

# 2021
# SDN End of Year Impact Report

## Message from the Board

2021 was a year of both promise and disruption. As the world continued to navigate the effects of the Covid-19 pandemic, SDN worked tirelessly to adapt, keeping our community connected through online programming and mobilising resources for children and youth in Sudan.

We were deeply encouraged by the overwhelming generosity of our community, which enabled us to exceed our fundraising goals and deliver meaningful support to schools, orphanages, healthcare centres, and local development projects. The success of the Sudan Child Fund and the Hope Project stands as a testament to the power of collective action during difficult times.

At the same time, 2021 also reminded us of the fragility of progress. The political developments in Sudan and the October military coup forced us to make the difficult decision to cancel our second bi-annual youth conference in Khartoum. While this was a setback, the energy and enthusiasm shown by over 350 young people who had registered to attend reaffirmed our belief in the potential of Sudanese youth when given a platform for dialogue, empowerment, and leadership.

As we reflect on 2021, we are proud of what was achieved despite the obstacles. More importantly, we are inspired by the resilience of our community and remain committed to building spaces that connect the diaspora, empower young people, and drive positive change for Sudan.

We thank all our partners, volunteers, and supporters for standing with us. Together, we continue to prove that proximity is indeed power.

## Contents

Message from the Board....2
1. Executive Summary....4
2. Key Milestones & Initiatives....5
   a. Layali Ramadan - Online Global Event Series....5
   Distribution of Funds....6
   b. Post-Ramadan Fundraiser – The Hope Project....7
   c. Khartoum Conference – Proximity is Power....8
3. Financial Overview 2021....9
4. Online growth and membership growth....10
5. Looking Ahead....11
6. Acknowledgment....12

## 1. Executive Summary

2021 was another year shaped by the COVID-19 pandemic and extended lockdowns worldwide. Despite these challenges, SDN remained committed to connecting the Sudanese diaspora, celebrating our culture, and driving positive impact for communities in Sudan. Through virtual events, ambitious fundraising, and planning for in-person engagement, we strengthened our mission of empowerment, community-building, and sustainable impact.

Building on the foundations laid in previous years, we continued to connect and empower Sudanese youth and young professionals across the globe, while directing vital support to grassroots initiatives in Sudan during a time of ongoing crisis.

Despite the challenges of the pandemic, we successfully hosted our second fully online **Layali Ramadan** event series under the theme *"Cleanse, Rest, Revive."* The program was designed to be more spaced out and reflective, responding to shifting community needs while incorporating lessons learned from 2020. The series engaged participants across multiple platforms, with expanded Arabic-language sessions and a focus on spirituality, creativity, and personal development.

Our flagship **Sudan Child Fund** campaign during Ramadan raised an outstanding **$17,918.57 after fees**, surpassing our 2020 results. These funds were distributed to critical child-focused initiatives including school rehabilitation, provision of clean water, orphanage playground development, and malnutrition healthcare support. Later in the year, through our collaboration with Fill A Heart, the **Hope Project** raised an additional **$5,679.00** to build a new playground for children at the Maygoma Orphanage in Khartoum.

We also invested in planning our second bi-annual **Proximity is Power Conference** in Khartoum, with over 350 youth and young professionals registered to attend. The event was designed to foster unity, mobilization, and empowerment through new forms of dialogue and collaboration. However, the military coup in October 2021 and its aftermath led to the difficult decision to cancel the conference for the safety of our community.

In total, through global fundraising efforts in 2021, SDN raised **$24,253.00**, of which the majority was directed to grassroots projects in Sudan, ensuring transparency, accountability, and maximum impact.

As we reflect on 2021, we recognize it as a year that tested our adaptability but also highlighted the strength and generosity of our community. Together, we proved that even in times of uncertainty, collective action and diaspora engagement can create lasting impact for Sudan's most vulnerable communities.

## 2. Key Milestones & Initiatives

### a. Layali Ramadan - Online Global Event Series

Whilst we had hoped to create a more hybrid Layali Ramadan experience in 2021, combining online events with in-person iftars (similar to 2019), the ongoing COVID-19 pandemic and the need for social distancing made this difficult. We therefore decided to once again host the series entirely online.

In 2020, our program was comprehensive and packed, reflecting what we believed was needed at a time when people were seeking connection and a sense of community. By 2021, with the continuation of the pandemic but people slowly adjusting back to "normal life," we designed a more spaced-out and re-arranged program, rich in content and centered around the theme **"Cleanse, Rest, Revive."**

The three-week event series featured a diverse range of topics covering spirituality, creativity, investing in your future, mindfulness, and personal development. Building on valuable feedback from 2020, we:

- Developed clearer and more accessible event schedules to improve participant experience.
- Expanded the use of platforms, including **YouTube, Facebook, Clubhouse, and Instagram**, to increase accessibility.
- Broadened the range of speakers and incorporated more sessions in **Arabic** to better serve the diaspora community.
- Continued to research, engage with, and support **grassroots organizations** operating on the ground in Sudan, leading directly to the launch of our 2021 fundraiser, **The Sudan Child Fund**.

During Ramadan, SDN launched the Sudan Child Fund, raising money to support urgent child empowerment initiatives in Sudan. The campaign focused on education, healthcare, well-being, and access to clean water.

## Distribution of Funds

SDN raised a total of **$18,574.00** during the Sudan Child Fund campaign, and after LaunchGood platform fees of **$658.44**, the final amount distributed was **$17,918.57**. This not only surpassed our 2020 fundraising target but also demonstrated the remarkable generosity and commitment of our community during the Holy Month of Ramadan.

***Total Raised after Launchgood online Platform fee deducted: USD*** **$17,918.57**

| Recipient organization | Amount (USD) | Purpose |
|---|---|---|
| **Fill A Heart** | $3,500 | Maygoma Orphanage rehabilitation & playground |
| **Barana Hanabneiho** | $5,881 | Primary school rehabilitation (Fath Al Mubin – Blue Nile State and Jabada School) and school supplies |
| **UMST Students Initiative** | $1,000 | Malnutrition Healthcare Center renovation (Traah Albeja, Al-Kalakla) |
| **The Wishing Well Company** | $4,100 | Well construction – Al Geneina Girls' School (West Darfur State) |
| **SDN** | $3434 | Pilot projects (SDN youth center rehabilitation pilot project) & Organisation maintenance |




Well construction – Al Geneina Girls' School




Primary school rehabilitation




Maygoma Orphanage rehabilitation - Playground Phase Zero

## b. Post-Ramadan Fundraiser – The Hope Project

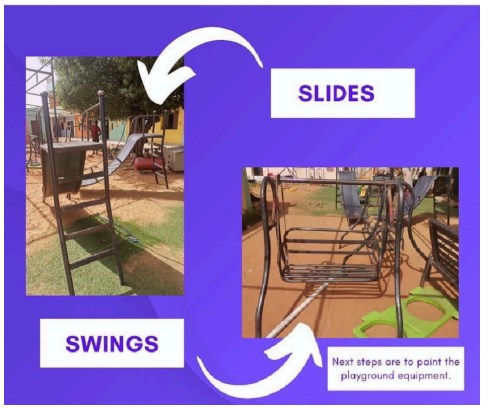
SDN has a long-standing collaborative relationship with **Fill A Heart**, having previously supported the rehabilitation of rooms within their orphanages. We continue to support their work wherever possible, as they are an exceptional organization to partner with. We look forward to assisting their ongoing efforts as they take on the rehabilitation of orphanages across Sudan.

In partnership with Fill A Heart, SDN launched the **Hope Project** after Ramadan 2021, focusing on the **Maygoma Orphanage** located near Khartoum. Established in 1961, the orphanage was originally built to house abandoned children and has the capacity to accommodate up to 600 children. However, by 2021, the facilities had become rundown and were no longer fully suitable for the growth and development of the young residents.

Through the Hope Project, SDN raised a total of **$5,679.00**, with **100% of the funds** directed toward the design and construction of a new playground for the children of Maygoma Orphanage in Alsajana, Khartoum. This initiative provided a safe and joyful space for the children, improving their quality of life and supporting their emotional and social well-being.





### c. Khartoum Conference – Proximity is Power

SDN planned its second bi-annual youth conference in Khartoum, sponsored by USAID. The program was designed around themes of unity, mobilisation, and empowerment, introducing new means of dialogue and collaboration across the Sudanese diaspora and local communities.

Over 350 youth and young professionals from Sudan and the diaspora registered to attend. Despite extensive planning, including Covid-19 safety protocols, the military coup in October 2021 and its aftermath forced us to make the difficult decision to cancel the event.

While the conference did not take place, the strong interest and engagement demonstrated the energy and potential of Sudanese youth when provided with a platform.

## 3. Financial Overview 2021

From January 2021 to December 2021, through our combined global fundraising efforts, SDN successfully raised a total of **$24,253.00** across our major campaigns, including the Sudan Child Fund during Ramadan and the post-Ramadan Hope Project. These funds were allocated to support critical initiatives in Sudan, focusing on child empowerment, education, healthcare, and community development.

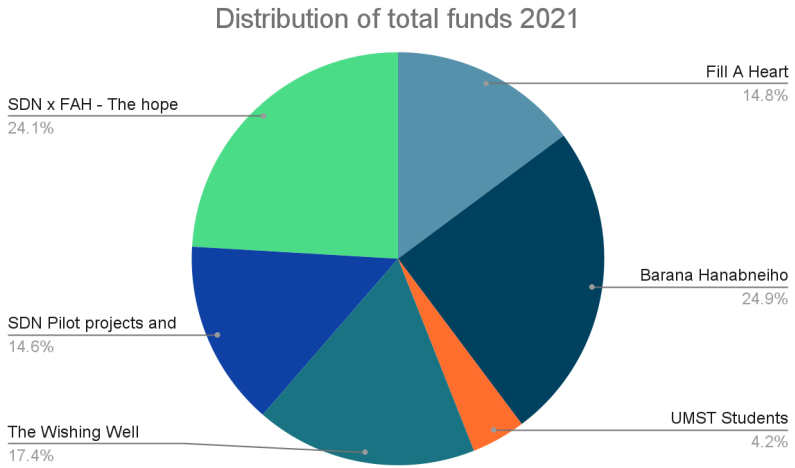
The Sudan Child Fund enabled us to rehabilitate schools, provide essential supplies, construct a well for a girls' school in West Darfur, and renovate a malnutrition healthcare center. The Hope Project further contributed to designing and constructing a new playground for the children of Maygoma Orphanage in Alsajana, Khartoum.

We collaborated with several trusted local and international partners to ensure funds reached the communities most in need, with full transparency and accountability. Partners included vetted local NGOs, community-led initiatives, and **grassroots organizations**, all working together to maximize impact and ensure every dollar contributed directly to education, healthcare, and child well-being initiatives.

A small portion of the funds raised was used to cover SDN operational expenses, including platform fees, administrative costs, and transfer fees to support projects in Sudan.

**Financial Breakdown – 2021:**

- **Sudan Child Fund (Ramadan):** $17,918.57
- **The Hope Project (Post-Ramadan):** $5,679.00



## 4. Engagement and Growth

2021 was a year of meaningful growth for SDN as we strengthened our presence, networks, and internal capacity. Our social media platforms experienced significant growth, engaging over **10,000 users** worldwide, allowing us to connect with a wider segment of the Sudanese diaspora and global allies. Through consistent digital engagement, we built stronger bridges with our community and amplified the voices of Sudanese youth worldwide.

We also deepened our connections with grassroots organizations in Sudan, as well as diaspora-led initiatives, ensuring our work remained grounded, collaborative, and impactful. These relationships have been central to expanding our Sudan Recovery Projects (SRPs) and fostering sustainable partnerships that respond to the needs of communities on the ground.

Internally, SDN invested in strengthening its team structure, building capacity among members and volunteers to better deliver programs, fundraisers, and events. This growth not only enhanced our organizational resilience but also positioned SDN as a trusted and dynamic platform for youth engagement, cultural celebration, and impactful development initiatives.

## 5. Looking Ahead

While the pandemic and political instability disrupted many of our plans in 2021, these challenges also highlighted the resilience, adaptability, and unity of our community. SDN remains firmly committed to building on this momentum as we look toward the future. In the year ahead, our priorities are clear:

- **Expanding child and youth empowerment projects in Sudan**, ensuring vulnerable communities have access to education, healthcare, and safe spaces to thrive.
- **Reviving the Proximity is Power Conference** when conditions allow, creating a space for dialogue, collaboration, and mobilisation among Sudanese youth and young professionals.
- **Strengthening our global diaspora community** through hybrid engagement, combining the accessibility of online programming with the richness of in-person connection.
- **Continuing to develop our Sudan Recovery Projects (SRPs) —** small to medium-scale development initiatives focused on youth empowerment, education, tourism, healthcare, and other areas critical to Sudan's recovery and growth.
- **Building partnerships** that amplify the voices, talents, and leadership of Sudanese youth worldwide.

Our progress in 2021 demonstrates what is possible when our community comes together:

- Kept the diaspora connected through **online cultural and community programming**.
- Mobilized **over $23,000 USD** for education, healthcare, clean water, and child well-being in Sudan.
- Supported **grassroots and youth-led initiatives** directly impacting schools, healthcare centers, orphanages, and local communities.
- Engaged **over 350 youth and young professionals** in conference planning, signalling strong momentum for future mobilisation.
- Continued to grow **SDN's visibility** as a trusted platform for community-driven impact.

Together, we turned challenges into opportunities for lasting impact. None of this would have been possible without the unwavering generosity of our supporters, the dedication of our partners, and the tireless efforts of our volunteers.

## 6. Acknowledgment

We extend our heartfelt gratitude to everyone who made SDN's work in 2021 possible.

To the SDN Tribe and our global community, thank you for your engagement, energy, and enthusiasm. Your support for Layali Ramadan, the Sudan Child Fund, and the Hope Project helped foster connection, solidarity, and a true sense of community across the diaspora.

To our donors and supporters, your generosity enabled us to fund critical child empowerment initiatives, rehabilitate schools, improve healthcare facilities, provide clean water, and create safe spaces for children in Sudan. Your trust and contributions were essential to our impact this year and allowed us to exceed our fundraising goals.

To our collaborators and partners, we are grateful for your expertise, guidance, and support in delivering these programs. Your collaboration ensured that our initiatives reached the communities most in need and strengthened the sustainability and effectiveness of our work. It was a joy to work with you on these meaningful projects, and we look forward to continuing these partnerships in the years to come.

To our members and volunteers, we are deeply thankful for the countless hours, dedication, and hard work you invested in planning, coordinating, and delivering these initiatives. Your commitment ensured the success of our programs and strengthened SDN's global network.

Together, we have demonstrated the power of resilience, unity, and engagement, and we look forward to building on this foundation to continue supporting Sudan and the diaspora in the years ahead.