largely satisfactory, with electoral materials adequately available in the majority of polling stations. Among the positive aspects observed were the opening and closing of polling stations within regulatory deadlines in most centres, the presence of electoral staff and general compliance with procedures, the public and transparent counting of ballots in several localities, the effective maintenance of security by defence and security forces and the provision of assistance to voters with disabilities.

While the election process was largely smooth, some areas were identified that warrant attention to inform future improvements. For this reason, ADE took into account all identified inconsistencies, formulated recommendations and submitted the election observation report to the Ministry of Territorial Administration (MINAT). The report is also available for consultation at [www.adeinternational.org](http://www.adeinternational.org).







## SDG'S EDUCATION

### SDG SCHOOL TOUR

To mark the Global Week to Act for the Sustainable Development Goals commemorated from September 20-29, Actions for Development and Empowerment organized the fifth edition of its SDG School Tour in Yaoundé. On the 26th and 26th of September, the ADE team carried out this exercise in three schools; Mervick Bilingual Grammar School, Beryla Bilingual Education Complex and Holy Infant High School. We aimed to raise student's awareness of the SDGs and empower them with practical knowledge to take action in their communities by using student-centered tools such as SDG placards and participatory discussions.

Centered on SDG 3, 4, 5, 13 and 16 of the 17 goals, we used real live instances to facilitate understanding of the goals. Reflections on quality education, gender equality, good health and well-being, climate change, peace, justice and strong institutions helped students understand their own privileges, recognize what others lack and see how they can take part in ensuring these goals are achieved within their schools and communities. Despite the challenges faced, this activity successfully reached approximately 846 students. More than an awareness effort, the SDG school tour inspired students to recognize their role as drivers of change. It also highlighted the capacity of young people to participate meaningfully and make a positive impact in their communities.





# ACTIVISM AGAINST GENDER-BASED VIOLENCE



The debate was documented and disseminated across all ADE digital platforms, fostering broader public engagement and contributing to positive mindset change. In parallel, ADE conducted an online survey on digital violence against women and girls to gain deeper insight into their experiences. The results of the survey will guide advocacy initiatives focused on enhancing online safety and reinforcing protections for women and girls in Cameroon and beyond.





## PEACE & SECURITY



### Participation at the National Youth Forum for Peace

As part of its commitment to peacebuilding in Cameroon, ADE team members volunteered at the second edition of the National Youth Forum for Peace (NYFP), organized by the Movement for Democracy, Development and Transparency (MDDT) Cameroon, on December 12th. The forum was held under the theme *“Promoting Youth Strategic Advocacy for Non-Violence and Peaceful Participation in Democratic Processes.”* In the presence of key stakeholders from government, civil society, and development partners, the event called on young people to promote responsible participation in Cameroon’s democratic processes.



# MID-YEAR TEAM RECHARGE RETREAT

Surrounded by nature and a serene atmosphere, the ADE team gathered at the Reunification Monument on Tuesday, 15th July 2025, to promote team wellness, strengthen bonds, and revisit strategies. The retreat provided a peaceful space for the team to refresh, refocus, and recharge for the second half of the year. The retreat was a platform for team members to relax, enjoy games and share a communal meal, fostering camaraderie and strengthening team spirit. Beyond leisure, it also served as a meaningful gathering to reflect on achievements and challenges, celebrate birthdays and highlight ideas for the second half of the year.



# CHALLENGES FACED

During the course of 2025, ADE encountered several operational and programmatic challenges that affected the full achievement of its planned targets and activities. These challenges are outlined below:

## 1. Difficulties Meeting Participation Targets for Some activities

One of the major challenges was the inability to meet expected participation numbers for certain events. For example, the horse race event recorded lower-than-anticipated registration. This shortfall was largely due to the lack of identification cards among many potential participants, which limited their eligibility to register. As a result, the event did not achieve its intended outreach and impact.

## 2. Lack of Contingency Planning

Some activities were affected by unforeseen circumstances, and the absence of alternative or backup plans made it difficult to adapt quickly. Without clear contingency strategies, disruptions led to delays, reduced effectiveness, or partial implementation of certain programs. This highlighted the need for stronger risk management and preparedness in future planning cycles.

## 3. Limited Financial and Material Resources

Resource constraints significantly affected the execution of several planned initiatives. ADE had limited funding and logistical support to fully implement some unfunded or underfunded activities, especially those aligned with key priority areas. This restricted the scale, quality, and visibility of programs.

## 4. Inability to Fully Implement Key Passion Projects and Commemorative Events

Due to the limited resources mentioned above, ADE was unable to celebrate important advocacy and awareness days in the grand manner initially envisioned. These included:

- Menstrual Hygiene Day
- International Day of the Girl Child
- SDG Week

While some level of recognition was given, the activities could not be executed at the desired scale or impact level, reducing opportunities for broader community engagement and advocacy.

# LESSONS LEARNT

Over the course of 2025, we gained valuable insights that have helped us reflect more deeply on how we plan, implement, and deliver our activities. We learnt that thorough preparation and early assessment of participant needs are critical to the success of our programs. The lower participation recorded in some events brought to our attention the importance of identifying possible barriers, such as documentation or eligibility requirements, well in advance. Moving forward, we plan to engage communities earlier and put supportive measures in place to ensure broader and more inclusive participation.

We also learnt that relying solely on a single plan for each activity can limit our ability to respond effectively when challenges arise. This experience highlighted the need for contingency planning and greater flexibility. It brought to our attention the importance of always having alternative approaches or backup options. As a result, we plan to integrate risk assessments and Plan B strategies into all our future programs to ensure continuity and resilience.

The resource constraints we faced reminded us that ambition must be matched with realistic budgeting and sustainable funding. We learnt that without adequate financial and logistical support, even the most well-intentioned initiatives cannot achieve their full impact. This has encouraged us to strengthen our resource mobilization efforts, diversify our funding sources, and build stronger partnerships to better support our priority areas.

Finally, these experiences brought to our attention the need for early and deliberate planning for key advocacy and commemorative events that align with our mission. We plan to integrate these into our annual work plans with dedicated budgets, timelines, and collaborations so they can be executed more effectively and visibly. Overall, these lessons have strengthened our resolve to be more proactive, strategic, and adaptable in our work as we continue to serve our communities.

# Highlights

## Highlights 2025

### Strengthening Good Governance and Democracy

Through the Empowering Every Vote project, ADE empowered journalists, university students, women's groups, CSOs and underrepresented groups with knowledge on countering electoral misinformation, inclusive participation and promoting ethical electoral reporting.





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## Highlights 2025

### Upholding SDG Goals

As it's a tradition, ADE commemorated SDG week by visiting some secondary schools across 'eounde to raise students' awareness of the SDGs and empowered them with practical knowledge to take action in their communities. In an effort to uphold the SDGs, ADE responded to gender issues and organized a team debate and survey to mark the 16 days of activism against gender based violence.





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## Highlights 2025

### Awards and Achievements

The year 2024 was a remarkable one with ADE's chief executive receiving recognition through the Cameroon Youth Dialogue Platform and Cameroon Youth Awards while appearing in MINJEC's magazine; Fantastic Youth for her numerous efforts in championing civil society advocacy, civic engagement and political participation in the country. The highlight of these efforts and a major milestone was ADE securing its first accreditation to observe presidential





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## Highlights 2025

### Strengthening Good Governance and Democracy

The My Vote, My Voice initiative brought to light a rare opportunity of blending civic engagement and traditions to increase youth and women electoral participation. Haven utilized this strategy in the Adamawa region, ADE focused on reaching other regions through online campaigns and community-based mobile caravans.





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## Highlights 2025

### Human Impact Delivered

Overall, our initiatives and online presence impacted a total of over 131,970 persons.



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## Highlights 2025

### Strengthening Good Governance and Democracy

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## Highlights 2025

### Honored Team Contributions and Milestones

Through team getaway, birthday celebrations and honouring the Staff of the Year, we ensured our team felt appreciated and celebrated for their efforts at ADE.





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# OUR PARTNERS



Follow  
The Money



COVID-19 TRANSPARENCY &  
ACCOUNTABILITY IN AFRICA



YOUTH FOR HEALTH AND DEVELOPMENT IN AFRICA  
FOR AFRICA AND THE WORLD



YOUTHS FOR A BETTER CAMEROON



connecteddevelopment.org



Data, Learning & Action for Open Governance



MDDT  
Movement for  
Democracy and  
Transparency



AFRICA HEALTH  
BUDGET NETWORK



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Development

Partnership | Progress | Prosperity



NATIONAL  
ENDOWMENT  
FOR  
DEMOCRACY

SUPPORTING FREEDOM AROUND THE WORLD



powering communication for development and social change





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