



Reach for Change is a non-profit organisation founded by Kinnevik to improve children's lives through social innovations. The core product is a three year incubator program for early stage social entrepreneurs. To help the entrepreneurs develop and scale, the program offers strategy development, advisory support, technical training, mentoring, peer-to-peer learning, network development and connections to further investments and funding. Since the start, Reach for Change has grown to offer support in 17 countries, across three continents.

# 2017 RESULTS IN SHORT

## REACH FOR CHANGE 2017

Through multi-sector partnerships, Reach for Change continued to develop and scale social innovations that help children live better lives. These are some of the results achieved during the year.



**191** social entrepreneurs were supported to create a better world for children through our incubator program

**68%** think they were considerably or greatly helped by RfC advisory to overcome key challenges

**83%** found the grant very or extremely important for developing their operations to achieve more impact

**74%** of the ventures think that RfC considerably or greatly contributed to increasing their organization's credibility

## Impact on children

The social ventures in the Incubator helped 442,601 children to better lives in accordance with eleven of the 17 UN Sustainable Development Goals (SDGs), with a majority targeting goals 3. Good health and well-being, 4. Quality education, 8. Decent work and economic growth, and 10. Reduced inequalities.

### Example SDG 3: Beautiful Minds

In Ethiopia, diarrheal disease is the second most common cause of death among children under 5, killing almost 40,000 children every year. 90% of diarrhoea is caused by poor sanitation, unsafe water supply and inadequate personal hygiene. In order to enable and foster hygienic behaviour, Ayatam Simeneh and his organisation Beautiful Minds collect leftover soap from hotels and spas, recycle it and supply it to schools, where they train students on when and how to wash their hands. During 2017, Beautiful Minds grew their revenues from less than USD 400 to more than USD 25,000, enabling them to support 3,000 children during 2017. One of them is a girl named Melat.

### Impact story: Melat



Melat is a fourth grade student at Abiyoit Primary school. Before Beautiful Minds came to her school, there was no water and soap so she had to eat without washing her hands first. "After Beautiful Minds' training on hand washing, some of my classmates became hygiene champions who taught our class about the importance of hand washing. I learned to wash my hands before eating, after using the bathroom and before cooking meals. I also learned how to wash them with proper steps such as lather with soap, rub the palms and inter-lace the fingers", says Melat.

Beautiful Minds supported **3,000** children in 2017



In total **102,716** children were supported to develop and live healthier lives through interventions carried out by our social entrepreneurs in 2017