

RECONCILIATION AND DEVELOPMENT ASSOCIATION ANNUAL REPORT 2024

Prepared For:

**Partners &
Stakeholders**

Prepared By:

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ACKNOWLEDGEMENTS

RADA extends its heartfelt gratitude to our esteemed partners and funders for their unwavering support in advancing community development initiatives in Cameroon throughout this year. This includes Resolve to Save Lives, our US-based partner, for her technical and financial support for advocacy for the Cameroonian Front-of-Package Warning Labeling and Marketing legislation in Cameroon. Secondly, the Global Health Advocacy Incubator (GHAi), for her technical and financial support in driving evidence-based fiscal policies to reduce the consumption of sugar-sweetened beverages and unhealthy packaged food products in Cameroon. Also, we wish to extend our immense gratitude to the National Endowment for Democracy (NED) for her continued support for our peacebuilding work in the Sustainable Peace Department on the Youth Engagement and Storytelling initiative for conflict resolution and a better enabling environment in Cameroon. This has empowered young people to raise their voices positively to contribute to peacebuilding in Cameroon. Lastly, we do appreciate the Individual Donors who have made contributions through the Global Giving platform for the water and education projects in Kumbo, enabling the Education Department to further drive these initiatives. Your generosity has directly impacted the lives of many, creating brighter futures through education.

The Government: RADA acknowledges the administrative efforts of the government to establish and enable success for our initiatives and its acknowledgment of our work in fostering health and development through its engagement. In this light, we appreciate the Ministry of Public Health, mainly the Department of Disease Control, Prevention, Pandemic Preparedness and Response, and the Department of Health Promotion. We extend in like manner appreciation to inter-ministerial colleagues and the Agency for National Norms and Standards (ANOR), for their collaboration. We appreciate the Governor's Office, the Office of the Public Independent Conciliator, the Office of the President of the Regional Assembly, the Senior Divisional Office (SDOs), The Regional Delegation of Youth and Civic Education, The Regional Hospital Bamenda, and the Bamenda Health District Office and the Bamenda District Hospital for their kind receptions and collaborations towards our different community development efforts.

Other Collaborators:

We also wish to acknowledge all Civil Society Organisations, Academic, Research and Health Institutions that have collaborated with us in one way or another to advance community development. These include; LORDA Research Center, Coordinating Unit of Associations of Persons with Disabilities, The University of Bamenda, Wageningen University, Self-Reliance Promoters, Cameroon Diabetes Association, Rural Doctors, Health of Populations in Transition Research Group, Fondation Maguy Pierre, Value Health Africa, RSD Institute, Society for the Promotion of Initiatives in Sustainable Development and Welfare, Cameroon Baptist Convention (CBC) Health Services, Local Youth Corner, NeWSETA, NEXINCH, Association Civic Watch, Cameroon Civil Society NCD Alliance, Africa NCDs Network, Peter Bryan Onco-Health Initiative, Corporate Accountability and Public Participation for Africa(CAPPA), Healthy Living Alliance (HEALA).



We acknowledge the efforts of the RADA community of staff and volunteers, in carrying out activities for the year 2024, including planning, implementation, reporting and delivering on the goals for this year. In this light, we would like to express our deepest appreciation to all those who worked together to complete this report. I especially thank the Heads of departments for working with the different staff and providing strong leadership and efforts to complete the report's component. Thanks also to the operational leadership and cross-cutting departments for RADA, who ensured a final version of the report was reviewed and prepared for publication.

Report Writing: Staff and Volunteers

Report Review: Heads of Department

Report Validation: RADA Leadership

Report Design: IT and Communications Department

This report has been approved by the Board of the Reconciliation and Development Association.

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EXECUTIVE SUMMARY

The year 2024, was christened the year of growth in the Reconciliation and Development Association (RADA) which indeed has been one of growth, with all our domains and departments achieving their goals. We faced several challenges in the precedent year due to financial, technical and a few inconsistencies. Our commitment to our shared vision for the community we want to live in is evident in RADA's results this year and in the areas where sacrifice, growth, dedication, vision and courage, humanity, consideration, empathy, collaboration, and hard work are still needed. In 2024, RADA has worked very hard, in fact tirelessly, to build from within and not to hire from outside by ensuring that RADA opens up, promotes, and provides capacity development and training opportunities to everyone. With the support from our partners, collaborators aforementioned, staff and volunteers, we have been able to make great strides in the community by enhancing our programs and expanding our reach in the community.

Some of our Key Achievements this year included:

1. Completion of a Nutrient Profile Model (NPM) to support Front-of-Package Warning Labels (FoPWL) in Cameroon.
2. Advancing the Standardization and normalization of the Front of Package Warning Labeling and Marketing restrictions legislation in Cameroon
3. Significant progress on the start up and research phases of taxation advocacy for Sugar-Sweetened Beverages (SSBs) and Unhealthy Packaged Products (UPPs), including baseline surveys and stakeholder analyses.
4. Successful health promotion campaigns, including the National Youth NCD Action Network (NY-NAN) and the RADA Breast Cancer Program (RBCP).
5. Successful training and graduation of the cohort 5 of the Circles Volunteer Program (CVP).
6. Organization of an impactful environmental campaign through a series of their webinars.
7. Enhancement of youth engagement in peacebuilding through the Youth Engagement in Community Peace Initiatives (YECPI) program with the training of youth leaders in the community, and the joining of the Civil Society Caucus for positively advancing the resolution of the Anglophone Crisis.
8. Amplification of youth voices to end the Anglophone Crisis through storytelling campaigns, reaching over 5,000 individuals.
9. Institutional advancements through the installation of improved communication and security systems and environment in the office.
10. Recognition through awards such as the Golden Award for Excellence in NCD Advocacy.

Looking Ahead as we move to 2025, we acknowledge the several challenges we faced and that we may face including insecurity, red tape in decision making regarding several advocacy initiatives, financial resource constraints for most of our strategic planned programs and internal capacity advancement needs for many volunteers. We appreciate our technical and financial supporters and are excited to push RADA's vision further and to build on our successes and strengths, tackling new challenges as we support and promote national development objectives and contribute to the realization of the SDGs.

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LIST OF ABBREVIATIONS

List of Abbreviations

- RADA: Reconciliation And Development Association
- GHAI: Global Health Advocacy Incubator
- NED: National Endowment for Democracy
- RTSL: Resolve to Save Lives
- SSBs: Sugar-Sweetened Beverages
- UPPs: Unhealthy Packaged Products
- NPM: Nutrient Profile Model
- ANOR: Cameroon's Agency of Norms and Standards
- T1D: Type 1 Diabetes
- PBOHI: Peter Bryan Onco-Health Initiative
- PSEA: Prevention of Sexual Exploitation and Abuse
- NCDs: Non-Communicable Diseases
- NY-NAN: National Youth NCD Action Network
- SOAR: Strategies for Overcoming Alcohol-Related Challenges
- TRANSFORM: Trauma and Livelihoods Relief Support Program
- CVP: Circles Volunteer Program
- DEI: Diversity, Equity, and Inclusion
- LCOY: Local Conference of Youths
- RCOY: Regional Conference of Youths
- UNEP: United Nations Environment Programme
- YECPI: Youth Engagement in Community Peace Initiative
- LOYOC: Local Youth Corner Cameroon
- WAA: Women in Alternative Action
- UNFPA: United Nations Population Fund
- CBO: Community-Based Organization
- MEAL: Monitoring, Evaluation, Accountability, and Learning
- NCDA: NCD Alliance
- RBCP: RADA Breast Cancer Program
- ANN: Africa NCDs Network
- HEALA: Healthy Eating Advocacy and Leadership Alliance
- CACSNA: Cameroon Civil Society NCD Alliance
- CAPPA: Corporate Accountability and Public Participation Africa
- FOPWL: Front of Package Warning Label

INTRODUCTION: AN OVERVIEW OF ORGANIZATIONAL MISSION, VISION AND STRATEGIC OBJECTIVES

ORGANIZATIONAL OVERVIEW

Background

The Reconciliation and Development Association (RADA) was conceived in 2009, legalized in 2017, and became fully operational in 2020. As a community-based organization (CBO), RADA focuses on community development, humanitarian work, disability inclusion, advocacy, and awareness creation. The organization operates in six domains: health, education, agriculture, technology, sustainable peace, and environmental protection. Its work is supported by cross-cutting departments such as Grants Writing, Finance and Operations, Communications, and Monitoring & Evaluation. As a Civil society organization, RADA's cardinal pillars of work seek to fulfill the 4As role of the responsibility of Civil Society which is awareness creation, advocacy, access enhancement, and accountability in all the dimensions of its work. RADA's structure is therefore set to assist its orderly contribution to community development in working hard to attain its vision, mission, and objectives set as follows:

Our Vision:

RADA's commitment is grounded in its vision to foster harmonious communities where individuals can harness their full potential to support sustainable development, growth, health, and well-being.

Our Mission:

RADA's mission is to bridge gaps in community development by delivering inclusive and sustainable solutions across its domains of focus.

Strategic Plan 2023-2027:

In response to the evolving needs of the communities it serves, RADA developed a comprehensive five-year strategic plan (2023–2027). This plan builds on the achievements of the previous three-year strategy (2020–2022), during which RADA achieved over 70% of its goals despite challenges such as limited funding and technical resources. The new strategic plan focuses on evidence-based and results-driven approaches, emphasizing inclusivity, transparency, and accountability.

Key Features of the Five-Year Strategic Plan

a) Strategic Goals/Directions:

1. **Mortality and Morbidity:** Support the reduction of mortality and morbidity from avoidable non-communicable diseases, emergencies and related communicable diseases.
2. **Quality of Life:** Improve the quality of life, productivity, entrepreneurial and leadership capacities specially for young people and the aged
3. **Peaceful and enabling environments:** Promote an enabling environment for civic engagement, good governance, inclusion and sustainable systems
4. **Reduce Inequities:** Promote equality of opportunity and reduce inequities in interventions in the domains of interest
5. **Relevant Research:** Conduct and promote relevant research to advance evidence-based interventions in the domains of interest
6. **Meaningful Partnerships:** Strengthen and build new partnerships and collaborations to advance the achievement of strategic goals
7. **Organizational Capacity Development:** Strengthen organizational capacity and internal processes and procedures for effective inclusive design, implementation, monitoring and reporting on goals

b) Theory of Change/Approach:

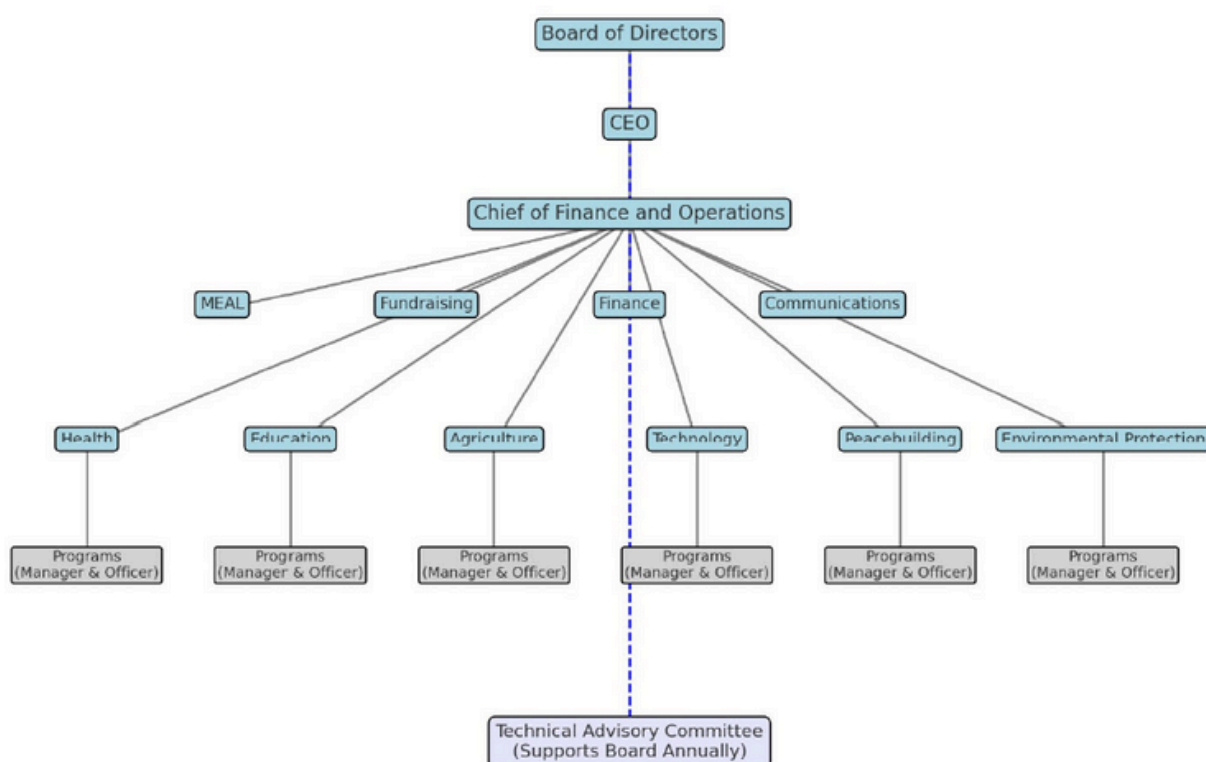
If we understand the needs/challenges of communities, then we can design inclusive sustainable solutions and implement them in collaboration with relevant stakeholders to achieve our mission and vision. So, we:

- Utilize needs assessments to identify real community challenges.
- Design inclusive and sustainable solutions
- Implement them with relevant stakeholders

ORGANISATIONAL STRUCTURE

Reconciliation and Development Association- RADA

ORGANIZATIONAL STRUCTURE



d) Domains of Community Development Focus:

- Health
- Education
- Agriculture
- Technology
- Sustainable peace
- Environmental protection

SUMMARY OF 2024 ACHIEVEMENTS

BY STRATEGIC OBJECTIVE



Objective 1: Mortality and Morbidity

- Completed a Nutrient Profile Model (NPM) to support Front-of-Package Warning Labels (FoPWL) for healthier consumer choices.
- Advocated for taxation on sugar-sweetened beverages (SSBs) and unhealthy packaged foods to address public health concerns.
- Conducted awareness campaigns on breast cancer, diabetes, and hypertension prevention.

Objective 2: Quality of Life

- Facilitated access to clean drinking water in seven underserved communities in Kumbo Subdivision, enhancing community health and resilience and continued to educate the communities on NCDs prevention and control.

Objective 3: Peaceful and Enabling Environment

- Trained 45 youth leaders in conflict resolution and storytelling for change to address the Anglophone Armed Conflict
- Amplified 45 youth voices through storytelling campaigns reaching over 5,000 individuals virtually.

Where is goal 4?

Objective 5: Relevant Research

- Conducted baseline KAB studies on SSBs consumption and taxation
- Conducted studies on innovative agricultural methods

Objective 6: Strengthening Partnerships

- Continued to collaborate with Resolve to Save Lives (RTSL), Global Health Advocacy Incubator (GHA), and the National Endowment for Democracy (NED), internationally as our funders. We also collaborated with the Africa NCDs Network, the Cameroon NCD Alliance in partnership to carry out NCD work nationally and regionally. We collaborated with PBOHI on Cancer Awareness creation and worked with the Civil Society Coalition for the promotion of healthy diets made up of: CBC Health Services, RSD (Recherche Sante et Developpement) Institute, AIDE - association internationale pour le developpement et l'education, Value Health Africa, Fondation Maguy Pierre, Society for the Promotion of Initiatives in Sustainable Development and Welfare (SOPISDEW) to administer over 7500 questionnaires in 9 of the ten regions of the country. We also collaborated with CAPPA and HEALA to launch the Sweetened Profits: The Industry Play Book report in Africa

Objective 7: Organizational Capacity Development

- Enhanced infrastructure with intercom systems, faster internet connectivity, and security upgrades. We also conducted one internal and one external staff capacity needs assessment and developed a staff capacity response plan for use in 2025.

DEPARTMENTAL REPORTS

OVERVIEW OF PROGRAMS AND HIGHLIGHTS OF MAJOR ACHIEVEMENTS.

Health

The Health Department at RADA continues to champion the fight against Non-Communicable Diseases (NCDs) through various programs that emphasize prevention, education, advocacy, and policy change. In 2024, the department planned twelve programs to address unhealthy diets, alcohol misuse, mental health, diabetes, hypertension, breast cancer, and other critical health concerns. Six out of the twelve programs were functional, the following sections outline each program and their major achievements throughout the year.



Healthy Eating Cameroon Program

The Healthy Eating Cameroon Program focused on promoting healthier dietary habits and reducing the prevalence of NCDs through two key projects.

In the Advocacy for Front-of-Package Warning Labels (FoPWL) in Cameroon project, funded by Resolve to Save Lives (RTSL), RADA made significant progress. Early in the year, the team completed the Nutrient Profile Model (NPM) during a two-day validation session held in February. This session brought together fifteen technical experts from various ministries, researchers, nutritionists, and civil society organizations. The event culminated in the design of a model that classifies foods based on critical nutrients like salt, sugar, and trans fats.



Following this, RADA organized a workshop on February 28, 2024, with the Health Caucus of the National Assembly in Yaoundé. The workshop aimed to sensitize parliamentarians on the harmful impacts of unhealthy diets and the role of legislation in promoting healthier choices.

In May, RADA hosted Nicole Ide from RTSL for a project review visit, during which she engaged with stakeholders and observed project activities.



Nicole Ide meeting with the team from MoH and RADA

Despite resistance from food industries during a meeting at Cameroon's Standards and Quality Agency (ANOR) in October, RADA, in partnership with the Ministry of Health, maintained a strong advocacy stance for implementing front-of-package warning labels. To further the project, RADA secured funding from RTSL for a third phase focused on legislative follow-up of the policy.

The Taxation of Sugar-Sweetened Beverages (SSBs) and Unhealthy Packaged Products (UPPs) in Cameroon initiative, funded by the Global Health Advocacy Incubator (GHA), also saw notable progress. After the launch of the initiative on April 30, 2024, the team held regular monthly meetings with the funder to track progress and receive updates.

A consultant was contracted to conduct an economic analysis of SSB and UPP consumption patterns, and a baseline survey was administered across all ten regions of Cameroon to gauge public knowledge and attitudes towards the taxation of these products.



An update session with the consultant explaining how the economic analysis was conducted

In June, the project team completed internal and external stakeholder analyses, identifying key actors and potential industry interference actions to determine the strength of the industry and develop strategies to minimize their interactions with this advocacy.

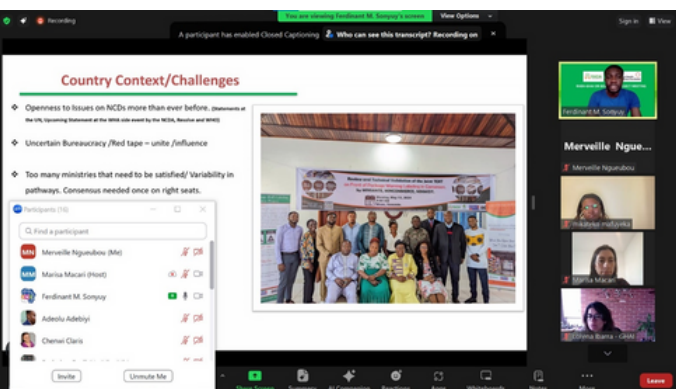


Stakeholder mapping planning session

As a result of this, a stakeholder document was developed and an industry interference focal person was hired in November to track and mitigate industry resistance.

To promote public awareness, the team developed a health promotion strategy based on the Social Cognitive Theory and prepared content for educational materials such as brochures and t-shirts.

RADA also secured funding for a high-level NCD conference scheduled for April 2025. Planning meetings with the Ministry of Health and other stakeholders have already begun, laying the groundwork for this significant event



Onboarding meeting with the GHA and the Project team



An internal core meeting of the GHA project team



The different planning sessions with DLMEP, DPS, and other organs of the MoH for the High-level Meeting, in April 2025

National Youth NCD Action Network (NY-NAN)

The National Youth NCD Action Network aimed to engage young people in NCD prevention through awareness and education. Throughout the year, the network created and shared over twenty social media posts addressing topics such as tobacco use, healthy eating, and physical activity. These posts coincided with key global health days like World No Tobacco Day, World Heart Day, and World Brain Tumor Day. The initiative effectively reached and educated youth audiences, emphasizing the importance of adopting healthier lifestyles to prevent NCDs.



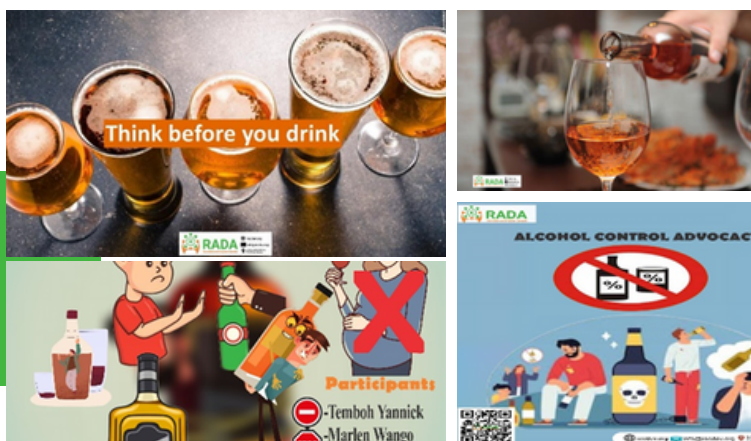
The different flyers used for these international days

Strategies for Overcoming Alcohol-Related Challenges (SOAR)

The SOAR program tackled the issue of alcohol misuse and its impact on public health. The team participated in regular alcohol policy news sessions organized by MOVENDI International, gaining insights into global alcohol policy trends. A meeting with the Ministry of Public Health addressed challenges related to alcohol consumption and smoking in Cameroon, resulting in a report submitted to RADA. In July, the program produced a podcast highlighting the dangers of alcohol, which was shared on SoundCloud:

<https://on.soundcloud.com/Gc2fFjSckwuvUx417>.

Additionally, five educational social media posts were shared to inform the public about the harmful effects of alcohol on health.



Trauma and Livelihoods Relief Support Program (TRANSFORM)

The Trauma and Livelihoods Relief Support Program focused on mental health and psychosocial support. In January, the program lead attended a training workshop on mental health and psychosocial support (MHPSS) organized by IMO. Following the training, a detailed report was filed. The team participated in two webinars emphasizing context-specific mental health care. In September, RADA marked World Suicide Prevention Day with a social media post, and on World Mental Health Day, the health and peace departments collaborated to deliver a workplace mental health presentation for staff.



A few sample flyers from the posts that were made to alcohol consumption reduction

RADA Breast Cancer Program (RBCP)

The Breast Cancer Program, in collaboration with the Peter Bryan Onco-Health Initiative, focused on raising awareness during Breast Cancer Awareness Month in October.

Posters for the workshop and the podcast The program launched a one-month social media campaign featuring daily posts on breast cancer prevention, detection, and treatment. The campaign culminated in a breast self-examination session attended by RADA staff and external participants, equipping them with practical knowledge on early detection



Posters for the workshop and the podcast

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A few sample flyers from the posts that were made to alcohol consumption reduction



Home-Based Complementary Diabetes and Hypertension Prevention and Care (HOMECARE)

The HOMECARE program addressed the prevention and management of diabetes and hypertension. In November, RADA collaborated with the Tanzanian NCD Alliance to conduct a Focus Group Discussion and survey at the Bamenda Regional Hospital on Type 1 Diabetes (T1D).



The Health team with participants at the Regional Hospital

The FGD and survey revealed a significant lack of public awareness about T1D symptoms and risks. Based on these findings, RADA applied for a grant from Panorama Global to support public sensitization and provide assistance for T1D patients.

Cross-Cutting Activities

Throughout the year, the Health Department engaged in several cross-cutting initiatives. During the Global Week for Action on NCDs, RADA produced a podcast on the role of community engagement in NCD prevention: [HERE](#). The department also collaborated with the Cameroon Baptist Convention (CBC) to organize sports activities promoting physical health.

Additionally, the team participated in the 16 Days of Activism Against Gender-Based Violence with internal presentations and community outreach. All health department staff completed the Prevention of Sexual Exploitation and Abuse (PSEA) training, reinforcing RADA's commitment to ethical practices.



The Team and CBC at a sporting activity during the GW4A



Challenges

The department faced several challenges, including significant resistance from the food and beverage industries against the FoPWL and health tax initiatives. Limited funding also constrained the activities of programs. Moreover, raising public awareness in rural and underserved communities remains a challenge due to the ongoing socio-political crises in some regions of the country.

Future Directions for 2025

Looking ahead to 2025, the Health Department will focus on achieving legislative approval for the FoPWL policy and advancing the health tax initiative. The department plans to host the first High-Level NCD Conference in April 2025, bringing together key stakeholders in a multistakeholder panel to discuss critical health issues. Efforts to secure funding for programs will continue, alongside expanded community outreach for non-communicable diseases (NCDs) awareness and raising support for the policies RADA is working on.



Family photo during the welcome and orientation session with cohort 5 participants of the CVP

Throughout the program, they engaged in capacity-building sessions designed to nurture critical skills like Strategic Networking, Bookkeeping, Emotional Intelligence, and grant writing. These workshops didn't just offer knowledge—they sparked transformation. Volunteers learned to plan their lives, collaborate effectively, and address societal challenges such as Gender-Based Violence (GBV).

Education Department

The Education Department of RADA had a productive year in 2024, focusing on skills development, capacity building, and community engagement through various programs and collaborative efforts. This report outlines key activities, achievements, and milestones accomplished throughout the year, including the Circles Volunteer Program (CVP), educational campaigns, and collaborative initiatives to promote learning, inclusion, and community development.

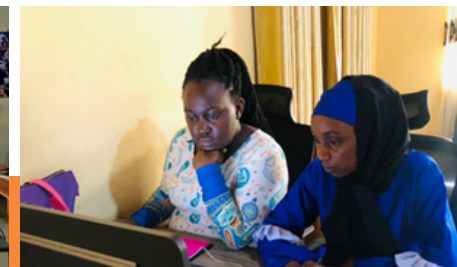
Circles Volunteer Program (CVP)

The year began with RADA launching a call for applications for the 5th cohort of the Circles Volunteer Program (CVP). The program targeted young graduates aged 18 to 35, offering them an opportunity to gain practical experience and professional growth.

In February, RADA welcomed the 5th cohort of CVP volunteers. During the welcome ceremony, the Chief Financial Officer, Kings Yofenyui, encouraged the new volunteers to embrace hard work and maximize the learning experience over the next six months.



In a testament to RADA's commitment to inclusivity, the volunteers also trained in American Sign Language (ASL), enabling them to communicate with hearing-impaired individuals and promote Diversity, Equity, and Inclusion (DEI). This emphasis on inclusion reminded us all that true development thrives when everyone's voice is heard and valued.



Cohort 5 volunteers working in their departments

Graduation of Cohort 5

In August, the 5th cohort of CVP graduated after six months of training and service. These six outstanding young people gained skills in Strategic Networking, Emotional Intelligence, Grants Writing, and Bookkeeping. They now stand as ambassadors of positive change, ready to serve their communities and apply their newfound skills.

“They are Worth More Than You See”—a phrase that embodies the potential unlocked by the CVP.



Family photo with the volunteers of cohort 5 and their facilitators

Strengthening Communities with Clean Water Projects

Strengthening Communities with Clean Water Projects

Education and development go hand-in-hand with access to basic needs. In partnership with Self-Reliance Promoters and with support from Global Giving, RADA made significant strides in improving access to clean water for communities in the Kumbo Subdivision.

By constructing water catchments and storage tanks in seven communities including Ngamantse RADA ensured that hundreds of families now have reliable access to clean drinking water. This initiative not only improved health outcomes but also enhanced resilience, especially during the dry season.



On going construction of water catchment in Kumbo, North West Region of Cameroon

International Day of Education

In January, RADA commemorated the International Day of Education under the theme “Learning for Lasting Peace.” This event highlighted education as a tool for promoting peace, understanding, and tolerance. RADA reaffirmed its commitment to fostering education for a brighter and more peaceful future:

<https://www.facebook.com/share/p/12CEFx6YzAi/>

In 2024, RADA’s Education Department has been a catalyst for growth, inclusion, and transformation. From empowering youth through the CVP to strengthening communities with essential infrastructure, our work has touched lives and inspired change. We are proud of the milestones achieved and remain dedicated to fostering education, inclusion, and development for a better future.



Facebook post of the International Day of Education

Future Outlook:

As we look forward, we are more determined than ever to expand our reach, deepen our impact, and continue the journey of reconciliation and development. Together, we are not just transforming lives—we are building futures. Hence, in 2025, the education department will increase its focus on advancing the Academic Clubs, Community Circles Program, Job Seeking Program and reinstatement of the Self Reliance Promoters School of Accountancy

Agriculture & Environmental Protection



The Agriculture and Environmental Protection Department of the Reconciliation and Development Association (RADA) is dedicated to fostering sustainable development through innovative agricultural practices and proactive environmental stewardship. We seek to promote food security, mitigate environmental challenges, and build resilient communities in Cameroon and beyond. We achieve this by engaging in cutting-edge research, capacity-building initiatives, policy advocacy, and community-centered programs.

GeoAg Program: Pioneering Innovation in Geological Agriculture

This year, the department continued its groundbreaking work in Geological Agriculture, an innovative approach to farming food crops on rocks. Following the successful cultivation of lemon grass on mineral-rich rocks in 2023, the department embarked on new trials with other food crops. This initiative promises to unlock alternative farming techniques that could enrich soils and enhance food security. Our experiments are paving the way for sustainable agricultural practices that leverage the natural mineral nutrients found in rocks.



GeoArg Experiment with the team

Advancing Organic Farming and Sustainable Practices

The Green Connekt Program achieved significant progress this year. The mini-garden established in RADA flourished with organic crops, including tomatoes, beans, and lemongrass. The department also conducted a successful grafting experiment with pear and mango trees, enhancing food production and promoting climate-resilient farming techniques. These initiatives underscored the importance of sustainable agriculture in addressing food security and environmental challenges.



Grafting Process with the team

Transforming Waste into Wealth

The Waste to Wealth Management Program made notable strides in raising public awareness on proper waste management. Our CEO's interview with CRTV Bamenda reached a wide audience, promoting practices that maintain clean and healthy communities. Additionally, our participation in a Plastic Waste Cleanup Exercise in Mulang, in collaboration with The Greens Foundation, highlighted the transformative potential of community-driven recycling initiatives.



Clean up at Mulang, the team in collaboration with the Green Foundation team

Promoting Environmental Awareness through Global Events

In February, the department actively participated in World Wetlands Day, emphasizing the theme “Wetlands and Human Wellbeing.” Through targeted outreach, we highlighted the critical role of wetlands in supporting biodiversity, improving water quality, and providing flood protection. Our efforts reinforced the interconnectedness between wetlands and human health, fostering a deeper appreciation for these essential ecosystems.

The spirit of environmental stewardship continued in March with Global Recycling Day. Our campaigns underscored the importance of waste segregation and recycling, inspiring communities to transform waste into valuable resources. By advocating for proper waste management practices, we advance our mission to achieve Sustainable Development Goals 6 and 13.

In June, RADA commemorated World Environment Day with a dynamic event at The University of Bamenda. Under the theme “Land Restoration, Desertification, and Drought Resilience,” we engaged over 400 youths in climate action initiatives. The department received recognition from the United Nations Environment Programme (UNEP) for its impactful contributions to the #GenerationRestoration movement. The event included tree-planting exercises and collaborative discussions on restoring degraded ecosystems, reinforcing our commitment to sustainable land management.



**RADA with other organizations
Commemorating world Environment Day**

Climate Change Adaptation and Mitigation

In 2024, the department deepened its commitment to climate resilience through advocacy, capacity building, and policy development. Our collaborative efforts during the Regional Conference of Youth (RCOY) Africa in Morocco contributed to the creation of the African Youth Demands Policy Document on Climate Change. This engagement amplified our voice in global climate discussions, reinforcing the urgency of limiting global temperature rise to 1.5°C.

Building Capacity and Empowering Youths

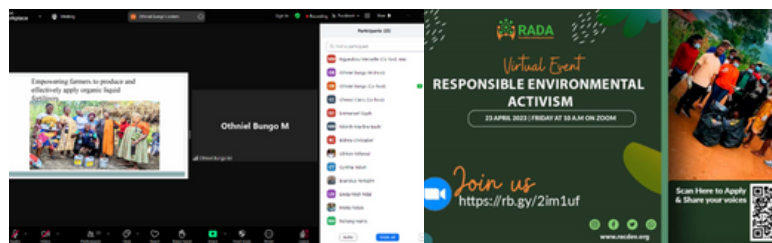
Capacity building remained a cornerstone of the agriculture and environmental protection work. In February, our team participated in a three-day youth training program on solar energy, organized by Future Energy Solutions and partners. The training covered solar technology, community reform, and fundraising strategies, equipping participants with skills to drive renewable energy adoption in their communities.

August saw our active involvement in the Local Conference of Youths Cameroon (LCOY) 2025 in Yaoundé. Engaging with over 200 youths, our departmental lead contributed to developing the Cameroon Youth Demands on Climate Change policy document. This event reinforced our dedication to fostering a network of young climate leaders ready to advocate for sustainable policies on national, regional and global stages.



Family photo of the facilitators at the LCOY event

In April and October, we hosted two editions of the webinar series “Responsible Environmental Activism.” These virtual gatherings brought together young environmentalists who shared their experiences and insights on sustainable agriculture, regenerative practices, and inclusivity in environmental activism. The webinars fostered a vibrant community of environmental stewards, encouraging collaboration and innovative solutions to environmental challenges.



Screenshot of webinar and flyer of the 1st edition of the Responsible Environmental Activism flyer

Departmental Challenges

1. Limited Funding: The scope of our work planned for the year was limited in achieving it due to limited financial aid to execute most of the departmental activities as no grant was received.
2. Lacking a farming space to cultivate crops and veggies as desired, has restricted the departmental ability to try new and innovative farming methods

Sustainable Peace



The Peace Department of the Reconciliation and Development Association (RADA) has remained dedicated to fostering peace, equity, and inclusion in Cameroon. In 2024, the department made significant progress across its core programs, addressing the Anglophone Crisis and empowering communities through advocacy, capacity building, and strategic partnerships. This report highlights key achievements of the year.

Youth Voices Program

RADA's Youth Voices Program focused on equipping youth with tools to engage effectively in peacebuilding, understanding the pivotal role that young people can play in resolving the Anglophone Crisis. Following the release of the survey "Youth Perception and Level of Engagement in the Resolution of the Anglophone Armed Conflict in Cameroon," the department identified key barriers to youth engagement—such as safety concerns, limited access to information, and inadequate resources. Through collaborative efforts, we designed a training program called Youth Engagement in Community Peace Initiative (YECPI), that empowered participants with advocacy skills, enhanced their understanding of conflict resolution, and provided them with platforms to amplify their voices.

In collaboration with the National Endowment for Democracy (NED), the Youth Engagement in Community Peace Initiatives (YECPI) training program spanned three semesters. This comprehensive initiative equipped 45 youth leaders with advanced skills in advocacy, conflict resolution, and effective communication (storytelling for change).

The first semester was held last year and focused on advocacy, human rights protection, and democratic participation to enable participants to engage in effective advocacy and effectively participate in the civic space. The second semester focused on conflict resolution and the mitigation of hate speech, equipping participants to navigate sensitive discussions while the third semester focused on storytelling abilities, with practical sessions on crafting compelling narratives for social change.



Family photo with dignitaries and participants during the first semester



Semester 3 cross-section of participants



Cross-section of participants during the second semester

The third semester was marked by a memorable graduation ceremony where the 45 participants were awarded certificates of completion. The event, attended by government dignitaries, leaders of Civil society organizations, and community leaders, celebrated the youth leaders' achievements and their commitment to fostering peace.

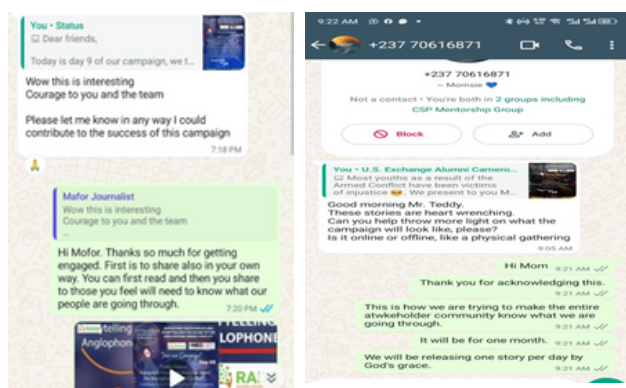


Graduation ceremony pictures both with dignitaries, and participants

Following the graduation, an impactful storytelling campaign was launched, vividly illustrating the negative effects of the Anglophone Crisis and amplifying the voices of affected communities, calling for an end to the crisis.

Promoting Youth Engagement and Storytelling on the Anglophone Crisis

In August, the peace department in collaboration with the communications department and technology department of RADA launched the “Amplifying Youth Voices and Storytelling for an End to the Anglophone Crisis” campaign. Over 31 days, the campaign showcased powerful stories of resilience, loss, and hope from youths affected by the crisis. These narratives shared through videos and written accounts on RADA’s social media platforms, emphasized the urgent need for peace and highlighted the devastating toll of conflict on education, livelihoods, and mental health. The campaign reached over 5000 people across RADA’s social media platforms with some valuable feedback from viewers and stakeholders. The campaign received widespread engagement, inspiring collective action and raising awareness about the lived realities of young people in conflict zones.



Feed backs from stakeholders during the campaign

The team also engaged in advocacy visits, meeting key stakeholders to share their insights and propose actionable solutions. They were able to visit stakeholders within the Northwest, Southwest and Center regions of Cameroon, ranging from government officials, Civil society organizations and religious leaders.



Visit of the team to NewSeta



Team's visit to CHRDA



Visit to Civic Watch Office



Team's visit to SOPISDEW



Advocacy Visit to MDDT

Gender-Based Violence Mitigation Initiatives

Gender-based violence (GBV) remains a critical issue in conflict-affected regions of Cameroon. RADA’s GBV program adopted a multifaceted approach to address this pressing challenge. Throughout 2024, the team implemented impactful initiatives designed to raise awareness, support survivors, and foster a community culture of zero tolerance for GBV. Our efforts included the launch of a podcast series that explored men’s roles in mitigating GBV, emphasizing the importance of engaging all genders in the fight against violence.



GBV sensitization at the Charis Baptist Church with the youths

Additionally, the team conducted sensitization sessions in schools and churches, where participants learned to recognize and address various forms of GBV, creating ripples of awareness within their communities.

A major highlight of the year was RADA’s active engagement in the 16 Days of Activism against GBV. During this campaign, the team raised awareness on social media and also collaborated with local organizations to amplify the voices of survivors and advocate for systemic changes. Beyond direct community interactions, the GBV team participated in advanced training programs on Prevention of Sexual Exploitation and Abuse (PSEA) and child protection, ensuring that their interventions are informed by best practices and methodologies. These initiatives reinforced RADA’s commitment to creating safe spaces, advocating for survivors, and addressing the root causes of GBV.

Advocacy for Peacebuilding and Conflict Resolution

The Peace Department celebrated numerous milestones in its advocacy efforts in 2024. From commemorating the International Day of Peace, they organized podcasts and social media campaigns, to consistently raise awareness about the importance of peace. One notable initiative included an in-depth podcast series featuring insights from peacebuilders, which was shared widely on social media to engage a broader audience.

The peace department also participated in collaborative workshops with partners such as Local Youth Corner Cameroon (LOYOC), Women in Alternative Action (WAA), and UNFPA which played a pivotal role in strengthening their capacity in addressing complex issues of peace and security. These workshops provided practical tools and strategies to foster dialogue and innovative approaches to conflict resolution.

The Peace department of RADA also fostered partnerships on peace building and conflict resolution by collaborating with Xhuma Africa, ASSOWIP, Mother of Hope Cameroon, and Watchman Relief Services in a Northwest Regional Coalition. They participated in seed grant projects which focused on fostering peaceful coexistence between students and teachers. These initiatives were instrumental in promoting the Common Ground Approach to conflict resolution.

Protection and Access to Justice

RADA's Protection and Access to Justice Program provided crucial support for vulnerable populations. The peace department through advocacy and social media awareness, emphasized the importance of human rights and equitable justice systems. Courses on conflict-sensitive interventions and legal aid were taken which further equipped the team to address injustices effectively.

Commemorations and International Days

Throughout 2024, the peace department of RADA marked key international days to reinforce our mission by aligning celebrations with thematic activities and campaigns:

- International Youth Day (August 12): This year's theme, "Youth as Drivers of Peace and Prosperity," the team celebrate youth as drivers of peace and prosperity in social media posts.
- World Humanitarian Day (August 19): With the theme "Act for Humanity," a post was posted in the RADA social media platform highlighting the dedication to humanity through acts of service.
- International Day of the Girl Child (October 11): Under the theme "Girls' Vision for the Future," the department celebrated by promoting educational opportunities and addressing barriers faced by girls in conflict zones through social media posts.

Departmental Challenges

1. Limited Funding: The department faced a problem with limited funding to execute some departmental activities that were planned for the year.
2. Limited Staff: Limited staff was an issue for the department which left some programs not adequately attended to:

RADA's Peace Department made a significant stride in 2024, but the journey towards sustainable peace continues. As we move forward, we remain steadfast in our commitment to building resilient communities, amplifying marginalized voices, and fostering an environment where every individual can thrive. Together, we can transform challenges into opportunities and pave the way for a peaceful future.



TECHNOLOGY DEPARTMENT



In 2024, the Technology Department at RADA made remarkable strides in advancing the organization's mission through innovation, strategic planning, and impactful program delivery. The department played a pivotal role in fostering technological growth, enhancing organizational efficiency, and empowering communities through its three core programs and initiatives in collaboration with other departments. This report therefore outlines the department's achievements, highlights, and future plans and projections for 2025.

CODEWISE Program

The CODEWISE Program focused on coding and digital empowerment, successfully conceptualizing a training program that was targeted to reach over 400 participants, equipping them with essential skills for workforce integration. In collaboration with the MEAL, Communications, and Grants departments, the team designed a comprehensive market survey, paving the way for program optimization in 2025. Key documents, including stakeholder engagement letters, media plans, and funding proposals, were drafted to ensure the program's strategic success. Partnerships were also developed with two significant collaborators, boosting resource mobilization and program delivery.

Silicon Grass Fields Program

The Silicon GrassFields Program emerged as another landmark achievement. Through strategic review sessions with leading tech startups in Bamenda, the program refined its goals and established a robust engagement strategy. It also fostered a collaborative tech ecosystem to drive innovative community solutions

Institutional Growth and Development

In terms of institutional growth and development, the department spearheaded critical infrastructure upgrades. Surveillance cameras were installed to enhance security, intercom systems were updated for seamless internal communication, and a mesh network was deployed with LAN and wireless Routers to ensure reliable internet connectivity across offices. The department also prioritized capacity building by training 70% of staff in AI tools and automated processes, resulting in a 40% reduction in task completion times. A concept for a centralized data management system was developed to enhance data accessibility and reporting accuracy.

Media Collaborations

Media collaborations were instrumental in amplifying RADA's campaigns. The department worked closely with the Communications team to produce impactful materials, such as flyers and videos for initiatives like Salt Awareness Week and Menstrual Hygiene Day. Podcasts on critical topics, including Breast Cancer Awareness, were also developed to engage the community effectively.

City HACK Participation – July 2024

RADA's Technology Department, led by Moses Kangong, participated in the City HACK Hackathon from July 8-12, 2024. This transformative event was designed to foster creativity and innovation in addressing critical urban challenges. It brought together a diverse and dynamic group of developers, designers, entrepreneurs, and professionals united by a shared vision of enhancing urban life through technology. Over five days, participants engaged in a series of workshops that explored innovative marketing techniques for startups, tools for rapid prototyping, and strategies for effective team collaboration. A highlight of the event was the Innovators Meetup, a vibrant forum that strengthened the bonds within Cameroon's tech community. RADA's tech team emerged as a standout performer, securing a top-six ranking and earning the honor of representing the North West Region of Cameroon at the prestigious International Tech Summit. This achievement showcased the team's technical expertise.

CITS National Hackathon – October 2024

RADA's tech team participated in the Cameroon International Tech Summit (CITS) National Hackathon, an event that brought together some of the brightest minds in technology under the theme "Technology, Innovation, Entrepreneurship, and Sustainability as Tools for Economic Growth." With participation from 350 hackers representing all 10 regions of Cameroon, the event served as a melting pot of ideas, fostering intense collaboration and innovation. Over the course of the summit, 70 dynamic teams competed, each striving to develop groundbreaking solutions that could drive economic growth and community impact. RADA's tech team stood out as a beacon of creativity and technical skill, earning widespread recognition for their contributions to fostering innovation and engaging the broader tech community. This achievement underscored the team's commitment to leveraging technology as a tool for transformative change.



Microsoft for Non-Profit Acceptance

This program received an application acceptance, thereby gaining access to critical software tools and capacity building resources which has helped to greatly enhance organizational impact and effectiveness

In 2024, RADA's Technology Department demonstrated exceptional progress, achieving key milestones and driving innovation. From executing planned programs to adapting to unforeseen opportunities, the department strengthened its role as a cornerstone of RADA's mission.

As we look to 2025, we remain dedicated to scaling new heights, advancing community development through technology, and fostering a culture of innovation. Together, we aim to achieve even greater impact in the years ahead.

Finance and Operations

RADA has had an overall better performance financially as compared to the previous years. Endowed as the Year of Growth from the organization's 2023 end of year address to the staff, the evidence can visibly be seen in how well RADA has performed this year. RADA throughout the year has had 5 different projects to manage funded by;

1. National Endowment for Democracy (NED)
2. Global Health Advocacy Incubator (GHAI)
3. Resolve to Save Lives (RTSL)
4. NCD Alliance (NCDA) funding CACSNA and ANN
5. Local Youth Corner (LOYOC)



Communications Department



The Communication Department played a pivotal role in enhancing organizational visibility, promoting engagement, and delivering key messages to stakeholders. This year, the team focused on developing and implementing effective strategies to meet organizational objectives, improve internal and external communication, and establish RADA as a trusted and authoritative brand in its domain.

Social Media Growth

The Communication Department achieved significant growth in its social media presence this year. Followers on LinkedIn increased by 46.35%, moving from 507 in January, to 742 in December, for Facebook it was at 2.6k followers as of January moving to 2.9k in December making it an increase of 48%. While engagement across X, TikTok, SoundCloud, and YouTube also saw steady improvements. Through daily posting of videos, flyers, and interactive content, the department successfully fostered audience interaction and broadened RADA's online reach. The team ensured social media growth, by developing a document containing contact information and social media handles of stakeholders, partners, and institutions working in line with RADA's vision and mission. This was to easily reach out and tag them on various posts, thereby enhancing effective communication on social media. Besides tagging these stakeholders, the team developed several communication strategies/plans pertaining to each project, or planned activities. A 2024 RADA Communication Plan was developed. The plan also outlined key messages for some of RADA's programs like; Youth Voices and Civic Engagement, RADA Breast Cancer Program (RBCP), Healthy Eating Program, Healthy Aging Program, Diversity, Equity and Inclusion (DEI), Climate Change Mitigation (CCM), Gender Based Violence Prevention and Mitigation (GBV) Prevention. See plan: [HERE](#). A Communication Strategy for the Advocacy for A Health Tax Increase On Sugary Drinks And Unhealthy Packaged Foods Based On Evidence For Public Health And Development Benefits Project was developed by the team in sync with the Health Team.

Multi-Channel Communication

By implementing a comprehensive multi-platform strategy, the department ensured effective communication across diverse channels. This approach combined social media, email campaigns, webinars, newsletters, vox pops, panel discussions, vodcasts, and podcasts to engage a broader audience. The team together with other departments engaged with mainstream media such as radio stations and newspapers to have community talks on pressing issues. Weekly and monthly reporting processes allowed the team to make timely adjustments to strategies, ensuring maximum outreach efficiency.

Major Campaigns

Throughout the year, the department executed several impactful campaigns. At the beginning of the year, the team worked with the Health team in ensuring an effective campaign during the salt awareness week. In the month of August, a 31 day social media campaign under the Promoting Youth Engagement and Storytelling on the Anglophone Crisis project was hosted by the team, Tech team and Peace team. The Youth Engagement and Storytelling for Change project Campaign (YESTAC) highlighted youth experiences in the Anglophone Armed Conflict, reaching over 5,000 individuals through a range of social media platforms. In October, a Breast Cancer Awareness campaign was conducted in partnership with the Peter Bryan Onco-Health Initiative (PBOHI), which included podcasts, workshop, and social media content during a dedicated month-long effort; this got more than 260 reactions on the posts shared on Facebook. This campaign began on the 15th to the 21st of October, it was aimed at accelerating policy implementation, breaking down Silos, mobilizing investments, delivering accountability and encouraging communities to be well informed on the prevalence of NCDs, especially the government. The team together with the Health team encouraged the smooth run of this one-week campaign, we also mobilized community members to take part in events such as sport and educational sessions with other activities. The Global Week for Action on NCDs mobilized communities and fostered discussions on policy implementation and non-communicable diseases. [RADA](#) joined her voice to that of the global community. The team also collaborated with the peace team to carry out the 16days of Activism against GBV on social media and advocacy visits in various schools and churches.

Enhanced Content and Visual Communication

The department elevated its communication efforts by producing high-quality visual content, including flyers, infographics, and videos. Collaboration with the IT team ensured visually engaging designs for campaigns and events. Furthermore, the team documented youth engagement initiatives through two semester-specific videos, which were uploaded to RADA's YouTube channel to expand visibility and impact.

Capacity Building and Collaboration

The team invested in skill enhancement through courses on platforms such as KAYA, Allison and they include; Social Emotional learning, Debbie Millman on Branding for Social Change and Daniel Pink on the Art of Selling, Google Project Management: Professional Certificate.branding, communication, and project management. These efforts were complemented by active collaboration with other departments to host webinars and events focused on community development, creating a cohesive approach to organizational goals. The team also learnt how to edit pictures on Photoshop with the help of the graphics designer.

Publications and Media Outreach

The Communication Department maintained an active blog, sharing stories and reports that showcased key initiatives and their outcomes. Internal and external newsletters were developed with improved content planning and delivery mechanisms, fostering transparency and engagement with stakeholders. They in collaboration with other departments organized and hosted talk shows, podcasts, and Vox pops that pertain to the ongoing activities, projects, and initiatives that were ongoing in RADA. These included: Global Week for Action on NCDs (GW4A) on Breast Cancer.

Others are; the GBV podcast: Men's Role in Mitigating GBV, GW4A Podcast: Community Engagement A tool to Accelerate Actions Towards NCDs, Alcohol podcast: The Dangers of Alcoholic Drinks on Health, Farm talk podcast: The Farm Talk, and the Youths in peacebuilding podcast: Youth Voices on Peace Building.

Working in collaboration with other departments to host webinars on a monthly basis focused on discussions in different domains of community development was another key objective of the department. The team worked with the Tech team to design flyers for the event, invited RADA's audience to the event, prepared hold up slides, co-hosted the event, and sent thank you slides to the participants.

These webinars were focused on Agriculture and Environmental protection departments and Health Department as well and they are;

- 1.Environmental Protection Department: [Responsible Environmental Activism first edition](#)
- 2.Environmental Protection Department: [Responsible Environmental Activism second edition: Registration Link](#)
- 3.Health Department: [The Negative Impacts of unhealthy Diets and Importance of Front of Package Warning Labels for Consumers Protection, Education and Disease Prevention in Cameroon.](#)

Under the Cameroon Civil Society NCD Alliance and the Africa NCDs Network, GHAI, CAPPa and HEALA, RADA greatly contributed to the success of major virtual events that were hosted and organized. A few of these events includes;

1. [Sweetened Profits webinar](#)
 2. NCDs Accountability Report Lunch
 3. Meaningful Engagement Operational Plan Lunch
 4. Cameroon Civil Society NCD Alliance (CACsNA): [Webinar on Hypertension and Pregnancy](#)
 5. Africa NCDs Network (ANN)
- [Consultation on the Accountability Mapping for Africa](#)
 - [2nd Annual Virtual Advocacy and NCD Training](#)
 - [ANN Regional CSOs RCM Consultation Session](#)

Produced a documentary on the ongoing project(s) in RADA, the team together with the Tech team compiled, produced and uploaded the first and second semester documentary on RADA's YouTube Channel;

1. Semester one: https://youtu.be/sngg_2lJBt4
2. Semester two: <https://youtu.be/Bx7uFMXf0fl>

Infrastructure Development

Efforts to enhance content production were bolstered by the progress made in setting up a new studio space. This initiative, now 50% complete, reflects the department's commitment to improving its technological capabilities for more professional and impactful communication outputs.

Outcomes and Impact

The department's strategic efforts led to measurable results, including increased audience engagement and strengthened relationships with stakeholders. The campaigns and initiatives executed throughout the year amplified RADA's visibility and established its authority as a trusted information source. Additionally, the creation of new communication channels expanded RADA's network, connecting it with a wider community and enhancing its influence.



Monitoring and Evaluation (M&E):

The Monitoring and Evaluation (M&E) Department of RADA has had a remarkable year, marked by innovation, collaboration, and capacity-building efforts aimed at enhancing the organization's efficiency and impact.

Development of Workplan and Reporting Tools

The M&E Department successfully created a comprehensive Excel sheet template designed to streamline departmental workplans and reporting processes. Monthly reporting has also been a cornerstone of our work, ensuring the collection of evidence-based data to guide decision-making. These tools have significantly improved data organization and accessibility, fostering greater accountability across all departments.

Design and Deployment of Surveys

To enhance data collection and inform program development, the department developed and deployed various surveys using QuestionPro. These surveys have provided valuable insights into community needs, project performance, and stakeholder feedback, enabling more targeted and impactful interventions.

Support in Proposal Writing

Collaborating with various departments, the M&E team played a crucial role in developing and designing monitoring and evaluation frameworks for all project proposals. These frameworks are tailored to align with funders' requirements, ensuring clarity, impact measurement, and effective resource allocation.

Capacity Building

The department organized a one-day training session on Results-Based Monitoring and Evaluation, empowering staff with practical skills to track and measure project outcomes effectively. This initiative has strengthened internal capabilities and fostered a culture of accountability and learning.



Results based M & E Session with staff

Fundraising Department:

In 2024, the Fundraising Department focused on advancing RADA's mission by expanding grant acquisition, enhancing collaboration, building fundraising capacity, and ensuring efficient grant implementation. Despite challenges, the year marked significant strides in proposal submissions, communication efforts, and capacity-building activities, laying the groundwork for sustained growth. These efforts are further expatiated on below.

Grant Acquisition Efforts

Throughout the year, the Fundraising Department developed and submitted 20 project proposals across RADA's key domains: Peace, Health, Agriculture, and Education. These proposals targeted a range of organizations and funding bodies, including the Global Health Advocacy Incubator, Panorama Global, Resolve to Save Lives, U S Embassy, Swiss Embassy, and others. The submissions addressed diverse needs, such as healthy dieting, youth engagement in peacebuilding, awareness of sexual exploitation and abuse, adolescent health promotion, and responsible environmental engagement.

Of the 20 proposals submitted, two were successful, with several others awaiting responses. Additionally, as the secretariat of the Cameroon Non-Communicable Disease Alliance, the department developed two proposals focused on advocacy and capacity strengthening, one of which was successful and is currently being implemented.

Promoted Effective Communication and Collaboration

To streamline operations and foster cohesion, the department held four departmental meetings to review progress, address challenges, and outline future plans. Communication with funders also remained a priority through direct engagement for project-related tasks such as report submissions, meeting coordination, and proposal follow-ups. These efforts were designed to build trust and ensure transparency in RADA's grant-writing process.

Registered and Managed Funding Platforms

The team successfully registered on funding platforms like CIVICUS and actively managed RADA's presence on GlobalGiving by developing and reviewing proposals from the Education Department and ensuring timely submissions, thereby broadening RADA's fundraising reach.

Built Capacity in Fundraising

Recognizing the importance of continuous learning, the team participated in various training programs to enhance their fundraising and project management skills. Courses included systematic reviews by JBI International and fundraising courses offered on platforms like GlobalGiving, Alison, and Kaya. These initiatives equipped the team with valuable skills to improve grant-writing efficiency and effectiveness.

Followed up on Grant Implementation

The Fundraising Department played a critical role in supporting the implementation of funded projects to ensure that objectives were met and compliance with funders' requirements was maintained. This involved coordinating and reviewing project documents, participating in meetings and workshops, and overseeing fieldwork activities. Two major projects under the Health and Peace domains were successfully coordinated during the year.

Sources of Funding

In 2024, RADA's primary sources of funding included:

1. Global Health Advocacy Incubator (GHA): Funding for an evidence-based health tax increase on sugar-sweetened beverages and unhealthy packaged food products in Cameroon (April 2024 – September 2025).
2. National Endowment for Democracy (NED): Support for the youth engagement and storytelling initiative related to the Anglophone armed conflict (March 2023 – January 2025).
3. Resolve to Save Lives: Funding for an advocacy for a Front of Package Warning Label Legislation in Cameroon. (2021- 2024)
4. GlobalGiving: Contributions through this platform supported several Education Department initiatives, with individual donors contributing to various educational projects.

Challenges

The Fundraising Department faced several challenges during the year:

- Regulatory Compliance: Navigating the legal requirements of various funders proved challenging, especially within the context of Cameroon's administrative processes. Timely identification of grants with specific legal requirements is essential to avoid last-minute obstacles.
- Breach of Contract by Funders: Some funders retracted agreements after they had been signed due to unforeseen circumstances, impacting planned project activities.
- Staffing and Workload: With only two staff members in the department, a temporary reduction in personnel due to maternity leave led to increased workload and pressure.

Awards/Recognitions and Strategic Innovations/Engagements.

Key Organizational Challenges/Lessons Learned
Description of major challenges faced during 2024.

Major Challenges:

1. Funding constraints delayed the implementation of critical goals in strategic programs.
2. Tactical foundations of food and beverage industry roots in Cameroon complicated health advocacy efforts.
3. Government Bureaucracy led to challenges in meeting timelines
4. Socio-political unrest in conflict zones hindered program delivery.

Lessons Learned:

- Early stakeholder involvement is essential for smoother project execution and timeline meet ups
- Pushful follow up is critical to the success of our projects.
- Adaptability and contingency planning are critical for overcoming unforeseen obstacles.

2025 Prospects:

- Looking forward to 2025:
- Finalize legislative approval for FoPWL policies to advance public health advocacy.
- Expand clean water access initiatives to additional underserved communities.
- Host the inaugural High-Level NCD Conference to drive policy dialogue and community engagement.
- Strengthen partnerships to broaden RADA's impact across its domains of focus.





ANNEXES 2024

RADA COMMUNITY OF YOUNG PROFESSIONALS AND EXPERTS ENGAGEMENTS:



Commemorating World UHC Day at CRTV radio Bamenda



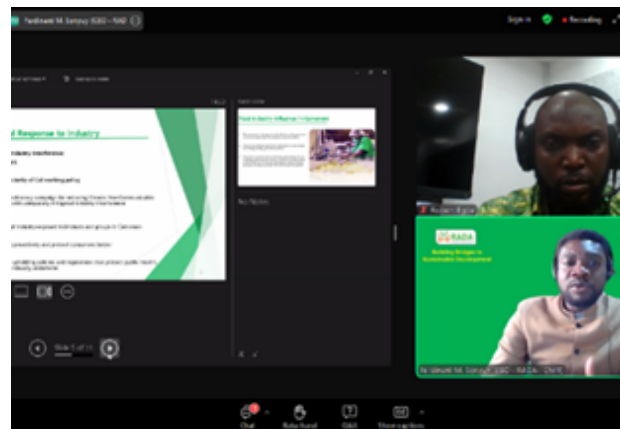
Common Ground Approach Training at G.T.T.T.C Mbengwi



Handing over of the award to the team and CEO



October Hackathon



Release of the sweetened profits report in Africa by RADA, HEALA and CAPPA



Turning Ideas into Enterprise

MORE ABOUT US

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