

Aware International

Annual Report 2024



Prepared by: Aware International

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Executive Summary

Aware International Annual Report 2024

Aware International is a youth-focused NGO dedicated to empowering African youth through education, cultural exchange, and social impact. In 2024, we expanded our programs and deepened our impact in communities across Ghana.

Key Achievements

Culture Aloud: Hosted 3 editions in Kumasi, attracting 600+ attendees and showcasing 10 emerging artists.

Female in Music Program: Trained 12 young female musicians, with 100% securing internships.

Beyond Music Social Change Competition: Gained international recognition and 2,000+ new followers.

Peace Campaign in Kwadaso: Reached 500+ people, inspiring 100+ youth to become peace ambassadors.

Financial Overview

Total Funds Received: 223,500 GHC

Total Expenses: 170,000 GHC

Program Costs: 102,000 GHC

Administrative & Operational Costs: 51,500 GHC

Marketing & Fundraising: 16,500 GHC

Challenges & Future Goals

Challenges: Limited funding, logistical hurdles, need for stronger partnerships.

Goals for 2025: Expand training programs, scale cultural initiatives, and enhance fundraising efforts.

Get Involved

We invite partners, donors, and volunteers to support our mission.

Email: info@awareinternational.org

Phone: +233 24 710 4717

Website: www.awareinternational.org

Instagram: @aware.musicrl

Together, we are shaping a future where African youth thrive through education, creativity, and empowerment.

A. Message from the Executive Director

It is with immense gratitude and pride that I present the 2024 Annual Report of Aware International. This year has been one of growth, impact, and meaningful engagement across various communities. We have successfully executed innovative programs, expanded our reach, and strengthened our mission to empower African youth through education, mentorship, and artistic expression.

However, as with any journey, we encountered challenges that tested our resilience and commitment. Financial limitations, logistical hurdles, and the need for stronger institutional partnerships were key areas of concern. Nevertheless, through determination and collaborative efforts, we continued to deliver transformative initiatives.

As we reflect on 2024, we acknowledge the invaluable support of our partners, volunteers, and beneficiaries who contributed to making our programs successful. We remain committed to creating sustainable opportunities for youth development and cultural exchange in Africa.

Kwadwo Ampofo-Agyemang

Executive Director, Aware International

B. Organizational Overview

Aware International is a youth-centered NGO dedicated to empowering African minds through education, cultural exchange, and social advocacy. Our mission is to inspire and equip young people with the skills and opportunities they need to thrive. Through our flagship initiatives—Aware Learn, Aware Music, Aware Climate, and Aware Voice—we create impactful programs that promote sustainable development, cultural appreciation, and social change.

Our vision is to build a future where African youth are leaders in innovation, creativity, and positive transformation in their communities and beyond.

C. Governance & Leadership

Aware International is guided by a committed leadership team that drives our mission forward. Our governance structure ensures transparency, accountability, and the effective execution of our programs.

Key Leaders

Kwadwo Ampofo-Agyemang – Executive Director

As a co-founder and Executive Director, Kwadwo leads the strategic direction of Aware International. He is passionate about using education and the arts to promote cultural awareness and social change. His leadership has helped expand Aware International's reach and impact.

Akwasi Odei Ampofo – Executive Director

Akwasi co-directs Aware International, focusing on program development and partnerships. His expertise in project management and youth empowerment drives the success of our initiatives.

Jonnels Konadu Macyoung – Board Chair

Jonnels provides strategic oversight to ensure the organization remains mission-focused. With a strong background in governance and policy advocacy, she supports Aware International's growth and long-term sustainability.

Harriet Frimpong – Administrative Assistant & Treasurer

Harriet manages daily operations, communications and logistics for Aware International's programs. Her coordination ensures efficiency in program delivery and stakeholder engagement. As treasurer she also oversees financial record-keeping, tracks expenses, and collaborates with leadership to maintain financial accountability.

D. Program Highlights

1. Culture Aloud

Culture Aloud provided an immersive experience in African art, music, and storytelling, attracting 600+ attendees from diverse backgrounds. The event featured live performances, exhibitions, and panel discussions, creating a platform for emerging artists and fostering cross-cultural exchange.

Key Achievements:

- Hosted three successful editions in Kumasi, attracting a diverse audience.
- Provided a platform for budding African artists to gain visibility and recognition.
- Fostered cultural exchange and strengthened appreciation of African heritage.

Impact:

The events provided a space for emerging African creatives to gain recognition while also educating attendees on Africa's deep cultural narratives. Diasporans and expatriates left with a newfound appreciation for the richness of African storytelling, music, and artistry.

2. Female in Music Program

The Female in Music Program was launched to bridge the gender gap in the creative arts and entrepreneurship sectors. In 2024, we trained 12 young female musicians in music composition and business skills, equipping them for careers in the industry. All participants secured internships with renowned music groups in Ghana.

Key Achievements:

- Twelve female participants completed intensive training in music composition and entrepreneurship.

- Participants were mentored by established musicians.
- All trainees secured internship placements with music groups.

Impact:

This program empowered female artists with industry exposure and essential skills, helping them navigate a traditionally male-dominated field. It instilled confidence, artistic growth, and business acumen among the participants.

3. Aware Music’s Participation in the Beyond Music Social Change Song Competition

One of the major highlights of 2024 was Aware Music’s participation in the Beyond Music Social Change song competition. This global competition recognized musical groups using their craft to drive positive change in society.

Key Achievements:

- Aware Music was selected among the best groups, earning international recognition.
- The competition created collaboration opportunities with global artists.
- Our participation amplified Aware International’s mission and opened doors for partnerships.

Impact:

Being recognized among the top groups reinforced our belief in the power of music as a tool for social transformation. It encouraged our musicians to continue advocating for change through their talents.

4. Peace Campaign in Kwadaso Constituency Ahead of the National Elections

In anticipation of the 2024 national elections, Aware International organized a Peace Campaign in Kwadaso Constituency to promote unity, tolerance, and non-violence among citizens. The event aimed to foster a peaceful electoral process by engaging the community, political stakeholders, and youth groups in constructive dialogue and advocacy.

Event Highlights

- House to House Engagement: Volunteers and peace advocates visited homes to interact directly with community members, encouraging peaceful participation in the elections.
- Music for Peace: As part of our peace advocacy, we revamped our song titled “Peace Song” and promoted it on media platforms like Garden City Tv and on Social media to amplify the message of unity and non-violence

Key Achievements & Impact

- Raised Awareness: Educated over 500 community members on peaceful electoral conduct.
- Youth Engagement: Inspired young people to become peace ambassadors within their communities.
- Strengthened Community Bonds: Encouraged inter-party dialogue and collaboration for a violence-free election.

E. Impact Metrics

- Culture Aloud: Hosted 3 editions in Kumasi, attracting over 600 attendees from different backgrounds. 80% of participants reported a deeper appreciation for African heritage. 10 emerging artists showcased their work.
- Female in Music Program: Trained 12 young female musicians in music composition and business skills. 100% of participants secured internship placements with professional music groups. 85% of trainees reported increased confidence in navigating the music industry.
- Peace Campaign in Kwadaso Constituency: Reached 500+ community members through direct engagement. Inspired over 100 youth to become peace ambassadors in their communities.
- Beyond Music Social Change Competition: Aware Music was recognized internationally, gained a 2000+ following on Instagram and Meta, leading to potential global collaborations.

F. Success Stories

Empowering Young Female Musicians

Christabel Takyi Akwaboah, stage-named Shanti Ba, one of the trainees in our Female in Music Program, had no prior industry connections before joining Aware International. After completing the program, she joined in the Beyond Music Social Change competition, performing the album winning track “Educate Me”. The song is featured on Beyond Music’s album Social Change vol. 4, featuring grammy winning artists Angelique Kidjo, Pheelz, Wiyala. “I never thought I could take my passion this far. Aware International gave me the skills and confidence to pursue my dream.”



Cultural Exchange Through Music

During Culture Aloud, Osei, a young artist and guitarist from Kumasi - Ghana, shared how the platform helped him connect with fellow creatives and gain exposure for his work. 'I met amazing mentors and even got a collaboration offer. This experience has changed my career path.'



G. Financial Overview

Total Funds Received: 223,500 GHC

Total Expenses: 170,000 GHC

Programs: 102,000 GHC

Operations: 51,500 GHC

Marketing & Growth: 16,500 GHC

(See financial breakdown in appendix for details)

H. Donor & Partnership

Aware International thrives through the generous support of donors and strategic partnerships. In 2025, we aim to strengthen collaboration with:

Corporate Sponsors – Aligning with businesses that support youth empowerment.

Philanthropic Organizations – Partnering with grant-making institutions for sustainable funding.

Individual Donors – Encouraging small and large contributions to sustain initiatives.

NGO Networks – Strengthening alliances for advocacy and resource sharing.

How You Can Support:

One-time or Recurring Donations – Contributions of any amount support our programs.

In-Kind Support – Providing equipment, training materials, or venues.

Sponsorship of Events or Programs – Become a named sponsor of specific initiatives.

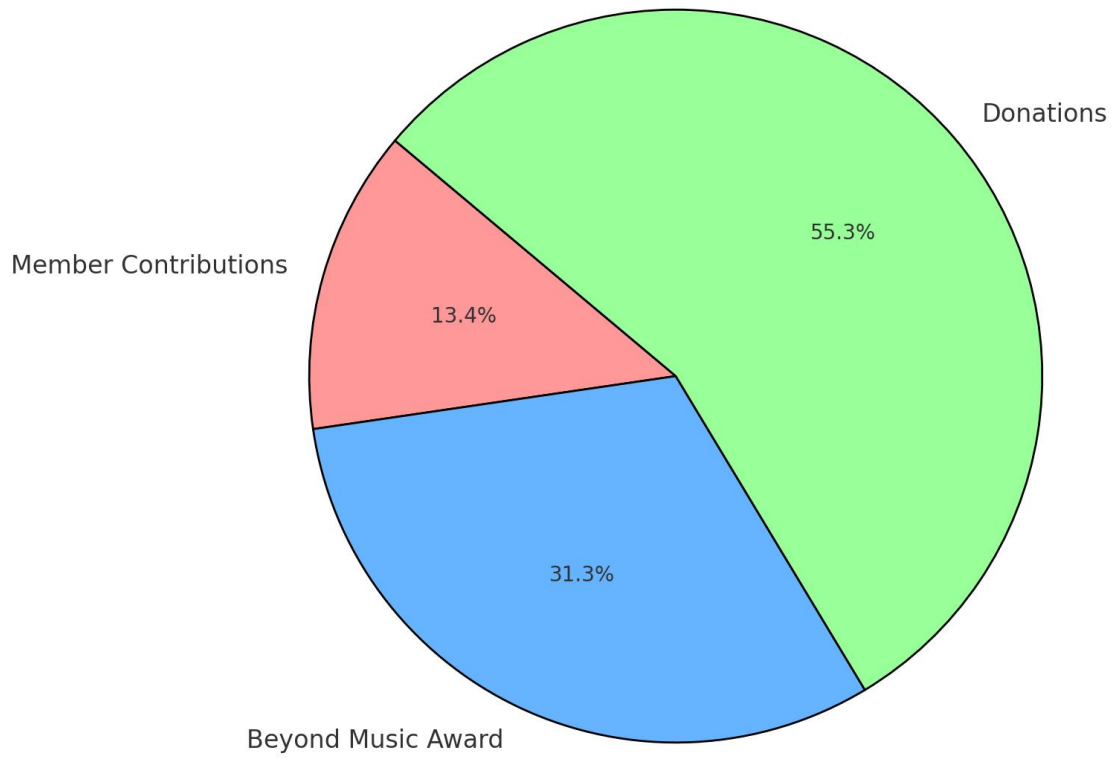
For partnership inquiries, contact us at info@awareinternational.org or visit www.awareinternational.org.

I. Charts

a. Funding Sources Breakdown

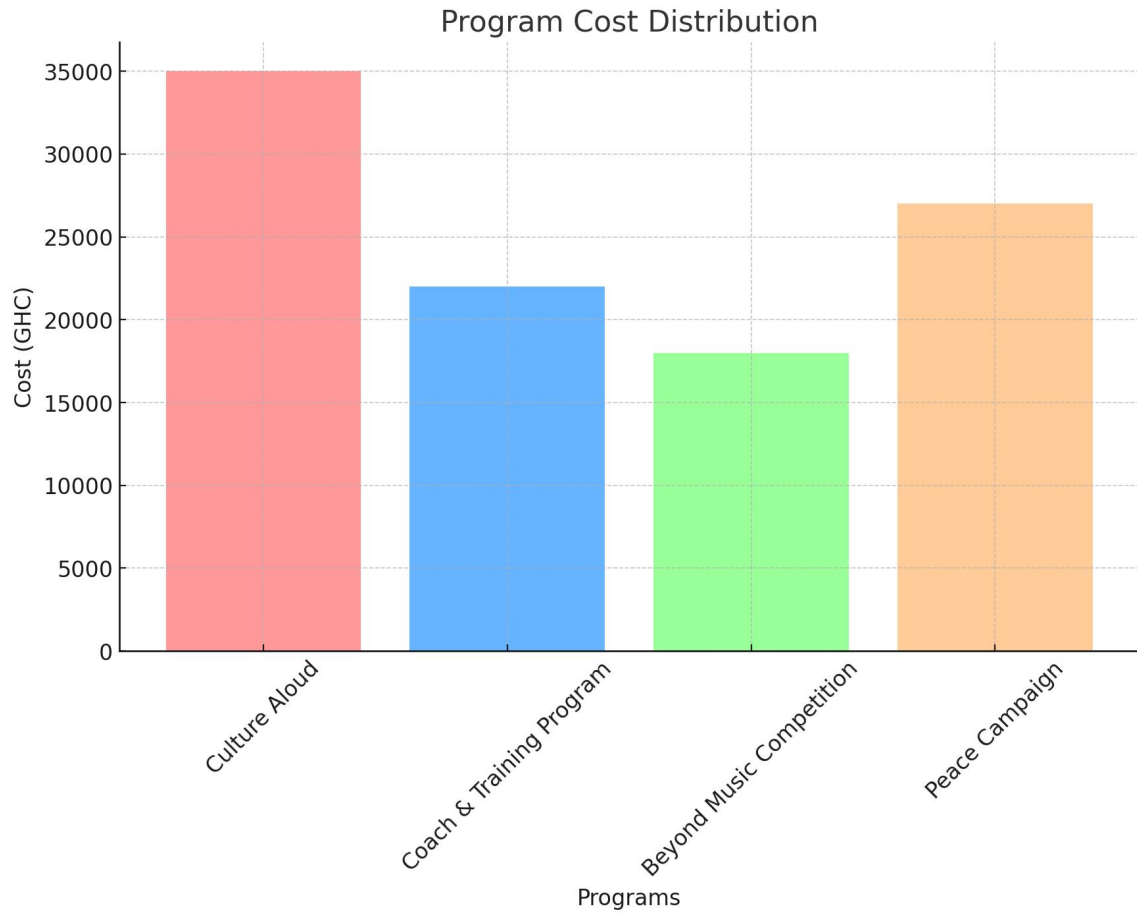
The following pie chart illustrates the breakdown of our funding sources in 2024.

Funding Sources Distribution



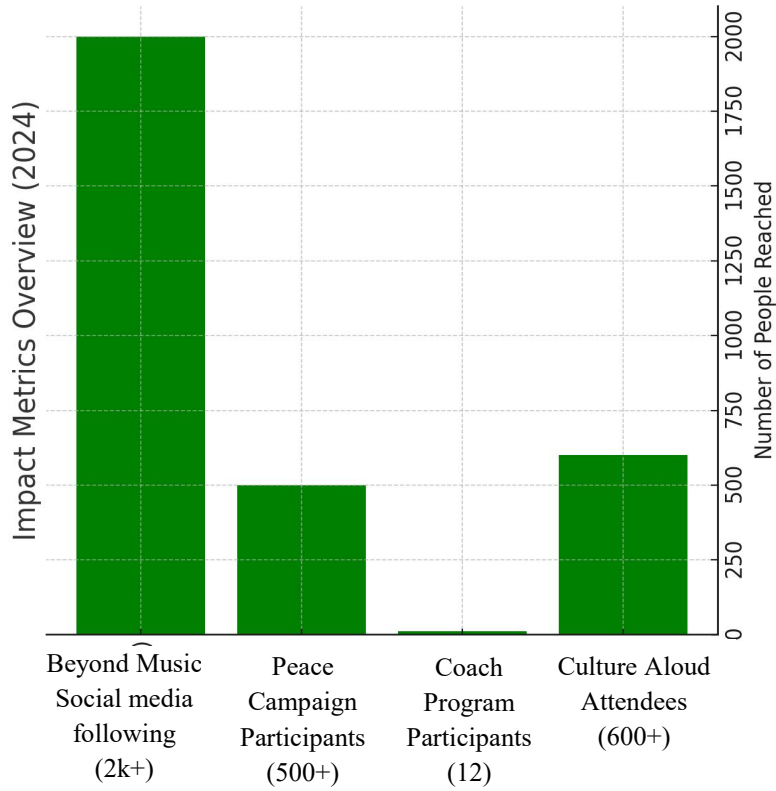
b. Program Costs Allocation

The bar chart below represents the cost allocation across our major programs in 2024.



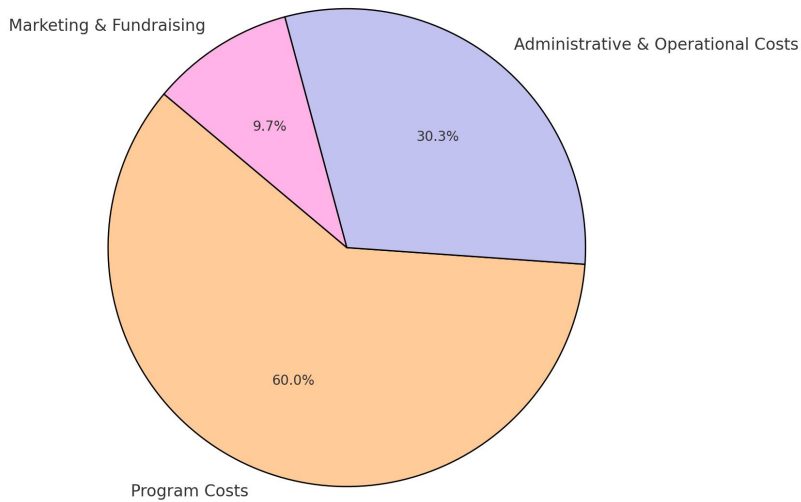
c. Impact Metrics Overview

This chart visualizes key impact metrics, including the number of people reached through our programs.



d. Financial Allocation Breakdown

Financial Allocation



J. SWOT Analysis

Strengths:

Established programs with **proven impact** on youth empowerment.

Strong **local and international recognition**, especially in arts and cultural education.

Dedicated leadership with a **clear vision and strategic direction**.

Weaknesses:

Limited funding sources impact program scalability.

Dependence on volunteer workforce, leading to operational challenges.

Lack of permanent infrastructure, requiring external venue rentals for events.

Opportunities:

Expanding **corporate sponsorships and grant funding**.

Leveraging **digital platforms** for fundraising and wider outreach.

Enhancing partnerships with **government and international organizations**.

Threats:

Economic downturns affecting donor capacity.

Social and cultural resistance to increased female participation in music and entrepreneurship.

Political instability potentially impacting future community programs.

K. Challenges Faced in 2024

Despite our successes, Aware International faced several challenges in 2024, including:

- **Funding Limits:** Restricted program expansion.
- **Logistics Issues:** Venue and tech support difficulties.
- **Partnership Gaps:** Need for stronger institutional collaborations.
- **Cultural Barriers:** Female representation in music remains low.

L. Looking Ahead: Plans for 2025

Aware International remains committed to expanding its programs and deepening its impact. Our focus areas for 2025 include:

- **Expand Training Programs** → Reach more female artists.
- **Scale Cultural Initiatives** → Introduce **Sound & Colour Africa** to new cities.
- **Enhance Funding Efforts** → Increase **grants, sponsorships & crowdfunding**.
- **Strengthen Partnerships** → Collaborate with **local & global stakeholders**.

M. Contact Information

For more information, collaborations, or support, please contact us:

Website: www.awareinternational.org

Email: info@awareinternational.org

Phone: +233 24 710 4717

Instagram: [@aware.music1](https://www.instagram.com/aware.music1)

N. Acknowledgments

Aware International extends heartfelt gratitude to our volunteers, donors, partners, and participants who contributed to our success in 2024. Your unwavering support continues to fuel our mission, and we look forward to achieving even greater milestones together.

Together, we are shaping a future where African youth thrive through education, creativity, and empowerment.

Appendix: Full Financial Breakdown

Total Funds Received: 223,500 GHC

Member Contributions: 30,000 GHC

Beyond Music Award: 70,000 GHC

Donations: 123,500 GHC (Corporate & Individual Donors)

Total Expenses: 170,000 GHC

Program Costs: 102,000 GHC

Culture Aloud: 35,000 GHC (venue rental, artist support, logistics)

Coach & Training Program: 22,000 GHC (trainer fees, materials, internship stipends)

Beyond Music Competition: 18,000 GHC (entry fees, production, travel)

Peace Campaign: 27,000 GHC (media outreach, community engagement)

Administrative & Operational Costs: 51,500 GHC

Staff stipends & volunteer allowances: 40,000 GHC

Office supplies & utilities: 3,500 GHC

Communication (internet, phone, printing): 4,000 GHC

Miscellaneous operational expenses: 4,000 GHC

Marketing & Fundraising: 16,500 GHC

Social media ads & promotion: 10,000 GHC

Grant applications & donor outreach: 6,500 GHC

We invite partners, donors, and volunteers to support our mission.

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