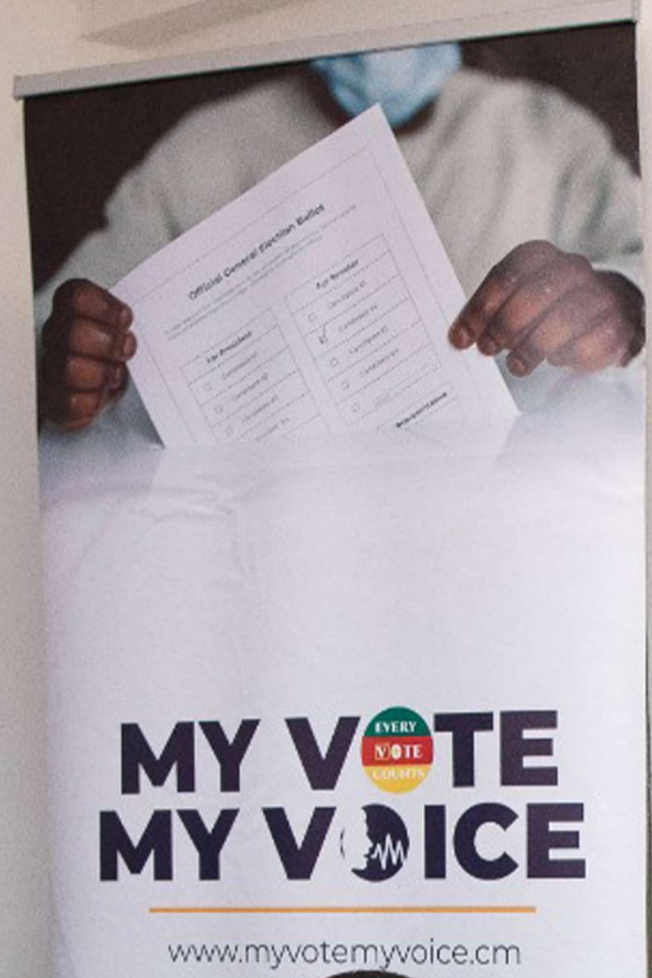


2024 ANNUAL REPORT

Together we empower
grassroot communities



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**I. PROMOTING GOOD GOVERNANCE
AND DEMOCRACY**

- Health Security Finance Accountability Project
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LIST OF ABBREVIATIONS

ADE : Actions for Development and Empowerment

CTAP: Covid 19 Transparency and Accountability Project

CODE : Connected Development

CSO's: Civil Society Organizations

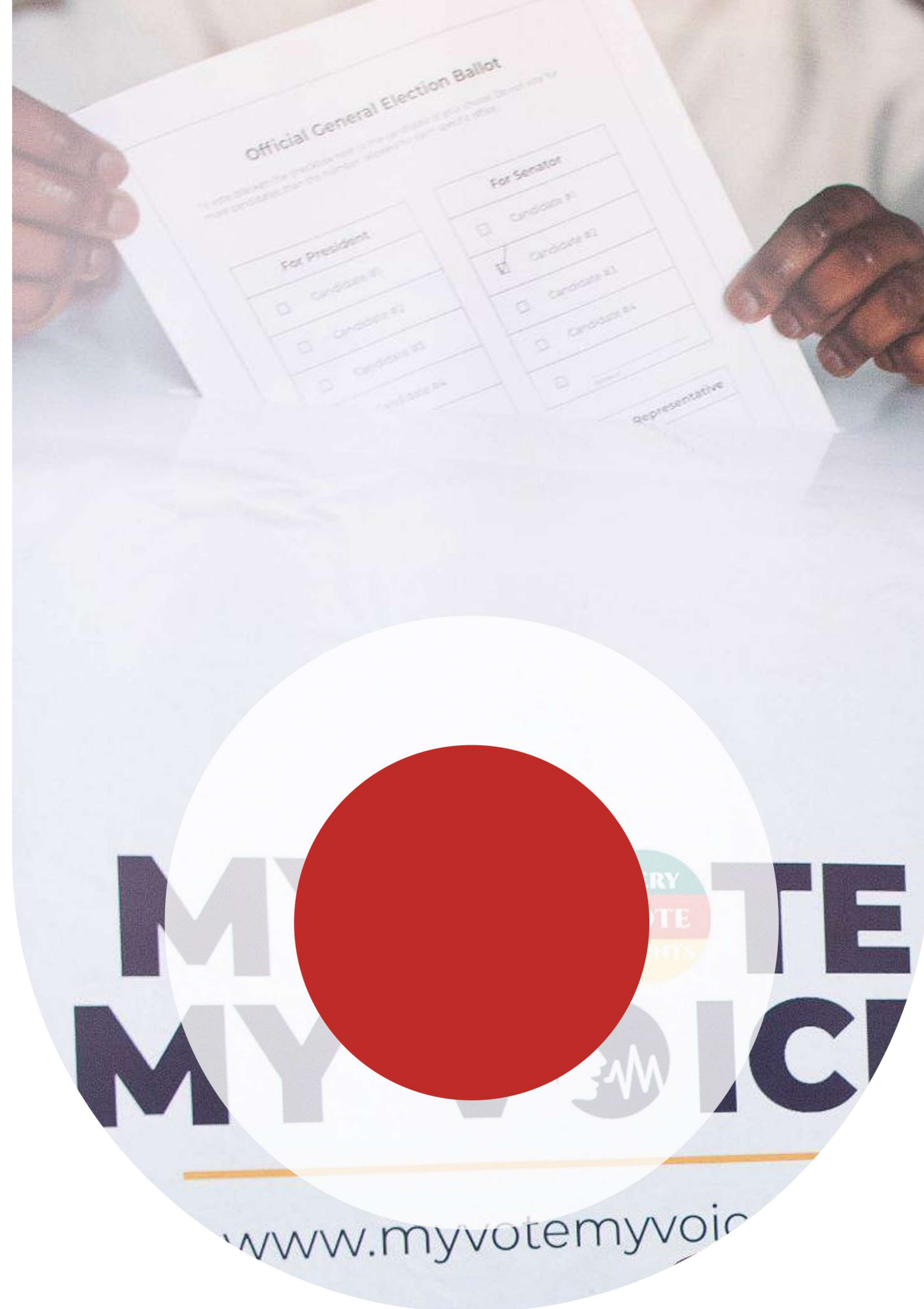
ELECAM: Elections Cameroon

FTM : Follow The Money

HSFA: Health Security Finance Accountability

SDG: Sustainable Development Goals

PWD's : Persons with Disabilities



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:



Governance and
Democracy



Sustainable
Development Goals



Peace and Security

OUR VISION

We envision a world where all people – even in the most remote areas of Cameroon will have access to information to improve their livelihood.

OUR MISSION

Our mission is to build and promote good governance, democratic principles and empower communities through research, advocacy and capacity development.

CORE VALUES

- ☑ Integrity
- ☑ Commitment
- ☑ Collaboration
- ☑ Innovation
- ☑ Inclusion
- ☑ Learning
- ☑ Selfcare



EXECUTIVE SUMMARY



Ms. Ndi Nancy Saiboh
Chief Executive Officer, ADE
Country Director, Follow the
Money Cameroon

In 2024, Actions for Development and Empowerment (ADE) continued to strengthen its role as a leading grassroots, youth-driven organization in Cameroon, committed to promoting democracy, civic engagement, environmental awareness, peacebuilding, and inclusive development. Operating across all ten regions of Cameroon, ADE implemented strategic programs and campaigns that reached over 105,000 people both online and offline.

Under its Good Governance and Democracy pillar, ADE launched the My Vote, My Voice initiative with support from the National Endowment for Democracy. The project empowered over 100 youth, women, and persons with disabilities through civic education workshops, media campaigns, and strategic partnerships with ELECAM and civil society actors.

ADE also advanced health governance through the Health Security Finance Accountability (HSFA) Project, funded by the African Health Budget Network. This included capacity building for CSOs, consultations with the Ministry of Public Health, and the co-creation of a national health accountability scorecard.

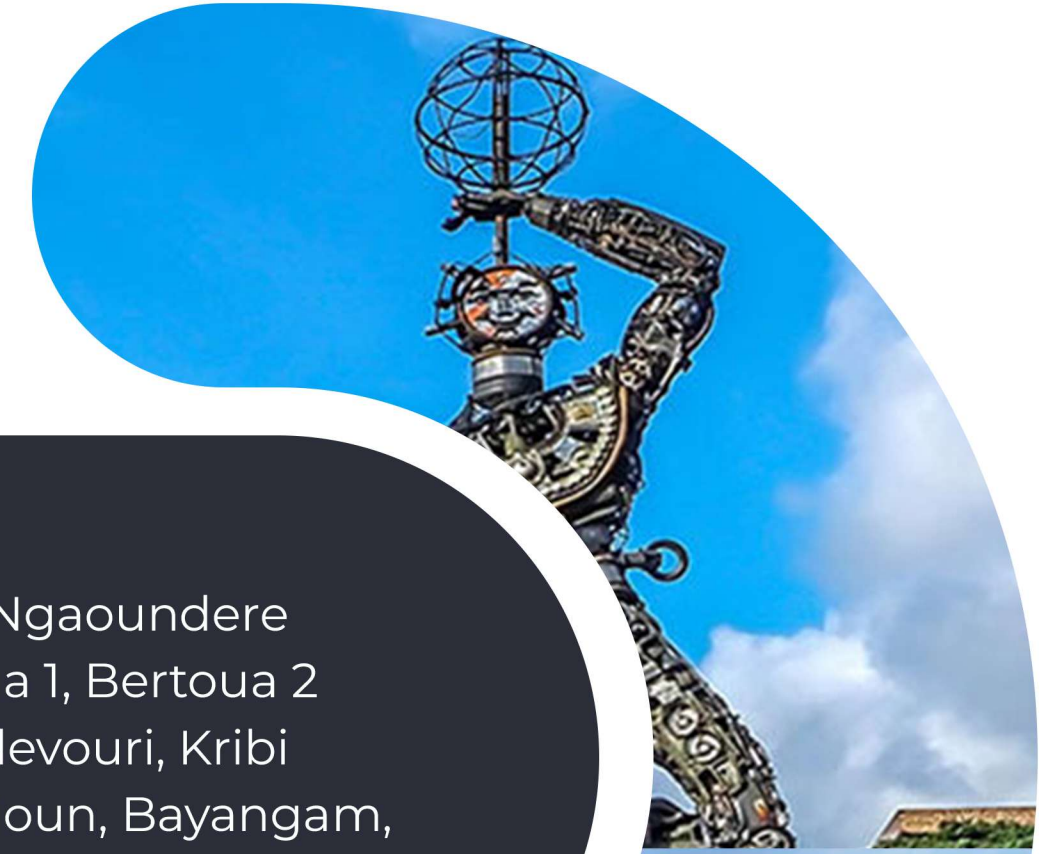
In the area of Sustainable Development Goals (SDGs), ADE reached 479 students during its SDG School Tour and trained media professionals through the Media for Climate Action project, supported by the French Embassy. This program generated over 10 environmental stories with a reach of 52,000+ people.

The organization deepened its impact on peace and security by engaging youth in peacebuilding dialogues and inter-organizational retreats, and contributed to national conversations around conflict prevention.

Despite challenges related to limited resources, staffing, and failed partnerships, ADE demonstrated adaptability, resilience, and a commitment to learning. The organization remains focused on its vision of building inclusive, informed, and engaged communities capable of driving change.

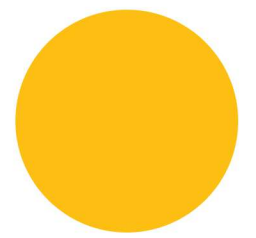
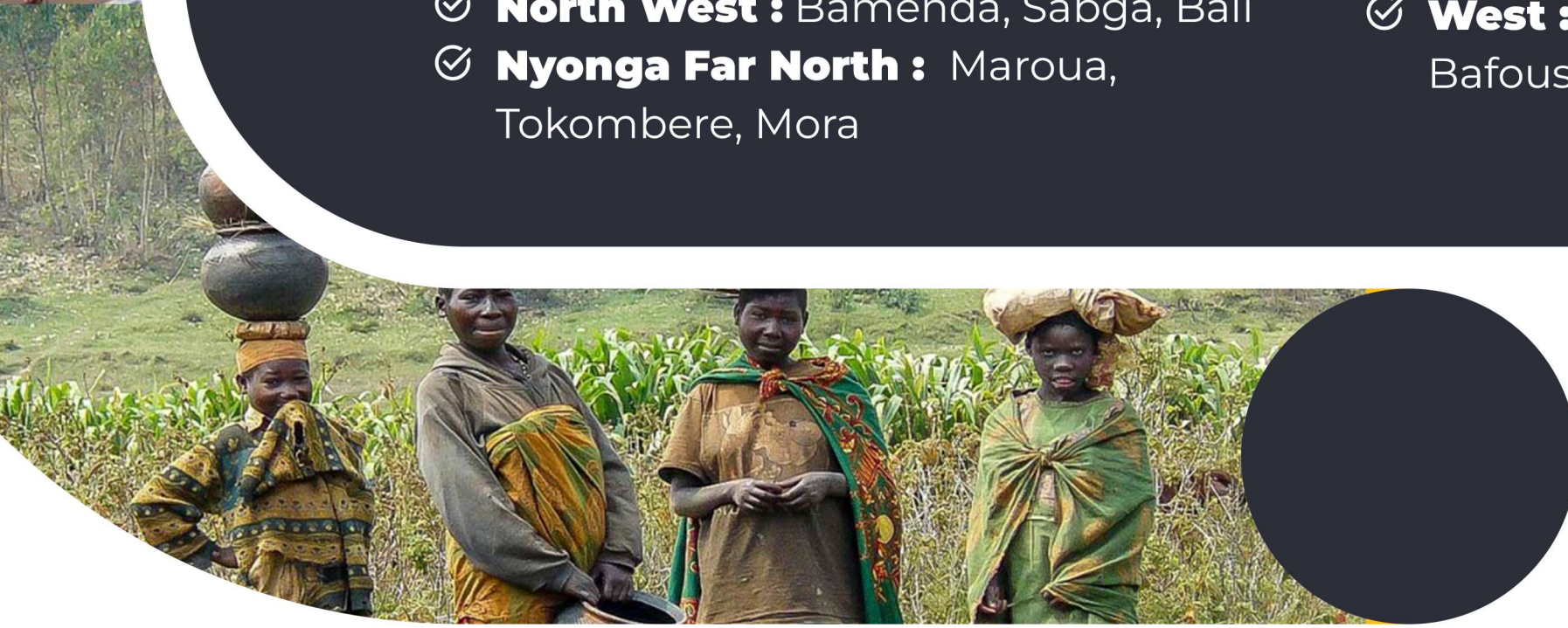
Looking ahead, ADE will continue to scale its work, foster partnerships, and champion youth leadership as a catalyst for sustainable development in Cameroon and beyond.

GEOGRAPHIC FOOTPRINT



- ✓ **Centre region :** Yaounde, Bafia, Mfou
- ✓ **South West :** Limbe, Buea
- ✓ **Littoral :** Douala
- ✓ **North West :** Bamenda, Sabga, Bali
- ✓ **Nyonga Far North :** Maroua, Tokombere, Mora

- ✓ **Adamawa :** Ngaoundere
- ✓ **East :** Bertoua 1, Bertoua 2
- ✓ **South :** Bandevouri, Kribi
- ✓ **West :** Bandjoun, Bayangam, Bafoussam



LIVES IMPACTED



Community champions : 20



Project Meetings : 11



Community outreach: 1



Overall on-site & online presence : 105, 516



I. PROMOTING GOOD GOVERNANCE AND DEMOCRACY

My Vote My Voice Initiative

Actions for Development and Empowerment, ADE launched the My Vote My Voice initiative in **February 2024** with the aim of promoting youth and women participation in electoral processes in Cameroon through massive online sensitization on the importance of civic engagement and the need to obtain voter cards to be able to

actively participate in electoral processes. On **Saturday, 13 April, 2024** we organised a capacity building workshop to increase civic engagement and political participation among youths especially young women. This workshop had as objectives to i) enhance the capacities of 30 youth leaders and community mobilizers on civic engagement, political participation and community mobilisation techniques, ii) empower Youths to become civic leaders in their various institutions and communities and iii) to promote Citizen participation in politics and Electoral processes in Cameroon through voter education on democratic

values and electoral procedures. The **30** Participants gained insights on civic engagement, political participation, the electoral calendar, political parties etc from lead experts, **Mr Fabrice Lena, Executive Director LOLA Leadership Foundation** and **Madam Sende Bende, Senior Communications Officer at Elections Cameroon.**

In the course of the year, ADE received support from the National Endowment for Democracy and officially launched the My Vote My Voice Campaign to the entire Cameroonian population through a press conference on Thursday, 07 November 2024.



This saw the presentation of the project objectives, activities and communication strategies. On **Monday, 25th** and **Wednesday 27th November, 2024** ADE organised two capacity building workshops in Yaounde and Ngaoundere respectively on democratic and electoral processes in Cameroon particularly focusing on empowering youth, women, and persons with disabilities. These events brought together 100 youth leaders, women, persons with disabilities (PWD) and Influencers aimed to address the significant challenge of underrepresentation of these groups in electoral processes.

The core objective of the sessions was to equip participants with the necessary tools and knowledge to actively engage in and contribute to democratic processes, ensuring that every voice is heard. Participants gained valuable insights from lead experts; **Mr Ibrahim Faruk, Africa Program Coordinator, Yiaga Africa and Sah Terence Anim-bom, Country Director, Media et Democratie and ELECAM** experts on the General principles of democracy, Overview of the electoral processes and Calendar, Content creation for electoral campaigns, Inclusive electoral participation, Electoral monitoring and Reporting.





Health Security Finance Accountability Project

In the year 2024, Actions for Development and Empowerment, ADE achieved remarkable strides in boosting health security initiatives in Cameroon through the Health Security Finance Accountability Project(HSFA). The project which began in October 2023, and funded by the African Health Budget Network aimed at advocating for a strengthened health security, finance accountability, domestic resource mobilisation and vaccines equitable access in Cameroon.

In this light, ADE and its implementing partner, Positive-Generation (PG) organised a Civil Society Organisations capacity building workshop on Friday, 29 March 2024. This workshop had the aim to build the capacity of 20 civil society actors to advocate for an improved access to information on health security financing, to support advocacy and accountability and participate in government and partners discussions on health security.



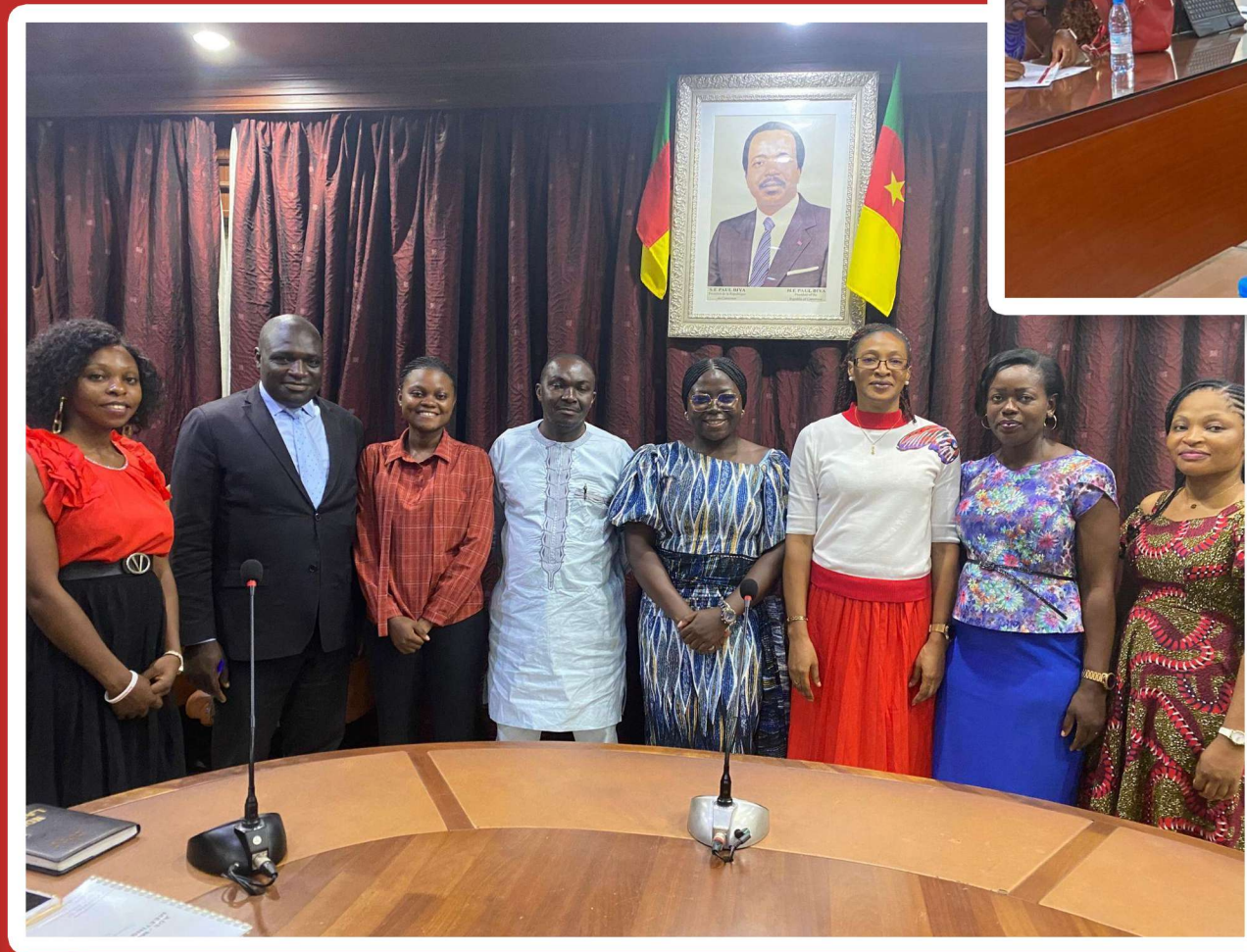
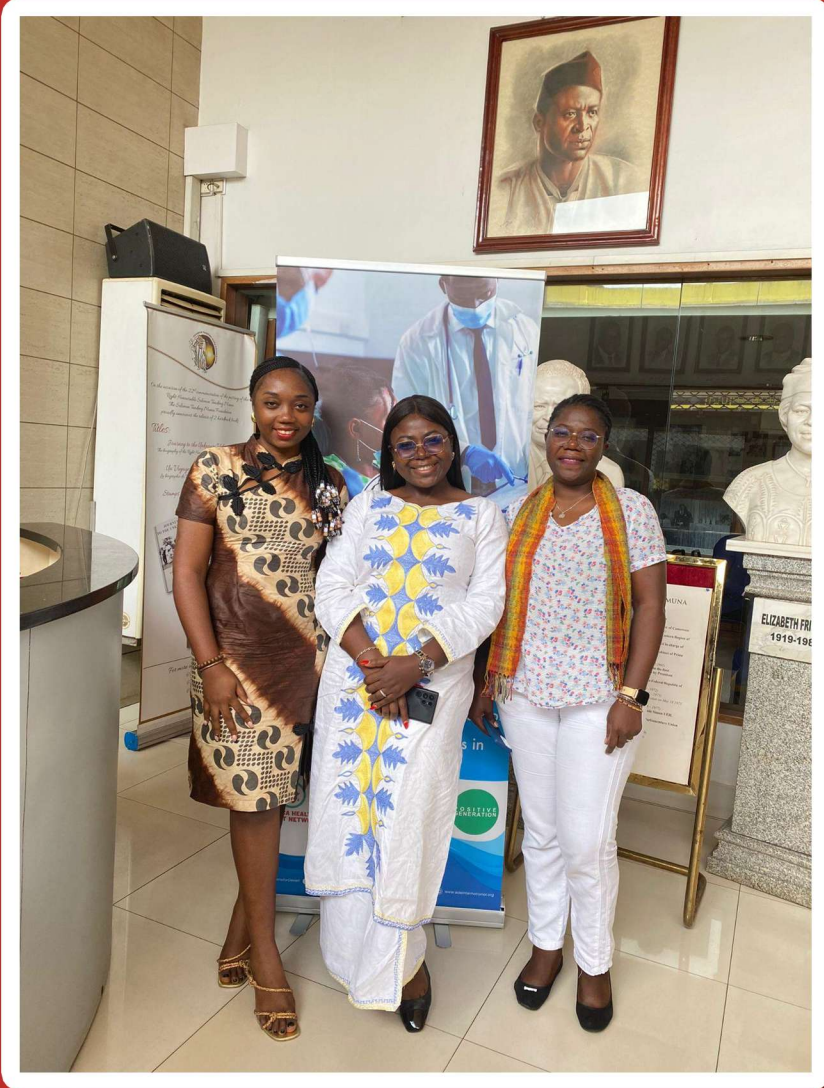
In a bid to engage these actors the training had as specific objectives i) to enhance participants' capacity on health security finance ii) to encourage participants to use photography as an advocacy tool to facilitate access to information on health security and iii) to encourage participants to participate in government and development partners discussions on health security.

The workshop saw the presentation of the Desk Review by Dr. Hemes Nkwa, Consultant and Executive Director of Youth for Health and Development in Africa (YOHEDA) who emphasised on the fact that civil society plays the role of advocacy in financing and implementation of health policies. She highlighted that health security should not be left in the hands of the state alone but should be an issue that is looked into by all. Another engaging session was presented by Régis Samba-Kounzi, an advocacy photographer who drilled participants on ways to use photography as an advocacy tool to facilitate access to information on health security Financing in Cameroon.

In the course of the year, We also engaged with relevant health stakeholders to advocate for the mobilization of more resources for health, valorise local vaccine production and consequently a strengthened health system. On Monday 22nd April, 2024, ADE attended a Consensus meeting with the Ministry of Public Health, MINSANTE following a series of work sessions and exchanges in line with the HSFA project. The meeting had as its aim to present the HSFA project, difficulties faced in the course of executing our health oriented projects, what we can offer as CSO, and areas of possible collaboration with the Ministry for the execution of the project.

On Tuesday November 5, 2024, ADE and Positive-Generation held a stakeholder consultation meeting in Yaounde Center region to develop an Accountability Scorecard for Health Security. This meeting brought together 20 health Security stakeholders (development partners, ministries, parliamentarians) and relevant CSO's working in the domain. It had as its aim to identify key indicators for the scorecard, assess current challenges in health security financing, validate the scorecard framework, foster dialogue among stakeholders to enhance mutual accountability and incorporate their recommendations for the development of the final scorecard framework adapted to the Cameroonian context.





CTAP Peer Review and Feedback

After successful execution of the three phases of the Covid 19 Transparency and Accountability Project and in a bid to get feedback from coalition members, Actions for Development and Empowerment, ADE together with her partner Connected Development organized a capacity building training on April 23rd, 2024 in Yaounde, Center region for Civil Society actors and CTAP Coalition members.

The sessions focused on drilling 20 Civil society leaders on research, CSO policy formation, Result-based Monitoring/Evaluation, Project Reporting and Storytelling. Participants gained valuable insights from lead experts **Dr. Augustine Ifeanyi Okere, Research Associate at Connected Development and Mukhtar Halilu Modibbo, Follow The Money Secretary General.**

During the session Mr Muktar gave a brief overview of the three phases of the Covid 19 Transparency and Accountability Project. He started by mentioning that the three phases of the CTAP project focused on tracking the state of primary health care, healthcare accountability and handling the issue of vaccine hesitancy. He then cited some of the CTAP activities carried out thus far, that is research on health sector accountability, research on EPI, market sensitization on vaccination etc. He then continued by saying that the project is therefore tilting towards pandemic preparedness and to be able to prepare for eventual pandemics, the project will be taking angles of advocacy that will support ministries of health across Africa to stand firm in the face of eventual pandemics.

Dr. Augustine led groundbreaking presentations on Ways CSOs Can Use Research Evidence for Policy, Data Collection Deploying Techniques, Result based Monitoring and Evaluation, Project report writing and Storytelling.



FOLLOW THE MONEY CAMEROON

The Follow The Money initiative which began in 2019 and is ongoing in ten African countries aims at establishing regional champions that can run independently to mobilise citizens and engage them on tracking sub-national public spending. It also seeks to broaden impact, encourage open government conversations and mobilise citizens to follow the money themselves while exchanging knowledge on social accountability activities. In order to mobilise civil society actors, journalists and lawyers to take ownership of the Follow The Money Model to adequately track state and local governments spending in Cameroon, ADE organised a capacity building workshop on Wednesday 24th April 2024 in Yaounde.



The sessions were led by Secretary General for Follow The Money (FTM); Mukhtar Modibbo who began by mentioning that the whole concept of FTM started as a result of Lead poisoning in a community in Nigeria where some children died. He went further to explain that as a result, FTM has expanded to over 10 African countries. He noted that after the workshop, he hopes that participants are able to use the FTM model which will be shared to treat issues in the Cameroonian context. After presenting some questions that participants were expected to answer by the end of his presentation, he went ahead to present the FTM process. This process starts at project monitoring and evaluation, promoting transparency, participatory budget processes, promoting access to information, capacity building and citizens engagement.

According to Mukhtar Modibbo, we Follow the Money for several reasons such as to fight against Corruption, For Transparency Deficit, Accountability Deficit, Due to Poor Citizen Engagement and Public Record inaccessibility. He went ahead to explain the different processes involved in following the money which include; **Data Mining, Ground Truthing, Community Engagement, Offline Advocacy, Online Advocacy and Government - Citizen Feedback.**

IV.SDG'S EDUCATION

SDG School Tour



In celebration of the Global Week to Act for the Sustainable Development Goals (SDGs) from September 20-29, Actions for Development and Empowerment (ADE) conducted the fourth edition of the SDG School Tour at NESCAS college and BERYLA Bilingual college in Yaoundé with the aim of raising awareness among high school students about the significance of the SDG goals and empowering them with the knowledge and tools necessary to take meaningful action in their communities. In our school tour this year, we focused on priority SDG areas the government of Cameroon was prioritizing. These goals are Goal 4 (Quality Education), Goal 5 (Gender Equality), and Goal 13 (Climate Action). By engaging students in discussions and activities centered around these themes, ADE sought to inspire a generation that is informed, proactive, and committed to creating a sustainable future.

Through this educational outreach, we instilled a sense of responsibility in the students regarding climate change and its impacts, promoting gender equality and emphasizing the importance of quality education. This knowledge will enable them to understand the challenges facing our society but also equip them with the skills to become advocates for positive change.

During a two day period, the ADE team took turns at the Beryla and Nescas colleges with real life examples, engaging, answering questions and spurring up the need to act-through this outreach.



IDG Film Screening

In order to commemorate the International day of the Girl Child, ADE in partnership with Save Haven Foundation organised a film screening on Friday 11th October to raise awareness about the global challenges girls face and the importance of gender equality and to empower participants with knowledge and resources to advocate for girls' rights in their communities. **The Colour Purple (1985 version)** was screened because of the message it carries which is one of highlighting issues affecting girls worldwide, such as education, health, gender-based violence, and economic inequality. The movie equally highlights harmful practices that some girls worldwide still face such as Child Marriage, Female Genital Mutilation, and Intimate Partner violence.

Over a 1h30 minutes period, the movie was streamed and room was given for participants to share their thoughts and experiences. Given that Mr. Emmanuel, leader of WADE and a film producer explained some technicalities about the movie, discussions then were focused on the societal realities in the movie.

Manuella Tamo gave some perspectives while linking it to Cameroonian society of today. These perspectives encouraged Cameroonians to “take off the weed in their houses” which stands for making sure that violence and all the social ills perpetrated in the movie are not found at the base of the society which is the family as she cited the example the incident where Celie’s dad rapes her and violates her rights. She equally highlighted the aspect wherein the girl child needs to be educated while using the example of Celie’s sister Nettie that was educated and could not take violence or accept maltreatment from a man.

In all, participants left the film screening with some recommendations to implement in their homes and communities. These recommendations were for parents to teach children to learn to denounce things that are not normal, women to be more confident like shug, women should promote women and stand for each other.



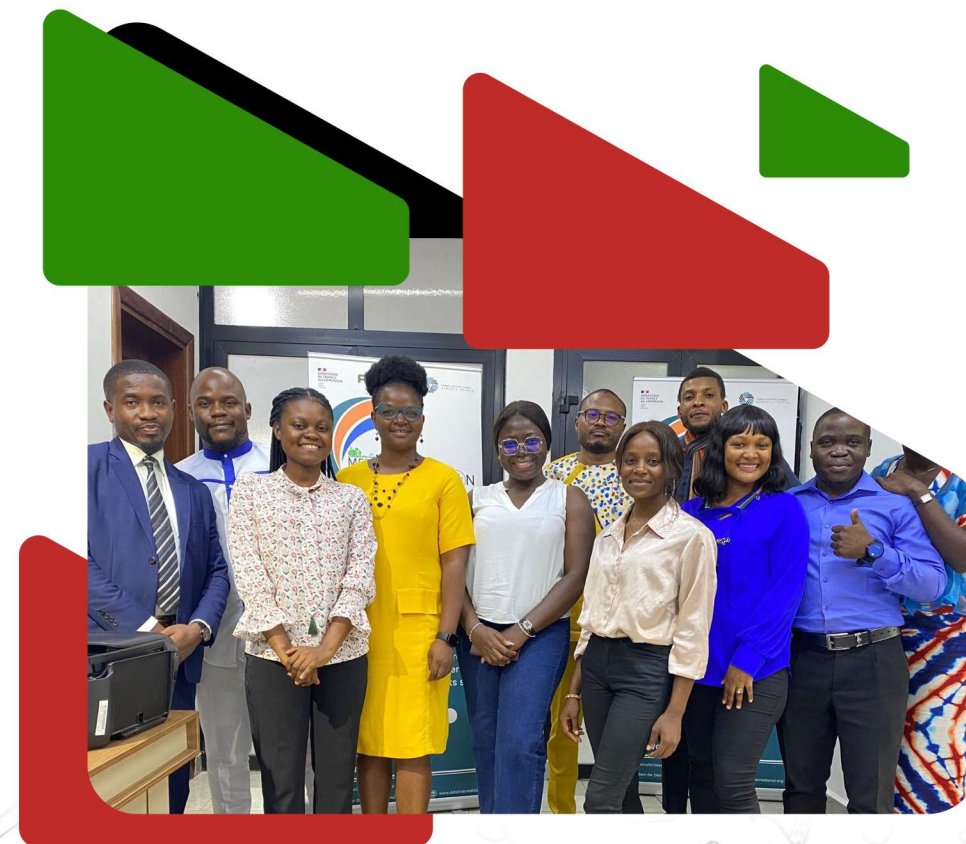


The Media for Climate Action Project

Awarded to Actions for Development and Empowerment in November 2023, the Media for Climate Action project commenced in January 2024. The project under a grant from FSPI (Solidarity Fund for Innovative Projects) Ecological Transition, co-constructed between the French Embassy and the NSAF Council aimed at strengthening the capacities of journalists, bloggers and influencers to address environmental topics related to climate change and its impact on people's health.

On Friday 12th January 2024, ADE organised a press conference to present a comprehensive conceptual analysis and project deliverables to participants, to bring together 20 participants made up of the media and project partners to propagate the message on the urgent need for climate action and to officially launch a call for 5 journalists, 4 bloggers and 1 influencer to be trained on social and environmental resilience.

The press conference iterated the need for this project by highlighting the recent climatic challenges faced by Cameroon such as the changes in seasons which have significant impacts on economic sectors, natural resources, ecosystems, incomes and health. Talking at the press conference, ADE's executive director Ndi Nancy Saiboh mentioned that the project had four principal phases made up of the press conference, call for applications, training and follow up of approved articles to be aired over a period of 8 months. She added that shortlisted participants will undergo a 3-day intensive training



in view of an Increased number of stories published and broadcasted on environmental topics related to climate change and its impact on people's health.

In the presence of the media men, ADE launched the call for journalists, bloggers and influencers. The criteria for application was then presented by ADE's Communication Officer; Nkweti Sidoan. In conclusion, Ms. Nancy Saiboh indulged the media to the fact that the project is one of advocacy through research on the governance and public policies in the fight against climate change in Cameroon.

On the 12th to 14th March 2024, ADE organised the training for journalists, bloggers and influencers for the project **Media for Climate Action**. It brought together a total of 10 participants from the media who were preselected to be beneficiaries of the project and 2 trainers in line with its mission of media advocacy on climate related issues and its impact on the health of the population.

During the three-day workshop, participants acquired knowledge on climate change, its impacts, and adaptation strategies. Day one of the training brought to light understanding around human actions on the environment, safe drinking water, climate change and health. For day two, participants were indulged by the trainers Dr. Herve Ndalle and Mr. Eugene Nforngwa on issues such as strengthening community resilience and sustainable agrifood systems for better nutrition. On the last day, participants completed the three-day long training with the basics of environmental assessment of policies and project, healthcare in an era of climate change and finance and global levers of sustainable health for all. At the end of the training, ADE's chief executive Ndi Nancy Saiboh reminded the journalists that the post training follow up will be the articles they were going to produce under guidance of the trainers.

She stressed on the fact that their stories had to be compelling and reflect the realities of Cameroonians. Some participants had this to say after the training:

This training was very edifying, it helped me learn a lot about climate reporting which is very complex, so I am taking home a lot in order to go impact my work that i do on a daily basis but I would have wished that the training had lasted a little longer ~
Emmanuella Wvemyuy, Journalist CRTV

J'ai beaucoup apprecie cette formation qui a renforcer mes capacites pour la lutte contre les changements climatiques ~
Frank Parfait, Tendance Actu Blogger

This training was so enriching for me because I'm leaving this place with more Knowledge on climate change and more understanding of key terms concerning climate and equally the environment. I want to recommend that in subsequent editions, the days be prolonged... It has been such an impactful moment and I know I can through communication better write my stories on climate change. ~
Joyce Cliff Tatah, Journalist CRTV

Je suis ravi d'avoir participé à ces trois jours de formation sur l'impact du changement climatique sur la santé des populations parce que au terme de cette formation je suis davantage éclairée sur les conséquences que peuvent avoir nos actions sur la santé des populations. De ce fait, je saurai mieux sensibiliser les patients que j'aurai pour la consultation ~
Andrea Tcheunkam, Medecin Generaliste, Blogueuse YOHEDA

In all, ADE accompanied the journalists and bloggers over an 8 month period that brought to light 10 articles aired on various media platforms with an overall reach of over 52000 persons who have read these articles.



V. PEACE AND SECURITY

ADE contributes to peace and security in Cameroon by building the capacity of youth leaders and community mobilizers to be better equipped to challenge extremism and promote social harmony. Through education, advocacy, and community involvement with initiatives such as the National Youth Forum for peace while contributing to peace talks in the Civil Society Space on TV, Radio and workshops on peacebuilding and security mechanisms in Cameroon. ADE was part of some peacebuilding initiatives such as understanding the common ground approach in peacebuilding organised by Local Youth Corner and partners, consultation meeting on peace initiatives in Cameroon by the Dallaire institute for children, peace and security amongst others.



Mid-Year Retreat

In order to reflect on the successes and challenges of the first half of 2024 while looking at lessons learnt and prospects for the second half of the year, ADE organised a mid-year retreat picnic. In addition, the picnic served as a medium to foster team spirit and provide an opportunity for the team members and interns to relax and socialize outside of the office environment. This picnic was held at the reunification monument, which is spacious and scenic in nature.

In the course of the picnic, the team enumerated and celebrated the milestones responsible for fostering ADE's mission of empowering communities. On the other hand, some challenges were highlighted and the team took an engagement to improve work output.

We ended the retreat on a much lighter note by popping champagne in celebration of the successes and those yet to come while having refreshments and playing fun games intended to strengthen team spirit and understanding.

Challenges and **Lessons Learnt**

In 2024, Actions for Development and Empowerment (ADE) faced several challenges, including limited access to resources, failed partnerships, limited staff, unmet expectations and the difficulty of scaling its initiatives in underfunded communities.

However, these obstacles also provided valuable lessons, such as the importance of early planning, outsourcing to consultants, and adopting flexible strategies to navigate changing circumstances. ADE learned the significance of adaptive leadership and continuous community engagement, emphasizing the need to tailor solutions that respond to the unique needs of each community, ensuring sustainability and long-term impact.

Failed partnerships greatly affected ADE's vision and operationalisation during the year. When partnerships fall through, it disrupts the flow of resources, knowledge, and support essential for implementing development programs. ADE experienced a failed collaboration for the one pad, one smile activity which was eventually not carried out during the year

As a result, we learnt to put in place multiple plans ahead of any disappointment or failure.

The multiple projects ADE carried out during the year 2024 saw a need for more staff to handle the tasks at hand given that being understaffed could affect the efficiency and effectiveness of these initiatives.

As a result, some aspects of the projects could not be handled by staff, which led to outsourcing and seeking consultants.

Unmet expectations, combined with limited resources, posed a significant challenge for Actions for Development and Empowerment (ADE) as it worked to achieve its objectives. ADE's goals of expanding its impact and empowering vulnerable communities required not only strong local partnerships but also adequate funding and resources to scale its programs. However, in the midst of these unmet expectations from donors, government agencies, local partners or beneficiaries, it created a gap between the desired outcome and what was realistically achievable.

In all, ADE learnt the importance of unwinding by careful evaluation of what was working and what wasn't, allowing for a recalibration of its approach while seeking alternative routes when faced with insurmountable challenges. ADE encountered situations where initial strategies or partnerships failed to deliver the expected outcomes, revealing the necessity of being flexible and adaptable in the face of adversity. Rather than remaining fixed on a single path, ADE recognized the value of reassessing its goals and methods, identifying when to pivot or scale back efforts to avoid overstressing limited resources.

Promoting Good Governance & Democracy

2024 Highlights

ADE contributed to boosting health security initiatives by developing the Cameroon Accountability Scorecard for Health Security. We also engaged with relevant health stakeholders to advocate for the mobilization of more resources for health, valorise local vaccine production and consequently a strengthened health system.

ADE Actions For Development And Empowerment

@action4dev | ActionsforDevell | Actions for Development and Empowerment | www.adeinternational.org

Promoting Good Governance & Democracy

2024 Highlights

ADE inspired change by utilizing the FTM Model to deliver targeted advocacy strategies to civil society organizations (CSOs), journalists, and legal professionals in the Center Region, equipping them with the tools to effectively track funds meant for rural communities. We also promoted for rural communities through digital citizen engagement, including Know Your Budget and Know Your Government.

ADE Actions For Development And Empowerment

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Promoting Good Governance & Democracy

2024 Highlights

To promote civic engagement and political participation, ADE successfully trained 100 youth leaders, women, and persons with disabilities (PWDs) in the Center and Adamawa regions in Cameroon through electoral processes in Cameroon through the #MyVoteMyVoice initiative. Additionally, we conducted comprehensive sensitization campaigns to encourage voter registration, utilizing a variety of effective strategies to maximize outreach and impact.

ADE Actions For Development And Empowerment

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Celebrated Team Impact

2024 Highlights

Through birthdays and awards in recognition of hard work, we made sure our team felt loved and appreciated for their services at ADE.

ADE Actions For Development And Empowerment

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SDGs Education

2024 Highlights

With a few years to go, ADE carried out school tours in Yaounde and educated 479 secondary school children on the Sustainable Development Goals, their importance to society and the need to accelerate progress.

ADE Actions For Development And Empowerment

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International Events and Travels

2024 Highlights

Attended the UK- Francophone, West and Central Africa Trade Investment Forum in London.

ADE Actions For Development And Empowerment

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International Events and Travels

2024 Highlights

Converged at the 4th African Conference on Debt and Development (AfCoDD IV), in Maputo, Mozambique, under the theme "Africa's Debt Crisis: Pan-African Feminist Perspectives and Alternatives."

ADE Actions For Development And Empowerment

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Lives Impacted

2024 Highlights

Looking back, we could see immense growth as we were able to impact over **105,516 persons** through our various activities and social presence.

ADE Actions For Development And Empowerment

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International Events and Travels

2024 Highlights

Attended the Technical Peer Review Retreat on Strengthening Accountability of Health Security Finances for Nigeria, Cameroon, and Senegal organised by the Africa Health Budget Network (AHBN) in Abuja, Nigeria.

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Highlights 2024

OUR PARTNERS



Follow
The Money



YOUTHS FOR A BETTER CAMEROON





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