



# 2024 ANNUAL REPORT

# CAPABLE

We started CAPABLE to give families the opportunity to drastically improve their circumstances: generating enough income so that every member of their household could live above the extreme poverty line, for good. We have consistently achieved this goal, and our impact has increased with each new cohort; 2024 was no different.

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**2X**

Doubled the size of our program

**30%**

Reduction in our cost to serve

**6.7X**

Clients increased their income

**\$5.04**

Increase in clients income, for every \$1 we spent

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# IMPACT

We prioritize the impartiality and precision of this report, which is why we collaborated with Gulu University. The collection and analysis was conducted by faculty and students from Gulu University who assessed the impact of every Cohort, past and present, as well as a comparable peer group.

We used the most up-to-date PPP (purchasing power parity) conversion rate for income data. All averages across all reports are treated to remove outliers (top and bottom 5%).

Additionally, while calculating averages, we used the actual number of dependents in each household (average family size: 7.2) instead of using the “standard” household size (average family size: 5) which could potentially inflate our impact.

## Cohort 2024 - 2025



# FINANCIALS

In 2024 we saw a real-time ROI of 404%, investing \$1.57 million to see our clients increase their income by \$7.89 million. For every \$1 we spent, clients increased their income by \$5.04.

At the five year mark, we'll see \$25 in increased client earnings for every \$1 spent. We've proven that we can improve our impact while we scale and we have no plans to slow down. Since 2018 we've reduced our cost-to-serve by 78%.

	2023		2024	
Corporate donations	\$300,061	25.1%	\$500,000	29.5%
Foundation grants	\$765,363	64.2%	\$1,099,832	64.8%
Individual donations	\$127,788	10.7%	\$92,152	5.7%
Total	\$1,193,212		\$1,694,697	
<b>Expenses</b>	<b>2023</b>		<b>2024</b>	
Program	\$981,563	91.7%	\$1,435,792	92.8%
Admin / Fundraising	\$88,989	8.3%	\$111,836	7.2%
Total	\$1,071,532		\$1,547,628	

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