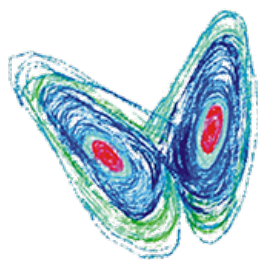




2020 ANNUAL REPORT



I M A G O
GLOBAL GRASSROOTS

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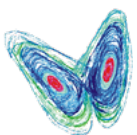
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OUR STORY

In entomology, IMAGO is the final and fully-developed adult stage of an insect. In the international development sector, IMAGO became the answer to facilitating growth and scaling among grassroots organizations in communities at the bottom of the pyramid, helping these organizations blossom into their full potential.

Our founders realized that in order to transform their lives, these communities needed to become architects of their own destiny. We thus become the catalyst for global grassroots organizations to scale up to their unique potential, serving as “the missing middle” between macro-level projects and the poorest of the poor, a role that is essential to development.

We help organizations with proven solutions that are ready to go to the next level design a path to scale while remaining true to their core values and identity by collaborating and working through both markets and government to address the critical questions for scaling up. IMAGO works in an interdisciplinary way bringing together economic development and public policy, along with organizational development, psychology, and design thinking. As an organization, we have extensive experience in guiding leadership teams to tackle adaptive challenges throughout the world.

16

new projects

5

new employees

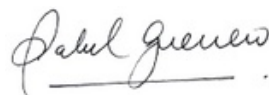
A Letter from our Executive Director

2020 was a year of challenges around the world, needing to be documented, but aching to be forgotten. It was a [year of loss but also a year of transformation](#), like the stage when the caterpillar is inside a cocoon, feeling the world is going to end only to find its wings and learn to fly. Amid a global pandemic, economic shocks, social unrest, and a climate crisis, IMAGO was able to [look outwards](#), quickly pivoting to help our clients continue to solve complex development challenges while adapting to these multiple shocks. In the midst of this tumultuous year, we also adapted within our own organization to better serve our clients and partners. We developed new content tailored towards helping our partners reflect and respond to COVID-19 quickly, effectively, and sustainably.

For IMAGO, the pandemic has been both [a disrupter and an accelerator](#). Our team has been working remotely from all over the world helping grassroots organizations and social entrepreneurs respond to the prolonged shocks- health, economic, and social- through virtual workshops and online coaching, and by connecting different partners and generating knowledge through research projects.

The many newfound partnerships propelled us to think deeply about how we can help [incite change, foster innovation, and generate new insights](#) in areas such as organizational resilience, effectiveness, leadership, and program implementation. Motivated by the BLM movement in the US and by women leaders' inspired reactions to the COVID-19 crisis, we also cultivated programs on [racial equity and inclusion and feminine leadership](#). Additionally, we had the opportunity to branch out geographically and expand our work in Africa and establish a [full-time office in India](#).

As we reflect on the past year, I am reminded of a conversation with our board of directors who, pre-COVID, asked how IMAGO would scale itself, especially in regards to the senior leadership. After the breakdowns, breakthroughs, and innovations of this year, we can proudly say that we have done just that by diversifying content to allow for the changing world, increasing our own capacity with new team members to allow for more dynamic use of our senior leaderships' time, and more efficiently participating in online webinars, workshops, and panel discussions to engage with the international development community. Holding all of the complexities of the past year, IMAGO is treasuring what was learned in 2020 with hope for the year to come.



Isabel Guerrero



ABOUT US

WHO WE ARE

Imago is the last stage of metamorphosis, when an insect finds its wings or a caterpillar becomes a butterfly, the decisive moment of growth to reach maturity. We work with organizations to accelerate the process of finding their wings and attaining inborn potential.

MISSION

A world in which the innovations and solutions developed at the grassroots can reach global scale

VISION

Changing development thinking and practices around poverty alleviation



Our Impact

With your support, IMAGO is able to continue to power up the growth of grassroots organizations fighting to help the poorest communities worldwide.

2020 HIGHLIGHTS



13 COUNTRIES



19 CLIENTS



5 NEW TEAM MEMBERS



803 CO-CREATORS



4 NEW PARTNERS



75+ DONATIONS RECEIVED



OVER **\$200,000** RAISED



COVID RESPONSE

During the early days of the pandemic, our team shifted to working remotely to continue serving our clients' scaling up processes through virtual workshops and coaching, as well as research projects run by our summer fellows, aimed to support our clients further.

Throughout the crisis, we aimed to maintain consistency despite uncertainties about the future, for the well-being of our partners. We continued to provide support to our clients as we enhance their strengths, build their capacity, and scale their impact in a way that aided them through the pandemic as we all adjusted to the new normal.

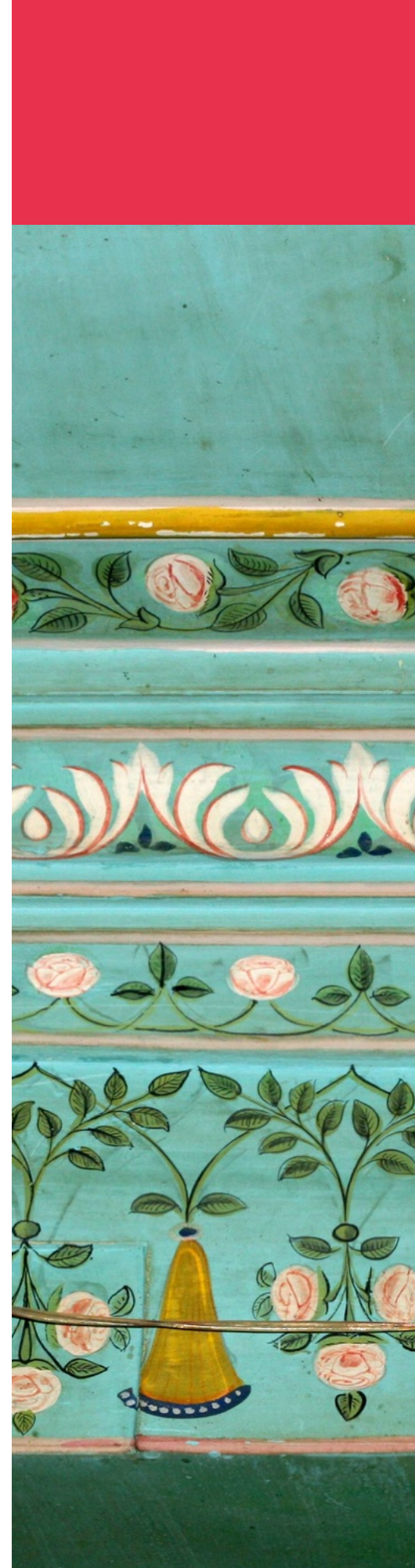
To further help our partners in dealing with the pandemic, we created two new sessions to support them in handling the crises.

First, we developed a Sensemaking Session to help organizations take stock of the situation, understand how it affected everyone at different levels, and look into the future to respond in the short and medium-term. We held 10 of these sessions with over 15 partners. Next, we held a Resilience Session where organizations had a safe space to reflect on the strengths that we discovered at a personal and organizational level and to talk about stress management and self-care. We held 5 of these sessions with 3 partners.

COVID-19 has shown the weaknesses of a system that is deeply unequal and predatory on the planet. It has also shown the strengths of organizations we work with that are poised to change the system. The values and their spirits have shown up through these challenging times with a clear focus on the children and their families first and on the well-being of their staff.



Johanan Rivera, C.O.O.





Our Work 2020

Though IMAGO has grown considerably in the past six years, now serving 19 clients, we have remained committed to a mission that acknowledges and cultivates the power of local actors. The IMAGO team remains steadfast in their belief that the best people to solve a problem are those personally affected by it.

Our work in 2020 would not have been possible without the generosity and dedication of our donors. All funds raised go directly towards IMAGO's core funding, allowing us to be accessible to a wider variety of clients at the bottom of the pyramid.

The funds raised in 2019 [allowed us to waive costs for our clients during the COVID-19 crisis](#) in order to focus on our continued contribution to shifting international development practice. This stability allowed us to stay focused on our mission and to be available for our clients with full staff engagement.

MEDHA UNIYAL - PRATHAM

"The IMAGO workshops were an oasis of connectedness and peaceful reflection at a time of so many anxieties, so we all look back at them very fondly. As I was thinking about the year that was, I thought of writing to you thanking you for the insight and warmth you shared on each call."





With our growth and increased capacity in 2020, we were able to expand our offerings to organizations that play a larger, more expansive role in the international development space, such as Lever for Change and the Bold Solutions Network, UN Women, and the World Bank. These organizations have an impact indirectly at the grassroots level, which allowed us to see the potential of both working with grassroots directly, and working in parallel with these larger actors, to help bring forward the importance of grassroots organizations and solving developmental challenges. We have been helping them think about how they can support grassroots organizations in a different way. We expect that engaging these bigger stakeholders in these types of projects will be the long-term key to changing developmental thinking and the way big actors engage with grassroots organizations.

Engaging with new stakeholders in the social enterprise ecosystem

SCALING UP THROUGH GOVERNMENT: THE STORY OF RUDI

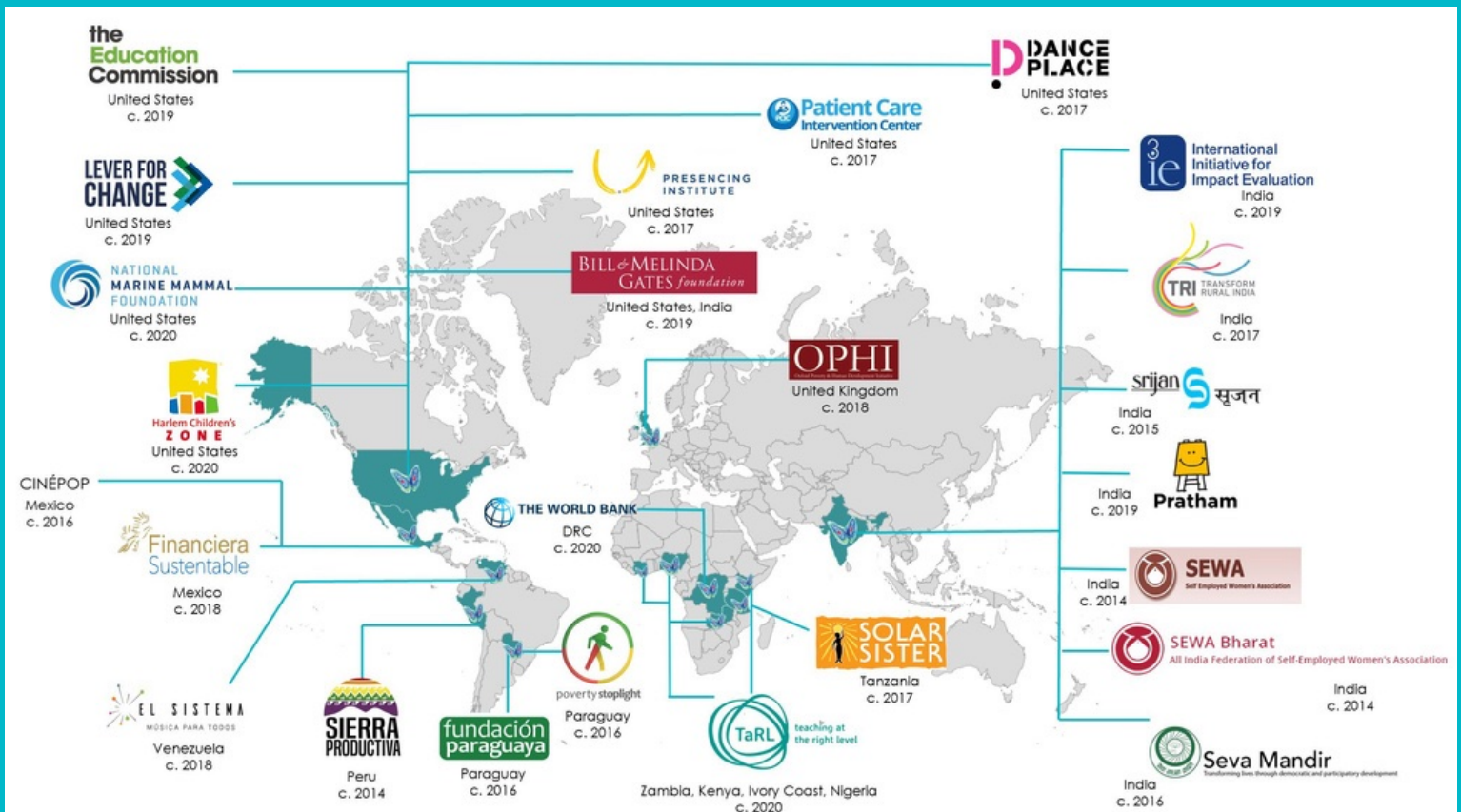
Since its inception, IMAGO Global Grassroots has been working in close collaboration with SEWA Gujarat. Over the years IMAGO assisted SEWA Gujarat with its agro-processing social enterprise RUDI which is now a successful financially sustainable enterprise.

In 2020 IMAGO began a joint intervention and evaluation project funded by 3ie to support the scaling up of RUDI, an innovative agro-processing social enterprise of SEWA, through Self Help Groups (SHGs) under the National Rural Livelihood Mission (NRLM) in India. The overall goal of this project is to take the experience of RUDI in Gujarat to two new states, adapting this successful business model to scale through a government system.

Through this project, we hope to examine the implementation of the intervention and probe on enablers and barriers to replicate the RUDI model in the new context. In addition, we wish to assess the effect of the intervention on women's economic outcomes as well as their empowerment. We are currently in the stage of shortlisting the states we can work with.



OUR CLIENTS



We work around the world with existing organizations to enhance their strengths, build their capacity, and scale their impact in a way that respects their unique context, attributes, and evolution. Over the years, we have worked with organizations in Africa, South Asia, Latin America, and the U.S. We support their growth process every step of the way, designing a path for how to scale their services and impact while remaining true to their core values.



THE STORY OF TRI

One of the beneficiaries of IMAGO's 2020 pro-bono work, [Transform Rural India \(TRI\)](#), developed a multi-faceted COVID-19 response that supported local health systems and economies across rural India. In Madhya Pradesh alone, TRI distributed thousands of PPE kits, masks, and food rations to those in need. Additionally, TRI developed an economic restoration plan that provided 1500+ farmers with forward linkages. Adapting organizational priorities is no small feat, but IMAGO and TRI have proudly worked around the clock to meet the needs of those most affected by the pandemic and have continued to do so through the next year.



IMAGO in 2020



IMAGO IN A VIRTUAL WORLD

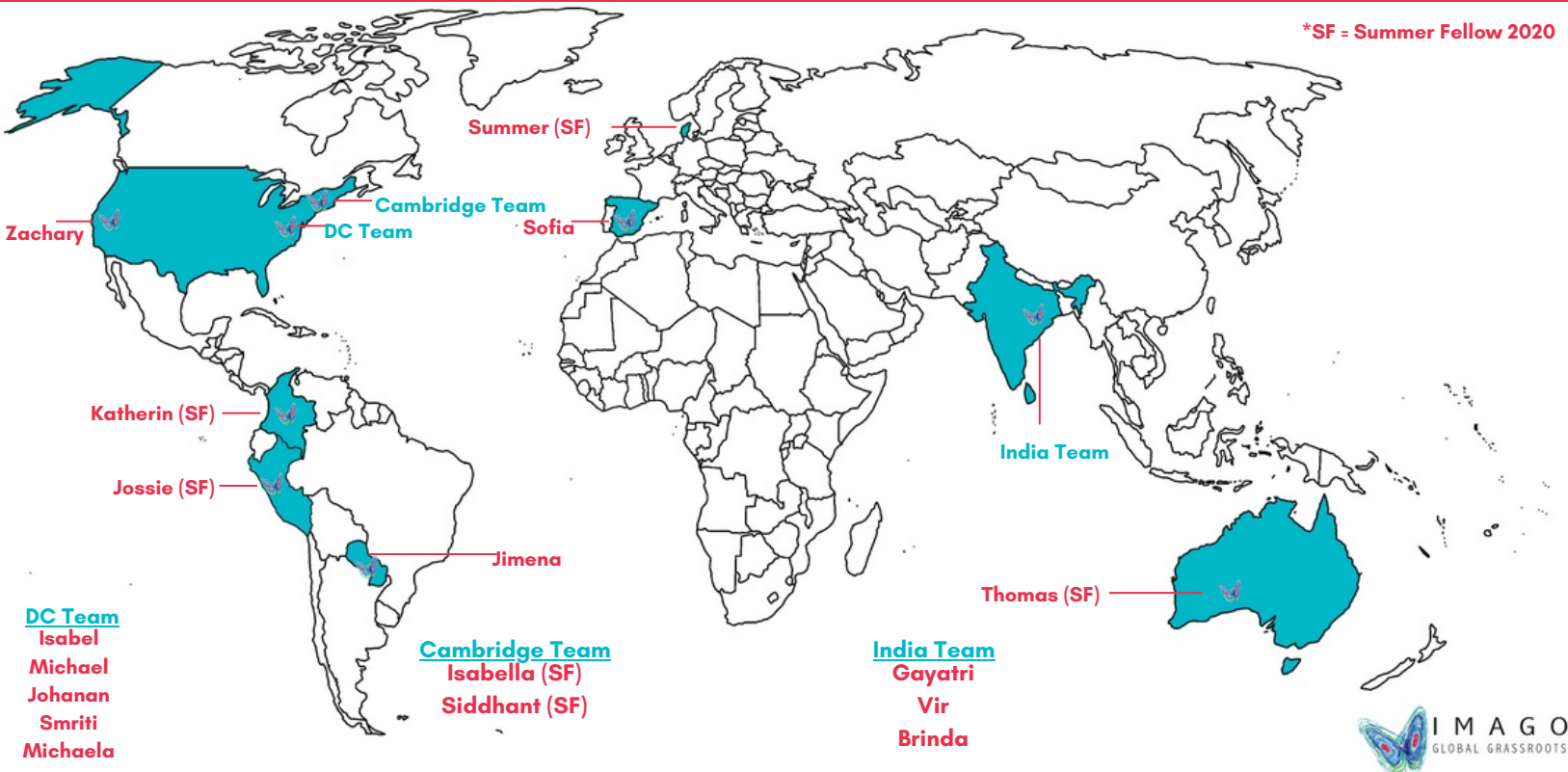


The COVID-19 pandemic and associated lockdown orders forced IMAGO, like the rest of the world, to quickly adapt to working virtual. IMAGO has traditionally worked in a fully in-person model, traveling around the world to focus completely on one client at a time before moving on to the next. To adjust this model to fully virtual took a steep learning curve. In order to adapt quickly and refocus on our clients, we created the capacity to use a variety of virtual tools that allow the facilitation of difficult but meaningful conversations within organizations and learning communities.



Moving coaching sessions and workshops into virtual format allowed us to be a lot more effective by **diminishing travel and timing so that we could work simultaneously with multiple clients**. Furthermore, with the pandemic causing so much distress and disruption, we **diversified our content** to help clients to include **sensemaking and organizational resilience**. Additionally, we expanded our team with **more program managers**, so we have been able to use senior leadership time more effectively. Since March 2020, we started work with 7 new clients in a fully virtual setting: Lever for Change & the Bold Solutions Network; the Gates Foundation, Harlem Children's Zone, Teaching at the Right Level in Africa, the SEWA Bharat enterprise support system in India, UN Women and training of government officials in the DRC, and have joined organizations such as the World Bank and the Scaling Up Community of Practice for webinars, panels, and workshops.

WHERE WE ARE



The location of our team throughout 2020

The COVID-19 pandemic forced us to learn to work virtually, allowing us to work together from all over the world. As a result, we were able to work simultaneously with multiple organizations to help organizations find their way through the crises of 2020.

NEW TOPICS





SYSTEMS CHANGE

Systems change is about addressing the root causes of social problems, which are often intractable and embedded in networks of cause and effect. It is an intentional process designed to fundamentally alter the components and structures that cause the system to behave in a certain way. We are working on new knowledge products in this area.



RACIAL EQUITY AND INCLUSION

The IMAGO community found that with the injustice and discrimination spreading throughout the US amid the uncertainty and destitution of the COVID-19 pandemic, comes an opportunity for the transformation of the corrupt system into a flourishing society rooted in equality, rather than racism and anger. Our COO, Johanan, discussed our recent work in this area in a blog post, [here](#).



FEMININE LEADERSHIP

We began to explore traits of Feminine Leadership, learning how they can be used as a tool for transformation within organizations paralleled with the importance of balancing masculine and feminine leadership in building the new world we want to see. Take a look at a [webinar](#) hosted for [Bold Solutions Network](#), interviews with female leaders from [SEWA](#) and [UN Women](#), and collected [blogs](#) on women's experiences.



ORGANIZATIONAL RESILIENCE

During the beginning of the pandemic, we partnered with [Lever for Change](#) to deliver a series of webinars and coaching sessions titled Building Organizational Resilience in Challenging Times with a group of members of the Bold Solutions Network. Our aim has been to help alleviate some of the stress that comes with adapting to these changes and allow people a space to share ideas and stories.



LEVER FOR CHANGE

Lever for Change launched the Bold Solutions Network as a vital component of its mission to accelerate social change and help philanthropists overcome the challenges that often prevent them from achieving their philanthropic ambitions. Through the Bold Solutions Network, Lever for Change is building a pipeline of organizations ready to accelerate social change and matching those organizations with philanthropists. For participating organizations, the Bold Solutions Network offers ongoing learning and networking opportunities to strengthen the impact of their work, raise their visibility and increase their potential to secure additional funding.

As an Impact Partner of Lever for Change, IMAGO is offering a series of webinars focused on building resilience in the time of COVID-19 followed by two one-hour follow-up coaching session with a senior member of the IMAGO team. The sessions focus on building an understanding of resilience at different levels, sharing lessons, potential adaptations and practical tools for organizations to start building collective leadership, strengthening resilience and enhancing organizational self-care.

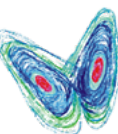




**Find your
voice**

**Spread
your wings**

**Reimagine the
future**



OUR CLIENTS, 2020



Active clients throughout 2020

In 2020, IMAGO worked with 19 organizations in 13 countries. We work with organizations in South Asia, Latin America, the United States, and Africa that together reach more than 11 million people. Our clients have innovated solutions with and for the poor and are ready to expand their services. We partner with them to design a path for how to scale their services and impact while remaining true to their core values. We support their growth process every step of the way.

OUR PARTNERS, 2020



Active partners throughout 2020

8

organizations

4

countries

Client COVID Responses

Thanks to Individual Donors we were able to do pro-bono work with frontline organizations, diversifying our support by offering two types of sessions: Resilience and Sensemaking. The following clients had outstanding, effective, and timely reactions to the COVID-19 pandemic and associated lockdown, so we wanted to highlight them.



 **Texas, USA**

[PCIC](#) applied its team's diverse skillsets to aiding COVID relief efforts. At the outset, they set out an emergency plan with a temporary salary reduction implemented self-care practices among the staff and encouraged solidarity among their team to combat loneliness and individual struggles. They came together through the intervention team's work on the ground helping vulnerable patients attain critical resources and the technology team's use of cross-sector data to track and coordinate resources to work towards a unified health system and support those in need.

[SEWA Bharat](#)'s immediate response was the distribution of food and health kits to 21,582 households. They used digital tools for health training on COVID-19, gender-based violence, and psychosocial care, and reached more than 300,000 members in 11 states of India. SEWA supported cooperatives to restructure their businesses, access markets, and access financial resources that would enable them to adapt to the uncertainty induced by the pandemic. They also linked enterprises to working capital, negotiated with employers for full payment during the lockdown, and provided training on the use of digital tools and technology. Finally, they focused on policy influence on pandemic management for informal workers and helped their members generate income through mask production. Additionally, RUDI sales increased.



 **New Delhi, India**

Client COVID Responses



povertystoplight



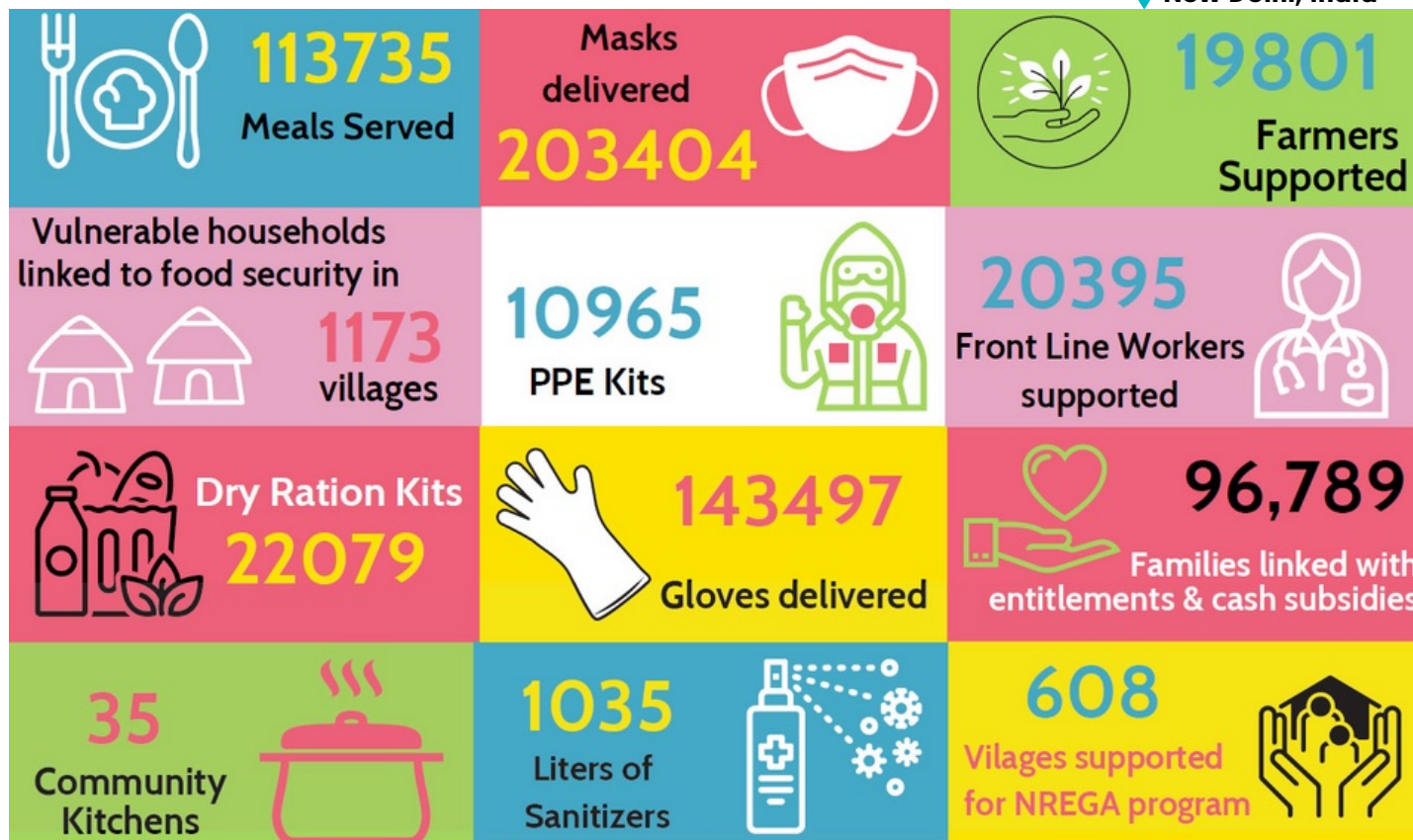
The Stoplight is a tool that seeks to activate the potential of families and communities to lift themselves out of poverty. Using a technology platform, it offers a self-assessment survey and intervention model that enables people to develop practical solutions to overcome their specific needs. When the pandemic hit, [Poverty Stoplight](#) offered credit flexibility and reached out to support community kitchens through the tool. They also created an assessment with stoplight indicators in response to COVID.

Mexico City, Mexico

[TRI](#) sprang into action to support the local populations in the area. They strove to connect farmers with markets, gather support for migrants, and collect an emergency food supply for distribution. In addition, they collect protective equipment for front-line workers, and educate people on healthcare best practices regarding COVID and provide smartphone training to assist with lockdown protocols.



New Delhi, India



Client COVID Responses

The lockdown in the wake of the COVID-19 pandemic led to school closure across India. While children are not physically attending school, many state government education departments were proactive in developing technology solutions to engage children and teachers through online platforms. The number of children, youth, and adults not attending schools or educational institutions because of COVID-19 spiked globally. In India alone, an estimated 300 million learners across all age groups are out of school right now.



In response, [Pratham](#) strove to keep people safe and informed by connecting with children and communities in a new way. They also partnered with local governments to support learning and to help make resources more widely available. Overall, they addressed the crisis through targeted initiatives to ensure all were taken care of.

COVID 19 has shown the weaknesses of a system that is deeply unequal and predatory on the planet. It has also shown the strengths of organizations like Pratham that are poised to change the system. The values and the spirit of Pratham have shown up through these challenging times with a clear focus on the children and their families first and on the well-being of their staff. It has been inspiring to hear how the trust, the selflessness, and the honesty that are so much part of Pratham's identity have shone through with a common language in all these conversations.



Pratham's leadership has been collective in that everybody has stepped up to overcome the challenges brought about by the lockdown: from the Board, the founders, and the CEO, all the way to the parents and the communities.

Pratham is also known for its innovation and capacity to turn complex challenges into simple solutions. The digital platforms that were developed within Pratham are now being used by other partners and will show the way to the new normal. Remote and face-to-face training will now be mixed and matched. These innovations coupled with the team's strengths, agility, and flexibility are already helping Pratham find ways to reduce costs, reach children through videos, train teachers, prepare for a new way of doing vocational training and help through immediate relief operations in Mumbai. The shock of COVID 19 has brought unimaginable pain and loss. It has also shown the light of humanity... which we saw clearly with Pratham!

WHO IS IMAGO

"[IMAGO] challenges the way we do things currently, giving us a framework for evaluating and potentially changing our organization."

MEET OUR TEAM

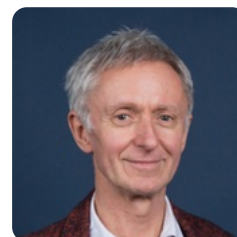
Our Team



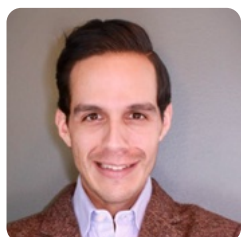
Isabel Guerrero
Co-Founder &
Executive Director



Zachary Green
Co-Founder &
Director of Leadership and Training



Michael Walton
Director of Economic
Development, Leadership, and
Strategy



Johanan Rivera
Chief Operating Officer



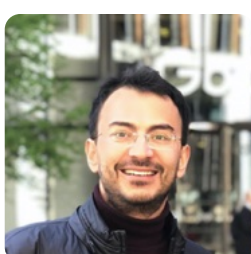
Jimena Vallejos
Southern Cone Manager



Gayatri Rao
India Program Lead



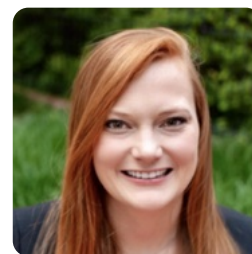
Smriti Iyer
Program Manager



Vishav Vir Singh Ahlawat
Program Manager



Brinda Sapra
Senior Associate



Michaela Fox
Communications

NEW TEAM MEMBERS



SMRITI IYER
PROGRAM MANAGER
DC OFFICE



MICHAELA FOX
COMMUNICATIONS
DC OFFICE



GAYATRI RAO
INDIA OFFICE LEAD
INDIA OFFICE



VISHAV VIR SINGH AHLAWAT
PROGRAM MANAGER
INDIA OFFICE



BRINDA SAPRA
SENIOR ASSOCIATE
INDIA OFFICE

India Office

Our co-founders have had a deep connection with India, and since 2014, IMAGO has worked extensively in India with organizations such as SEWA, TRI, and SRIJAN who are committed to the economic and social empowerment of women. The India Office aims to build on this work and position IMAGO at the forefront of innovations in scaling-up, systems thinking, and community-based innovation in the region. The team has grown to 3 members in the last year and is in the process of setting up a wholly-owned subsidiary of IMAGO Global Grassroots in India. The team in India brings a diverse set of experiences from the private and public sectors from areas such as livelihoods, collective enterprises, and impact evaluation.



The priority areas for IMAGO in India over the next 2-3 years are to:

- Develop strong long-term relations and partnerships with governments, private sector, and funders in the region to replicate IMAGO's successful models.
- Develop a deep understanding of the region and develop models to help grassroots organizations achieve scale and sustainability.
- Contribute to the policy environment and generate best practices for international development.
- Increase access to high-quality management support services to under-served organizations in India and surrounding regions.

India Team

*Click their names to watch their team member spotlight videos and find out more about their work!



GAYATRI RAO
INDIA OFFICE LEAD

Gayatri has more than 11 years of experience working with private sector, civil society, UNDP and Government of India. She has worked with the National Rural Livelihoods Mission on women empowerment and poverty alleviation, as the Mission Manager for value chain development and organic farming across all States in India. Her work included development and financing of farmer producer companies and women-led enterprises, development of partnerships among technical support organization, multi-lateral agencies, civil society, other Ministries and individual. She has also worked on citizen engagement campaigns in Bihar and Punjab; and in corporate strategy in the power and banking infrastructure sectors.



VISHAV VIR SINGH
AHLAWAT
PROGRAM MANAGER

Vishav Vir is an engineer turned development economist. He has 6 years of experience as an Executive Engineer in one of India's leading Public Sector Undertakings, and 2 years at the grassroots level for farmers' rights and advocacy. He is passionate about alleviating global poverty and determined to make an impact at the intersection of development economics, data-driven public policy, and evidence-based impactful development projects. He has experience in capacity building, project management, stakeholder engagement, policy research, and analysis. As a strong proponent of sustainable development, he has helped poultry farmers in his area in setting up a system of renewable energy using farm waste and make their setup self-sustainable.



BRINDA SAPRA
SENIOR ASSOCIATE

As an ardent advocate of ICT4D, Brinda is keen on using experimental methods, data and technology for measuring impact of social programs.

Previously, Brinda designed cloud-based technology products at Vera Solutions, a Salesforce-backed social enterprise, for iNGOs and grant-makers to scale their social impact through data-driven decision-making. She has experience in managing field experiments led by development economists from MIT, Harvard, and LSE at J-PAL South Asia. She has worked across the education, livelihoods, financial services, and healthcare sectors.

Extended Team



Praful Patel
TaRL Africa



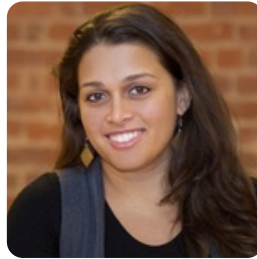
Mohini Malhotra
MOVE Project



Lynne Anderson
MOVE Project



Faizal Karmali
UN Women



Antoinette Klatzky
Lever for Change



Elena Serrano
Financiera Sustentable



Surili Sheth
3ie SHG Evaluation



Sandra Naranjo
Scaling through Government



Salman Zaheer
MOVE Project

Board of Directors



Patricia Armendáriz
Chairman of the Board
Financial Committee



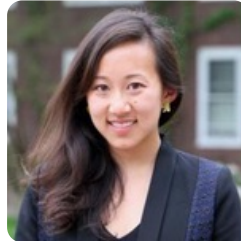
John Wilton
Financial Committee Lead



Shaida Baidee
Financial Committee



Praful Patel
Fundraising Lead



Kerry Yang



Isabel Guerrero



Michael Walton



Zachary Green



Alnoor Ebrahim



Kristyn Jones



Vince Jeong

Summer Fellows & Interns

Our Summer Fellowship Program engages talented, inquisitive, and entrepreneurial graduate-level students who are working towards a degree in a field related to international development or business administration. Fellows are placed for two- three months in the field with one of IMAGO's partner organizations and most of the organizations we currently work with are located in South Asia, Latin America, and the United States. This year, our fellows and interns worked virtually due to the COVID-19 pandemic.



Summer Siman Li
MPP | HKS • MBA | MIT
SEWA



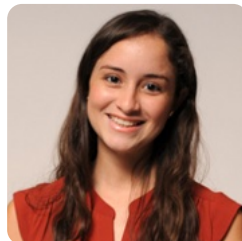
Katherin Martinez
MPA-DP | Columbia SIPA
Southern Cone



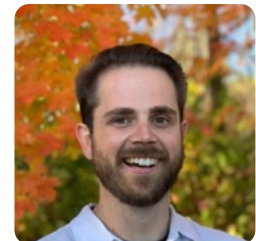
Isabella Maina
MPA-ID | HKS
SEWA



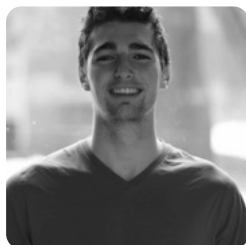
Siddhant Gokhale
MPA-ID | HKS
PCIC



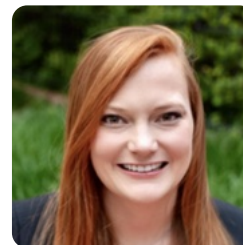
Jossie Fahsbender
MPA-ID | HKS
SEWA



Thomas Brown
MPA-ID | HKS
Research

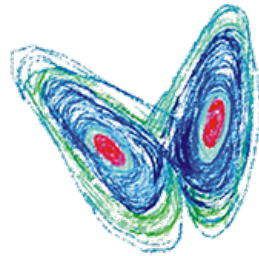


Bryce Kassalow
Grant Writing Intern



Michaela Fox
Marketing & Communications Intern

FINANCIAL REPORTS



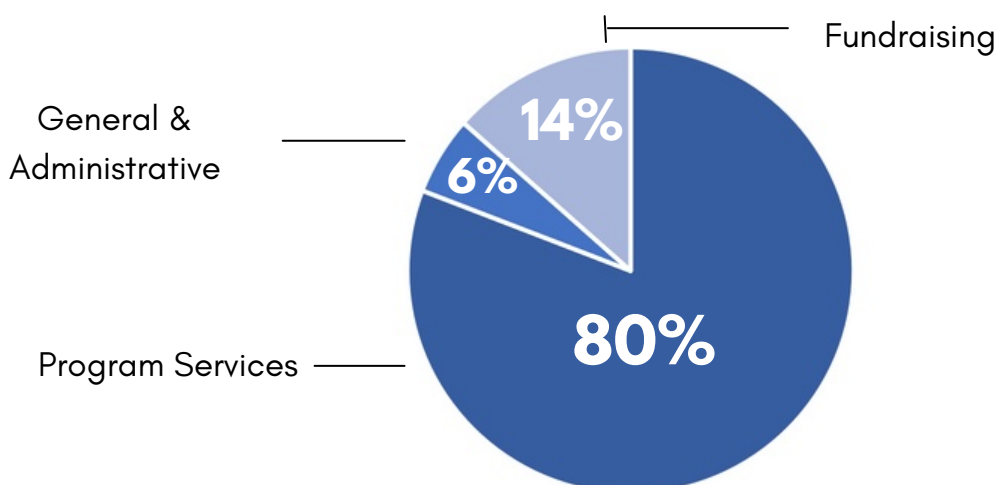
FINANCIAL STATEMENT

REVENUE & SUPPORT (2020)

Program Income	\$411,017
Contributions	\$234,696
Contributed Services	\$107,613
<hr/>	<hr/>
TOTAL REVENUE & SUPPORT (2020)	\$753,326
<hr/>	<hr/>

EXPENSES (2020)

Program Services	\$449,780
<i>Supporting services:</i>	
General and Administrative	\$31,601
Fundraising	\$74,970
<hr/>	<hr/>
TOTAL EXPENSES (2020)	\$556,351
<hr/>	<hr/>





ASSETS

CURRENT ASSETS (END OF 2020)

Cash and Cash Equivalents	\$838,422
Accounts and Grants Receivable	\$390,831
<hr/>	
TOTAL CURRENT ASSETS	\$1,229,253
<hr/>	

FIXED ASSETS (END OF 2020)

Computer & equipment	\$7,862
Website	\$3,250
Accumulated depreciation	-\$8,105
<hr/>	
NET FIXED ASSETS	\$3,007
<hr/>	
TOTAL ASSETS (END OF 2020)	\$1,232,260

THANK YOU FOR YOUR SUPPORT!

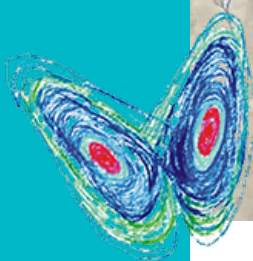
Over the past year, IMAGO has grown so much thanks to generous donations from you, our supporters. We have had the honor of successfully supported some of the brightest entrepreneurs of our generation, whose work has collectively had an impact on over 12 million lives across the globe, and look forward to continuing to reach more in the future.

2020 was a challenging year for everyone, especially those communities at the bottom of the pyramid. With your support, we were able to waive and defer costs to the organizations we work with and focus on continuing to shift international development practice.

Your support helps us build a world in which the innovations and solutions developed by the poor can reach global scale. We truly appreciate your continued support of IMAGO Global Grassroots.



We thank you for your continued support of our programs.



HOW DONATIONS SUPPORT US

\$30 pays for the materials of one participant for a workshop on how social enterprises and grassroots organizations can scale their impact

\$500 provides access to a one-day virtual workshop for a leader of a grassroots organization to share with peers from around the globe and learn how to balance self-care with responding promptly to the communities they serve.

250\$ helps individuals working on the frontlines of health for the homeless population in Houston, TX, take the time to reflect, reconnect and recharge

\$150 pays for the technology to train women leading grassroots organizations in India to incorporate practices that help unlock their potential for transformation, growth and impact.

\$250 pays for a virtual workshop that helps frontline social workers better advocate for and provide health care coordination for the disadvantaged and homeless population in Houston, TX.

\$150 partially contributes to training trainers in women-led grassroots organizations to incorporate practices that help unlock their potential for transformation, growth, and impact.

FUNDRAISING SUCCESSES

**We raised \$201,259.75
through the Community
Connections Campaign!**

The COVID-19 pandemic hit many grassroots organizations hard. Donations from this year's World Bank Community Connections Campaign allowed IMAGO to waive the costs to some of the most inspiring organizations we work with, like SEWA and Pratham in India, helping them build resilience, pivot, and continue to further their mission at scale.

We have been successful in raising funding for specific programs and IMAGO is happy to report we have scaled up substantially. The CCC remains the most precious resource that gives us the flexibility to help frontline organizations that face at least another year of critical funding gaps.



30%
increase from
2019!



Fundraising Successes

\$201,259.75

COMMUNITY CONNECTIONS CAMPAIGN

The World Bank Group aims to end extreme poverty and boost shared prosperity around the world through the Community Connections program via employee and corporate philanthropy, volunteerism, in-kind donations

\$3,759.08

DIRECT DONATIONS

IMAGO receives various donations through social media and our website donation areas.

\$205,019

TOTAL

The donations of 2020 have truly helped support us throughout the pandemic and beyond. Thank you to all who donated!

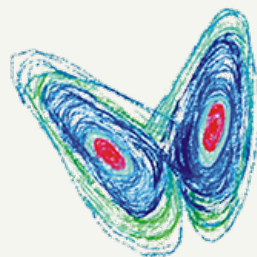
THANK YOU, SUPPORTERS

Simon Black
Thomas Saffell
Mariano Sosa
Mehul Jain
Malena Acuna
Norman Hicks
Akanksha Luthra
Richard Stern

Thyra Riley
Daniel Ritchie
Cecile Fruman
Michael Rathnam
Barbara Bruns
Praful Patel
Tamar Manuelyan Atinc
John Wilton

Lucas Menut
Cheng Qian
Andrew Ragatz
Sandra Saville
Patsy Newell
Gail Davenport
Kit Pepper
Sarah Einstein
Jerri Dell
Anand Seth
Myrna Alexander
Alexander Shakow
Reza Farivari
Jaime Biderman

Patricia Terra
Fernando Armendaris
Nils Tcheyan
Aloysius Ordu
Mohini Malhotra
Ritva Reinikka
Sujata Lamba
Vijayendra Rao
Daniel Kaufmann
Josh Brown
Richard Maslow
Barbara Bruns
Betsey Hurwitz-Schwab
Mark Moessinger



IMAGO
GLOBAL GRASSROOTS

Salman Zaheer
Klaus Tilmes
Ian White
Maria Fernanda-
Gonzalez Icaza
Holly Chambers

& MANY
MORE!

LOOKING AHEAD

COVID-19 has accelerated changes in how the world functions through positives such as flexibility in work schedules and how we now leverage technology but has also wreaked havoc on health systems and countries around the world.

A year into this pandemic, we have the vaccine but the distribution and access to it has been anything but equal. For IMAGO, it means being part of two worlds simultaneously: since April, while staff at our DC office had the privilege of vaccinations and a return to some form of familiarity, our staff in India and Paraguay have witnessed sharp rises in COVID cases and deaths, having returned to lockdowns many times.

In DC, we now frequently wake up to correspondence from our team, partners, and family around world about people getting sick or being unable to find a hospital bed or oxygen. Often it is the heartbreaking news of people who have not survived. The current wave of COVID-19 affecting Latin America, India, and South Asia has been agonizing to watch. The grief of our team members and partners has been emotionally taxing on all of us. At the same time, it has pushed us to think harder on how to create spaces for connection and community to support our team and partner organizations, some of whom have been at the forefront of COVID relief efforts in their countries. Navigating this dichotomy of where we are globally will continue to be a learning journey for all of us. This dichotomy also underscores the need to continue to bolster our partners and clients through our expertise and networks to quickly adapt to the new contexts that present themselves in the coming years.

IMAGO is committed to support the organizations we work with to advance on their missions and scale the work they do to change the face of education, health, poverty, and gender as it exists today. The world at large desperately needs organizations that think deeply and differently about the communities they work in and we aspire to continue to be part of that journey.

Smriti Iyer, Program Manager



June 8, 2021



December 7, 2020

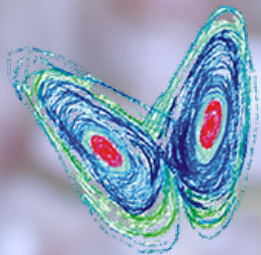
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