

*Lena Marshall Foundation (LMF) Annual Report 2020*



For the period ended 31 December 2020

Charity Registered in Liberia, West Africa

Charity number: (TIN) 501010032

Lena Marshall Foundation

Annual Report

Period from 1 January 2020 to 31 December 2020

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# *Lena Marshall Foundation (LMF) Annual Report 2020*

Officers and Professional Advisers

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## **The Board of LMF:**

Mrs Charlesetta Williams (Chairman)

Mrs Victoria Rennie

Mrs Lucy J Bondo

## **Registered Office:**

Pipeline Community,

Paynesville,

Monrovia, Liberia

West Africa

## **Bank:**

SIB Liberia Limited (SIBLL),

Luke Building,

Broad & Johnson Street,

Monrovia, Liberia

West Africa

A year ago, I formed a charity organisation with the aim of working with women and girls.

Empowering women entrepreneurs by providing support through assistance with start-up business and opportunities to thrive.

When support is provided their future is transformed, businesses flourish, communities prosper, and economies will grow.

We live in a world where women's potential, experiences, and voices far too often go unsupported, restricted, or are hidden.

In our first year of operations as a charity organisation our focus shifted from implementing our Women Economic Empowerment plans to that of supporting through the humanitarian crisis of the Covid -19 pandemic.

In 2020 we responded to the needs of our people through several donations being made to schools, orphanages, and women groups. We saw an increase in rape cases and was able to donate towards a 15-year-old rape victim and her baby as well as participated in a nationwide rape awareness campaign.

In 2021 our focus will revert to our mission and vision working with women entrepreneurs and girls.

A few achievements we'd like to highlight from the year include a move to a new office space, formed a partnership with a local community women's group and we were able to offer humanitarian support to several organisations in Monrovia and Grand Bassa County.

The impact of the Foundation's work is only possible because of the incredible partnerships we forge with individuals, companies, foundations, and institutions around the world who give through their generous financial support, expertise, and tireless commitment.

Thank you for staying the course with us to make our vision a reality.

*Mrs Lena Marshall*

*Chief Executive Officer*

## **MESSAGE FROM OUR Chief EXECUTIVE DIRECTOR**

*Mrs Lena Marshall*



# *Lena Marshall Foundation (LMF) Annual Report 2020*

## Annual Report

Period from 1 January 2020 to 31 December 2020

The board have pleasure in presenting their report and financial statement for the financial period ended on 31 December 2020.

### 1 Structure, Governance and Management

#### 1.1 Status

Lena Marshall Foundation was incorporated by Liberia Business Registry on 27 August 2019 under the TIN number 501010032, registered in Liberia, West Africa.

#### 1.2 Trustees

The trustees (who are also board directors for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law.

Company law requires the board of trustees to prepare the annual report and financial statements for each financial period which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including income and expenditure, of the charitable company for that period.

**FOUNDATION**



# *Lena Marshall Foundation (LMF) Annual Report 2020*

Annual Report (continued)

Period from 1 January 2020 to 31 December 2020

The board who served during the reporting period were:

Mrs Charlesetta Williams (Chairman)

Mrs Victoria Rennie

Mrs Lucy J Bondo

## 1.3 Charitable Objects

Lena Marshall Foundation for Women and Children is formed for any charitable purposes that will make women and children lives better whoever and wherever they are. The purposes may include but are not limited to, purposes related to education, relieving poverty, health, human rights, financial independence, promote social inclusion, relieving unemployment, providing recreational and leisure time activity in the interests of social welfare.

To act as a resource for young people up to the age of [30] by providing advice and assistance and organising programmes of physical, educational, and other activities as a means of:

(a) advancing in life and helping young people by developing their skills, capacities, and capabilities to enable them to participate in society as independent, mature, and responsible individuals.

(b) advancing education.

(c) relieving unemployment.

(d) providing recreational and leisure time activity in the interests of social welfare for people living in the area of benefit who have need by reason of their youth, age, infirmity or disability, poverty or social and economic circumstances with a view to improving the conditions of life of such persons. Management support, technical advice, quality control and impact assessment support as well as networks and visibility. The Foundation chooses partners which are non-political, have the capacity to deliver the envisaged activities and have a similar vision to the Foundation.

**Foundation's Vision:**

The Foundation's vision is for a world where women have equal access to the tools and support needed to establish and grow successful businesses. By supporting women entrepreneurs, we are building a brighter future for families, communities, and economies.

LMF aims to inspire and empower girls from the least advantaged communities.

**Foundation's Mission:**

Lena Marshall Foundation (LMF) mission is to empower women and children to enhance health, end hunger, educate and overcome hardship.

The Foundation's mission is to strengthen the capacity of women entrepreneurs in countries where they lack equal opportunities so that they can start and grow their business and become greater contributors to their societies and economies. The Foundation accomplishes this by working with local partners to provide women with access to business tools, networks, and finance.

A cornerstone of the work of the Foundation is bringing together stakeholders who work on economic empowerment for women and forming knowledge and/or funding partnerships to create a more coherent support network. These stakeholders include partners such as other philanthropic organisations, private and public sector institutions, academia, and community-based organisations. An underlying principle of the Foundation is that projects will be implemented on a small scale and/or limited timeframe first, but then rolled out on a larger scale/longer timeframe subject to successful completion of the initial testing period.

# *Lena Marshall Foundation (LMF) Annual Report 2020*

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## 1.4 Organisational Structure and Staffing

### Board Team

Mrs Charlesetta Williams (Chairman)

Mrs Victoria Rennie

Mrs Lucy J Bondo

### Operations Team

Part Time Volunteers:

Youth Ambassador Ms Euphemia F Reeves

Mr. Webster Blake

Ms. Marjorie Graham

Mr. Hilary Davies

Mr. William Yonly

Day to day management of the charity is delegated to the director and a small team. The trustees provide guidance to the Foundation, approve the overall budget, and oversee strategic planning.

The Foundation relies on a few volunteers and pro bono advisors who generously give their time when required.



## **2 Activities**

### **2.1 Public Benefit**

- Hosted an Evening with a Nobel Laureate - Madame Leymah Gbowee April 2020
- World Menstrual Day Liberia May 2020
- Lena Marshall Foundation partnered with Van Vicker School of Performing Arts to provide the students with food parcels and hygiene packages as our humanitarian support during Covid-19 pandemic - May 2020
- LMF Youth Ambassador – Euphemia Reeves participated in an anti-rape campaign held in Monrovia, Liberia.
- Participated in the International Day of the Elimination of sexual violence in conflict June 2020, Liberia, West Africa.
- LMF Provided Christmas Meals December 2020



## Spring

As most countries were going into a lockdown due to the Covid -19 pandemic we saw a shift to our plans for 2020. No one imagined what was ahead of us.

LMF hosted an event to bring women together and have an evening with the Nobel Laureate Madame Leymah Gbowee. It was refreshing to listen to Madam Gbowee speaking to us on how to cope as women during a time of crisis.



LENA MARSHALL FOUNDATION PRESENTS  
**an Evening with a Nobel Laureate – Madame Leymah Gbowee**

**Under the theme:**  
*The Health and Well-Being  
of  
Women During Times of Crisis*

**Madame Leymah Gbowee**  
SPECIAL GUEST | Nobel Laureate

Presenter  
Maureen Sieh

 **FOUNDATION**

**SATURDAY** **APR 25<sup>TH</sup>**  
@ 18:00 ~ 19:00  
UK TIME

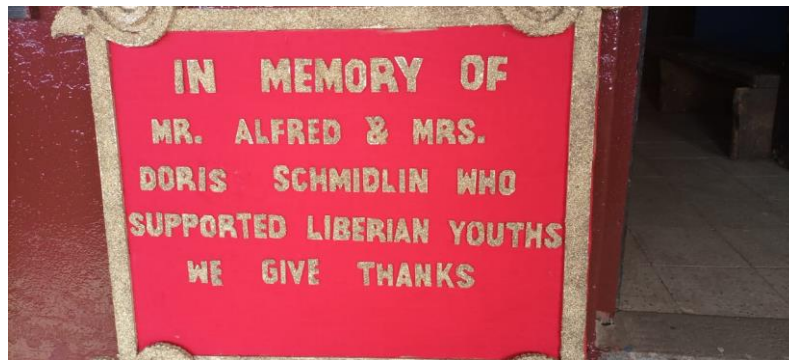
*by Invitation*  
**RSVP**

 @ FoundationLena

For info and registration email: [lena@lenamarshallfoundation.com](mailto:lena@lenamarshallfoundation.com)  
[www.lenamarshallfoundation.com](http://www.lenamarshallfoundation.com)



Winningway School for the Deaf received a donation of \$420.00 towards a new building for the school. They are based in Buchanan, Grand Bassa County. This was made possible through the couple Mr & Mrs Alfred and Doris Schmidlin. We sadly lost both Schmidlins last year. Their memory was recognised by the school who had a plaque produced in their honour.



*Alfred and Doris Schmidlin with LMF Ambassador Madam Sarah Güsten-Marr and LMF CEO Mrs Lena Marshall*



## Summer –

Lena Marshall Foundation partnered with Van Vicker School of Performing Arts to provide the students with food parcels and hygiene packages, our humanitarian support during Covid-19 pandemic.





Our Amb. Euphemia organised events for World Menstrual Day. She and her team held a workshop for girls and donated sanitary supplies to the Rock of Divine Orphanage Home.



Due to an increase in rape cases our Youth Ambassador Euphemia Reeves participated in an anti-rape campaign in Monrovia. This was a national campaign which attracted thousands of women, men, and children.

*Tobi Amina Ajayi and Euphemia*



LMF was also made aware of a 15-year old rape victim and were able to donate \$200 to mother and baby through the Ministry of Gender and Social Protection Agency in Liberia.

Amb. Euphemia Reeves and her team organised a workshop for young adults in commemoration of the International Day of the Elimination of sexual violence in conflict.





## Our Speakers:

Ms Pauline Gartor - a dedicated Girls' rights advocate at Plan International, Defence for Children International, and Chairperson of the National Children and Youth Advisory Board of Liberia (NCYAB).

Ms. Vickjune Wutoh - served as Vice President for International Affairs at the Liberia National Students Union (LINSU); a statutory youth institution that works in line with the Ministry of Education to coordinate and supervise all students' activities.

*Pauline, Euphemia and Vickjune*



## Autumn

During the Christmas season we provided food parcels on 23 and 24 December in Liberia. LMF visited orphanages such as the House of Refuge, Americans for African Adoptions, Inc. and hosted some of our mothers at our office.



Through the kind courtesy of our Foundation Ambassador Madam Sarah Güsten-Marr who supported this Christmas initiative. We appreciate her ongoing support and dedication to the foundation.



The Liberian Enterprise Development Finance Company (LEDFC) through their General Manager Mr. Ambrose Houphouet, also provided a donation to our Christmas feeding.



LMF recognised teachers at Van Vicker School of Performing Arts.

They were given a Christmas package from the foundation.

#### Achievements:

The Foundation was able to move to new building in the Pipeline community area.

We also established a relationship through our resource mobilisation plans with the women's community leader Mrs Kula Morris in the Pipeline community district 3 area. The women under her leadership benefited from our Christmas food parcels initiative.

This partnership will lead to opportunities for new local project developments. Our projects are designed to have a long-term impact, sustainably lifting families out of poverty by supporting women's economic independence.



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## **3 Future Plans**

The Foundation is currently working on a plan covering the period 2021 – 2022.

The coming year will see an emphasis on:

Education on the Rape Laws. Working in different counties for this project.

LMF Women Economic Empowerment Program

LMF Women Basic Computer Software Training Classes

Plans are to expand charitable activities to the other counties through partnerships.

### **3.1 Ensuring future funding for planned charitable activities**

The Foundation has begun to diversify its funding base and aims to move from individual donor support to increasingly predictable funding streams from trusts, foundations, and the corporate sector.

To generate funding from such diversified sources, a track record of achievements and impact assessments are vital. The Foundation is therefore concentrating its efforts on documenting the impact of the projects and demonstrating that the extra support to women entrepreneurs “pays off”.

### **3.2 Ensuring partner organisations deliver**

Partner organisations are carefully chosen based on a set of criteria including previous track record, non-political affiliation, capacity and aligned vision. Every organisation is vetted before the Foundation engages in a contractual relationship.

Contracts stipulate that the Foundation can interrupt funding and dissolve the contractual relationship should misconduct or failure of delivery become apparent. In addition, the Foundation works very closely with its partners and monitors their work regularly so that if challenges occur, they can be tackled before they can develop into more serious issues.

### 3.3 Human resource constraints

The Foundation team is kept deliberately small and flexible to keep overhead costs down. The Foundation therefore attempts to leverage the full capacity of project partners.



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## **4 Communications**

The Foundation developed a website in the financial year, dedicated to the Foundation's work.

The Foundation invested in the development of a core communication platform to determine its vision and mission statement as well as coherent messaging.

This has been especially valuable in our communications with project partners.

LMF also runs social media platforms on Facebook and Twitter.

## **5 Financial Review**

### **5.1 Restricted Funds**

The Foundation received \$ 1418.90 in restricted donations for specific charitable activities; and \$800.00 towards the operations and rent of the office space.

The trustees ensured that restricted funds were spent on the projects for which they had been given.

### **5.2 Core expenditure**

The Founder made a significant donation towards operational costs. The Foundation therefore met its goal to use other unrestricted funding predominantly for charitable project expenditure.