



ANNUAL REPORT

— 2021 —

This report highlights Shaqodoon's major achievements, successes, & financial performance for 2021.



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Letter from our Executive Director



Mustafa Othman

Executive Director

In 2021 alone, we completed eight projects that generated 1.78 million dollars in revenue, improving the lives of 1,402 individuals by providing employment, entrepreneurship, livelihoods, and technology & innovation opportunities. Our work extends beyond serving clients individually to include systemic advocacy, policy development, and extensive community outreach. We are a larger, more mature organization that has evolved and progressed in a way that provides clients with the most impactful, high-quality programs and services to reach their higher potential.

This year, we were granted specialized funding for programs aiming to tackle the

emotional and mental challenges of living through a pandemic. We established the COVID-19 Pandemic Centers in Somaliland and Puntland, developed programs for our most vulnerable citizens, provided youth initiatives to prevent social isolation, and created employment initiatives to equip job-seekers with skills for the post-pandemic labor market. To mark our organization's success, this year we commemorated our 10th anniversary as an organization whose mission is to empower young people, women, and disadvantaged communities by providing them with opportunities to seek out employment, investment, and economic development.

We were deeply moved by the support and the remarkable generosity of our donors this year which enabled us to provide aid to the most vulnerable populations in Somalia and Somaliland. To ensure our resources were put to optimum use, Shaqodoon Organization collaborated with donors, government representatives, corporations, and foundations who were invaluable in making this possible. We are immensely grateful to all our donors and partners for their commitment to meeting the needs of the people we serve.

Wishing you a safe and healthy 2022,

Mustafa

As Executive Director, I must acknowledge that this past year has been nothing short of extraordinary. The COVID-19 pandemic has had a profound effect on Shaqodoon Organization and our community. Despite the difficulties posed by the various lockdowns, our team has been able to maintain a consistent level of service and stakeholder engagement throughout Fiscal Year 2021. This has been a time of introspection, as we become aware of the disparities that exist in our society. In light of this, Shaqodoon, as a values-based organization, is committed to leading our community's recovery in a fair and equitable manner.

2021 marked our 10th year of empowering young people, women, and vulnerable communities.



About Shaqodoon

Shaqodoon Organization is a registered non-governmental organization that works to empower youth and communities in Somalia and Somaliland through socio-economic development programs. Our comprehensive organizational structure, along with our experienced staff in youth and community development, enables us to offer one-stop centers where young people can access Education, Employment and Empowerment services from a single point of contact. Our aim is to provide sustainable and investable opportunities for our youth, allowing them to develop their sense of initiative and entrepreneurship through self-employment.

Our organization partners with the United Nations and international organizations to bring opportunities closer to the youth by making them more accessible. To ensure that young people are aware of these opportunities, Shaqodoon disseminates in-

formation through advertisement walls, social media platforms, public spaces, mobile units, and other outlets. Furthermore, our training facilities that offer incubation and acceleration services for startups, are equipped with state-of-the-art computers, internet access, printers, copying machines, email, and other resources.

This report outlines Shaqodoon's contributions towards its strategic goals based on evaluations, learning summaries, and donor project outcome reports from over 12 projects and advocacy/influencing initiatives. These impacts and outcomes are the result of various programs. Additionally, this report highlights the key learnings from the past year and areas of focus and improvement. Our four strategic verticals are discussed in the report: Skills Training, Entrepreneurship Training, Private Sector Development and Technology and Innovation.



With 10 years history of going the last mile to support the most vulnerable communities in Somalia, Shaqodoon Organization has provided entrepreneurship training, coaching and mentoring, and business development services to underrepresented and disadvantaged youth (e.g. women, youth, immigrants, and the unemployed) through mainstream channels or tailored approaches. Our entrepreneurship programs offer market-based solutions to social issues for rural and urban youth and comprehensive business education for startups and businesses.

Our Vision

Empowered individuals accessing meaningful opportunities.

Our Mission

To create an innovative ecosystem that empowers youth and vulnerable communities to access opportunities.

Our Values

Integrity:

We strive to always demonstrate sound moral and ethical principles.

Transparency:

Always be accountable to the communities we serve and transparent in our relations with government and donors by being open and honest in our dealings.

Innovative:

We always seek innovative and creative ways to approach tasks and obstacles in the ecosystem we operate in.

Embrace Challenges:

We improve our programs by challenging ourselves to improve service delivery.

Technology-focused:

Technology brings mutual success and enables us to reach our goals.

Empower:

Empower youth and women to access meaningful opportunities



Celebrating 10 Years!

A regional non-profit organization that is registered in Somaliland, Somalia, Kenya, and Ethiopia, Shaqodoon has most of its operations in Somalia and Somaliland. The organization designs, delivers and evaluates innovative programs to address some of the most urgent local challenges.

2021 has been a significant year for Shaqodoon, celebrating 10 years of strategic positive impact and service since its founding in 2011. Over the past decade our presence has been significantly consolidated across the region, through our efforts to deliver quality, youth, community-led and demand-driven interventions across the sectors of entrepreneurship capacity development/training, SME/ development, business development services (BDS), youth mentoring, and skill development, Technology for Development (T4D) and sustainable livelihoods development initiatives.



In Hargeisa, Shaqodoon's Chief Executive Officer Mustafa Othman, presided over the event. In his remarks, he spoke about the organization's journey, its milestones and how the organization is planning to achieve more in the years to come.



Celebrating 10 years of operations, professionals from different industries, government officials from ministries, local/ state government organizations, private sector organizations (such as banks representatives), NGOs, members of academia, and communities were in attendance at the colorful and highly publicized events held across our regional offices and our headquarters in Hargeisa.



UNDP, UNHCR, World Vision, Adam Smith International, Somalia Stability Fund, WYG, Oxfam Novib, DRC, Spark & UNICEF, and more - we have implemented over ten entrepreneurship training and business start-up grant programs over the years, focused specifically on youth and women from disadvantaged backgrounds across Somalia and Somaliland. This experience has made us a leader in employment and entrepreneurship ecosystem building across the Horn of Africa.

Technology for development, a key pillar of what makes Shaqodoon's work unique, was recognized as a major contributor of achievements made over the years by the organization.

Partners and other guests who spoke at these events highly praised the great work Shaqodoon is doing and all it has achieved over the years in combating unemployment and its support for youth and women through skill development, mentorship and support of youth-led enterprises.

As part of the 10-year celebration, the organization rebranded and launched its newly redesigned website and logo. The brand refresh reflects Shaqodoon's core values with CEO Mustafa Othman revealing the need for a brand refresh in order to align our visual and written presentation with the organization's reputation.



In Garowe, a member of parliament from Puntland State government Hon. Abdirahman Jama shared his experience with Shaqodoon as he was once a beneficiary of the organization:

"I was once a beneficiary of Shaqodoon, and I've gained valuable skills in accounting and bookkeeping. I later worked with this same organization on community crowdfunding projects where through the initiative, we helped the community in Hadhwanaag realize their first primary school where pupils are studying up to today."

2021 Year in Review

Our Reach and Scale in 2021

With eight projects and 1.78 million in budget, Shaqodoo Organization assisted 1,402 Somalis in 2021.

Below is a snapshot of the beneficiaries reached by Shaqodoo through its pillars in 2021. Our programs reach school dropouts, former combatants, drought-affected youth, unemployed university graduates, aspiring entrepreneurs and early-stage startups, underprivileged and private enterprises, IDPs and Refugee Returnees. Shaqodoo makes use of participatory methods to ensure inclusive participation in delivering services. A key focus of our programs was to deliver programs beyond in-person service in an effective and comprehensive manner during COVID-19. We integrated multiple technologies to improve the online delivery of programs, including Zoom and other on-line tools. With a dedicated team working on program design and developing partnerships, we are delighted to have obtained new funding.



161
Youth either received startup funds or toolkits

Male 84 Female 77

49
Entrepreneurship training graduates

Male 34 Female 15

received startup investment of \$223,766.43

112
TVET graduates have received toolkits

Male 50 Female 62

10
CAAP projects with a total cost of \$139,696

of which 43% is from the community and 57% from implementing partners

Innovation of the Year - Launch of Xogsiye

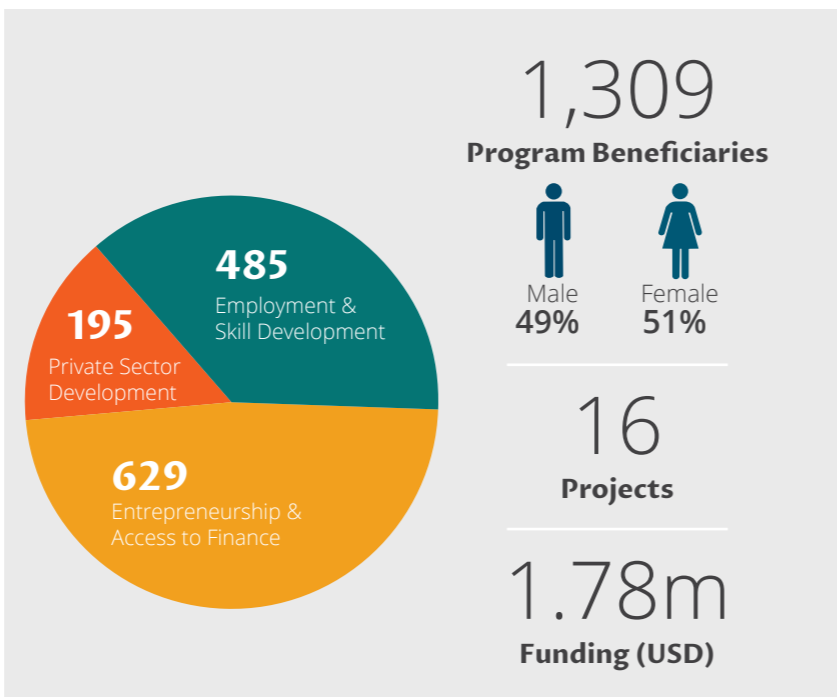
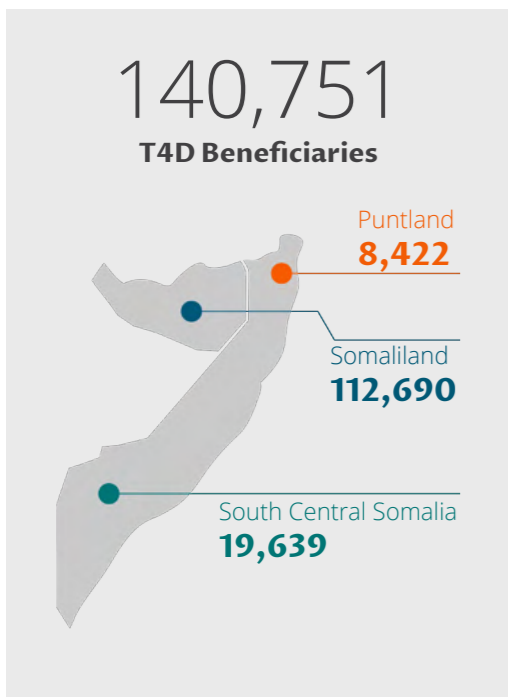
This year's innovation of the year is the launch of **Xogsiye**, a system designed to assist both ministries with registering businesses and act as an informative tool for business expansion.

SONSAF's IVR Call Centre Application

Shaqodoo Organization developed and deployed a platform and call center for Somaliland Non-State Actors Forum (SONSAF) in May of this year to receive live feedback from the public as well as from SONSAF's **900+ domestic observers**.

IVR/SMS systems received and disseminated a total of

1,007,312 SMS	496,879.43 Minutes
184,740 Unique users	47 Shortcodes across Golis, Telesom, Somtel, & Hormuud



Project Highlights:

EU RESTORE

In response to the 2017 drought in the north of Somalia (Somaliland and Puntland), the SomRep consortium continued replicating its efforts for resilience building of the households and communities adjusting and diversifying their livelihoods. In partnership with SomRep since 2019, Shaqodoon has been implementing the EU-RESTORE 2 project. The project was intended to strengthen the resilience of vulnerable households and communities in Somaliland and Puntland.

Shaqodoon's component of the project has three parts: a) offering technical skills, entrepreneurship training, and investment to marginalized youth from the drought-affected rural locations of the project. b) establishing a crowdfunding mechanism for co-financing of community projects identified by the communities through CAAPs. c) setting up a community feedback and response system to boost accountability and engagement from the beneficiaries of the project. In 2021, the project has made significant progress and achieved all intended targets. Considering the lessons learnt from the COVID-19 pandemic disruption in 2020, we have adapted to the situation brought by the pandemic and accommodated some new strategies that assisted us in accelerating the implementation of the project.

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54

new jobs created
as a result of the
action

Shaqodoon's project component intended to: a) support marginalized youth who migrated from the drought-affected target rural locations of the projects through provision of technical skills, entrepreneurship training, and investment to access self-employment or establish their own businesses; b) promote crowdfunding mechanism for co-financing of community projects identified by the communities through CAAPs; and c) set up community feedback and response mechanism that handles beneficiaries' feedback to improve accountability level and beneficiaries' engagement of the project.

The project has equipped livelihood skills such as entrepreneurship and market demand technical skills to selected vulnerable youth from the drought-affected target communities in Somaliland and Puntland. 181 youth have been trained on different TVET skills. Some of them (about 112 youth) have received toolkits and 88 of them attended enterprise-based attachments to get further training and experience from private employers. By December 2021, 22 of the trained youth have confirmed to have secured paid jobs from their hosting employers making them earn wages and improve their lives. In addition, 113 youth have been trained on entrepreneurship in which 49 of them have received start-up investments and started/expanded their own business. By December 2021, the supported youth entrepreneurs were confirmed to have created 31 new jobs.

Working with CARE, ACF and ADRA, Shaqodoon has also supported ten (10) identified and selected CAAPs from the target villages of the project for the crowdfunding program. All ten communities have successfully raised the targeted funds and co-financed their projects using the Bulshokaab crowdfunding platform. During the implementation of the CAAPs, we have learnt that local communities are leading the process to ensure their successful resilience through co-financing, implementing and monitoring their local initiatives.

Highlight: Somaliland Diaspora Conference

Participated in and co-organized the **5th Somaliland Annual Diaspora Conference** held in Hargeisa to advocate for Bulshokaab crowdfunding platform among the Somaliland diaspora.

543

Program Beneficiaries



Male
301



Female
242

10

CAAPs

3

Social media
crowdfunding
campaigns

Youth Beneficiaries:

181

Trained: TVET

113

Trained:
Entrepreneurship

88

Trained: Enterprise

49

Provided investment

112

Provided toolkits

Project Highlights:

BMZ

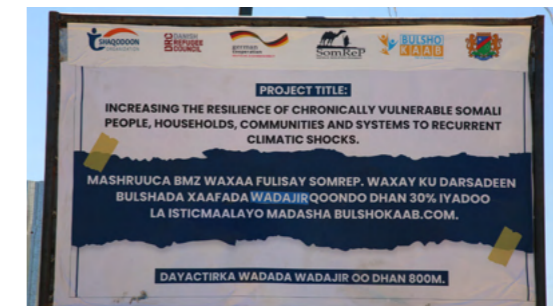
BMZ project increases the resilience of chronically vulnerable Somali people, households, communities, and systems to recurrent climatic shocks. The project objective is to contribute to the resilience of chronically vulnerable Somali people, households, communities, and systems through enhanced food security, sustainable livelihoods, and strengthened disaster risk management capacities in affected areas in Southwest State by 2023. The project is working with 32 communities in Southern Somalia and target 14 villages in Baidoa and 18 villages in Afgoye, co-financing 12 community projects. DRC is implementing in Baidoa, while CARE is implementing in Afgoye. Shaqodoon is present in both regions.

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SN	Location	Community CAAP	Raised	Goal	Matching Fund	Project Value	Partner
1	Adaada	Rehabilitation: Road	8,251	8,250	27,500	31,238	DRC
2	Darusalam	Rehabilitation: Road	14,230	8,250	27,500	48,568	DRC
3	Horseed	Rehabilitation: Road	8,251	8,250	27,500	37,455	DRC
4	Lowile	Construction: Community center	8,252	8,250	27,500	33,638.37	DRC
5	Kobogodo	Build storage hall	8,251	8,250	27,500	31,448.38	DRC
6	Salamey	Construction: Salamey bridge	16,916	16,500	55,000	73,318.52	DRC
7	Towfiq	Rehabilitation: Road	8,250	8,250	27,500	39,764	DRC
8	Waberi	Rehabilitation: Road	8,251	8,250	27,500	47,916	DRC
9	Wadajir	Rehabilitation: Road	8,501	8,250	27,500	39,140	DRC
10	Awgoye	Construction: Water tank	3,388	1,500	22,000	23,500	CARE
11	Balgure	Rehabilitation: Shallow well	2,018	1,500	22,000	23,500	CARE
12	Jaran	Construction: Circular Water Storage	2,018	1,500	22,000	23,500	CARE
TOTAL			96,577	87,000	341,000	452,986	



Project Highlights:

ILED

This action falls under the “Inclusive Local Economic Development” (ILED) program, under the European Union’s emergency trust fund for stability and addressing the root causes of irregular migration and displaced persons in Africa (i.e., Trust Fund, EU TF). However, it has the objective of building peace, mitigating radicalization, and contributing to stability in Somalia by improving opportunities for youth to engage in peacebuilding, skills development, income generation, entrepreneurship, sports and culture.



SN	Activity Description
1	Capacity building activities for youth-led organizations (YLO)
2	Capacity building activities for Ministries staff - All 5 FMs and Somaliland, and Federal
3	Support youth civic engagement and social accountability through the establishment of interactive radio campaigns targeting youth and the topic of peace during parliamentary election campaigns
4	Equip existing Youth/TVET centres and hubs with infrastructure projects such as indoor and outdoor spaces, equipment, and technology
5	Support networking of YLO and associations to enhance their business network and decision-making capabilities.
6	Conduct a multimedia platform discussion to promote youth participation in national debates and issues, specifically the effect of the Covid-19 pandemic on youth employment
7	Facilitate youth engagement with communities and local authorities on youth civic engagement; revisit women and Somaliland’s elections



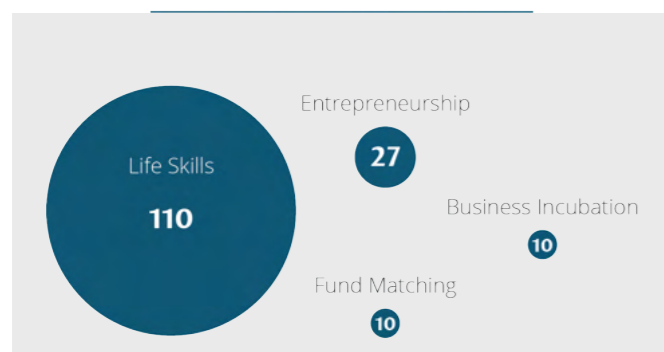
Project Highlights:

TNE

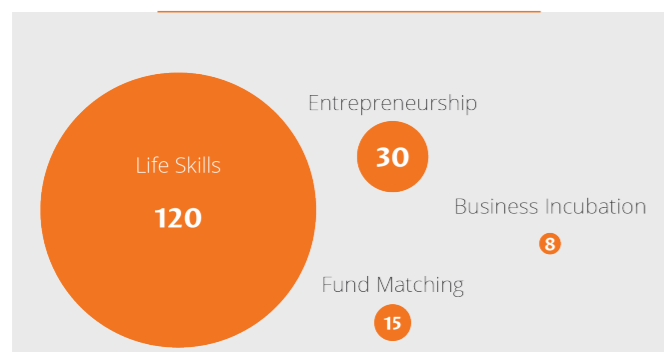
The Next Economy Phase 2 (2020-2023) is the continuation of the original The Next Economy (2016- 2019) program, part of the Dutch Ministry of Foreign Affairs subsidized program "Local Employment in Africa for Development (LEAD, currently named LEAD phase II). The objective of the program remains to be to inspire, educate, coach and facilitate youth (18-34 years) in setting up their own enterprise, scale-up a promising start-up, or to prepare them, in cooperation with the private sector, for a 'decent job'. The program has run from 2016-2019 in three different countries; Mali, Nigeria and Somalia and will continue to run in the same locations the coming years. The Next Economy II is managed by a consortium, which consists of SOS Children's Villages Netherlands and Crosswise Works.



Batch 2 Graduates



Batch 3 Graduates



Project Highlights:

LEAD

The Local Employment in Africa for Development (LEAD) Project, funded by the Netherlands Ministry of Foreign Affairs, covered the period from 1st May 2021 to 30th November 2021. The program aimed to improve and enhance economic prospects and youth opportunities by supporting SMEs' growth, entrepreneurship, and employability measures. Shaqodoon implemented the LEAD 2021 project with seven partner institutions: Mustaqbal, Golis, Bosaaso, Muslim Academy, Amoud Universities, and Solar Energy Consultant and Construction Company (SECCO). In addition, Harhub implemented the Business Acceleration and Incubation activity of the LEAD program. Shaqodoon, through the LEAD 2021 project period, supported two ministries from Somaliland and Somalia. These are the Ministry of Trade, Industry, and Tourism (MoTIT) in Somaliland and the Ministry of Commerce and Industries (MoCI) in Somalia on a business information technology locally referred to as Xogsiye, a system designed to assist both ministries with registering businesses and act as an informative tool for business expansion. The project also worked with universities and technical institutions, providing internship and apprenticeship opportunities for their graduates. We have also supported SMEs with business development programs that contributed to their growth and sustainability.

The program benefited 398 (247 male and 151 female), including youth and women. Regarding percentage distribution, Males represented 62% and Females represented 38% of beneficiaries. It is worth mentioning that the activity with the highest number of female beneficiaries recorded is the internship program, with 46% compared to 54% of males. Similarly, the activity with the lower to female representation was developing the entrepreneurship skills of existing and new entrepreneurs through coaching and training, with male beneficiaries recording 72% of the total beneficiaries covered. Detailed analyses are given under each objective in the LEAD report. The program created significant jobs providing employment opportunities for locals, especially youth from vulnerable communities and women, all while improving SMEs' capacities as part of our business development strategy. Regarding job creation, the program has created 101 jobs, according to the tracer study conducted by an independent firm. However, the internally gathered contracts indicated that we had created 62 jobs (M:35/F:27) over six months.

101
Jobs Created

7
Implementation
Partners

398
Beneficiaries

Male
62%
Female
38%

“ The LEAD program created significant jobs providing employment opportunities for locals, especially youth from vulnerable communities and women, all while improving SMEs' capacities .



“ As we celebrate Shaqodoon’s **10-year anniversary**, we thank Allah, our staff who have been a backbone to our success over the years, government authorities across our areas of operations, telecom companies, banks, and the youth who have participated and benefited from our programs during our 10 years of impact.”



Mustafa Othman,
Executive Director



Program Interventions

We launched a number of new programs in 2020. Furthermore, we have worked hard to prepare to deliver relevant interventions using the right technologies, to develop staff, and to create a comprehensive employee engagement plan to ensure staff remain connected and supported throughout COVID-19. Our programmatic interventions include:



Skills Training

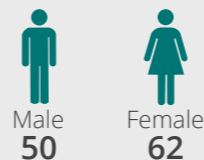
Our skills training programs stimulate meaningful participation and sustainable involvement of young people in planning, decision-making, and program delivery which affect their lives and the lives of their communities. Through its three digital design schools in Hargeisa, Garowe and Mogadishu, Shaqodoon provides digital skills training to less privileged youth between the ages of 17 and 28 by offering specialized ICT, entrepreneurship, and life skills training that helps them achieve their full potential and find meaningful employment. A wide variety of courses are offered in the three-bit schools, including Graphic Design, Motion Graphics, Business Analytics, Advanced Excel Spreadsheets, Data, Data Analysis,

and Digital Marketing. In addition, Hargeisa Bits School has been accredited to provide diplomas in digital skills.

Specifically, the program targets those living in informal settlements, IDPs, and refugees who are a significant segment of the population. Youth faces many socio-economic challenges that hinder their progress in life and their ability to contribute to society meaningfully. Among these challenges is a lack of employment and education opportunities, which leave these youths idle and despondent and lead them to engage in vices such as drug abuse, illegal migration, and petty crime.

112

TVET graduates



32

Digital marketing trainees in Lasanod & Garowe

89

Graphic design and web development graduates

15

Females trained on henna and beautification

45

LasTech: Youth trained on CCTV, SPSS, QuickBooks, and mobile repair



60

HargaBits graduates

29
GaroBits graduates



2021 was another record year for Skills Training, with:

- » **181 vulnerable youth** receiving digital skills (graphic and video editing, digital marketing), Henna and beautification, CCTV installation and mobile phone repairing and SPSS.
- » In addition, **112 (M: 50 F:62) youth** who have completed different TVET programs have received toolkits; **88 (M:46 F:42)** of those youth have been placed in an enterprise-based attachment to benefit from employers' practical training through on the job training for two months. Most of them were placed in the service sector and the second was the public sector employers.
- » **29 (M-16/F13)** of the enterprise-based training attended by youth in Garowe have participated in work-readiness and soft skills training workshop designed to address the soft and market entry skill gap between trainees and the work environment they have faced. Training participants became familiar with the know-how in entering the workforce for the first time in today's fast-changing workplace environment.
- » We have established a complete digital academy school in Mogadishu with high-powered computers that can accommodate **20 youths** for digital skills training at once.
- » Furthermore, **11 of Somaliland's presidential palace staff** members also participated in graphic and motion design master classes.
- » Lastly, we attended the **Nairobi conference of the WeAreBits consortium**. The WeAreBits conference is an annual week-long meeting that allows Bits schools to discuss progress and review their goals for the previous year.

Program Interventions

Entrepreneurship

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In the Entrepreneurship development programs, young people acquire technical skills, work experience, a sense of purpose, discipline, creativity and problem-solving skills. The program engages youth in a structured process of developing and improving their skills and education and enhancing their opportunities to generate income. Furthermore, with its expertise in entrepreneurship awareness, competencies, enterprise management, marketing, and financial management, Shaqodoon Organization helps mentors develop viable business plans that are based on existing businesses, evaluates the quality of the business plans prepared, trains the youth in pitch preparation using their business plans and facilitates business idea presentations through open, safe, and fair competitions.

In 2021, the Entrepreneurship program launched 78 ventures and raised 257,266 USD in early-stage funding, creating over 100 new jobs. These ventures continue to make significant progress, despite a challenging economic environment.



As of October 2021:

- » **297 young people** (127 male and 170 female) received Core Life Skills related to entrepreneurship and employability.
- » **43 potential young entrepreneurs** developed their start-up idea, guided by challenges, simulation assignments and mentoring.
- » **27 young entrepreneurs** validated their start-up idea through successfully crowdfunding and established financially viable formal businesses for at least six months.
- » 10 young entrepreneurs were offered a financially sustainable response to local social problems like **gender and environment**.
- » **18 start-ups** were identified through an open application system and proactive scouting and their capacity and growth potential assessed for a Build Your Business program.
- » **10 start-ups** who participated the Build Your Business Incubator program completed the training on applied business administration, marketing, sales and finance management.
- » 5 startups were connected with financial institutions to receive loans; 3 of them received a minimum amount of USD 500. As part of their sustainability efforts, all of these startups **partnered with corporations to receive mentorship**.
- » **20 staff from youth organizations and associations** received capacity-building training on youth-friendly issues and project management.
- » We trained **109 government employees** on youth aspects such as youth-oriented policies and strategies and project management.
- » A total of **130 young men and women** participated in dialogue sessions in which the government and young people worked together to find solutions for youth problems.
- » 171,527 people have viewed Shaqodoon Organization's media campaign programs through media campaigns.

Entrepreneurship & Access to Finance



- 53
Community projects received matching funds

- \$2m
USD 2 million raised

- 400
participants at Somaliland Annual Diaspora Conference

- 405
Community members trained on procurement and finance

- 10
CAAPs selected to participate in crowdfunding

- 12
CAAPs selected from Baidao and Afgoye districts

- 3,551
Feedbacks received from SomReP project beneficiaries

- 543
Program Beneficiaries
Male 301 Female 242

- 10
CAAPs

- 3
Social media crowdfunding campaigns

- Youth Beneficiaries:
181
Trained: TVET

- 113
Trained: Entrepreneurship

- 88
Trained: Enterprise

- 49
Provided investment

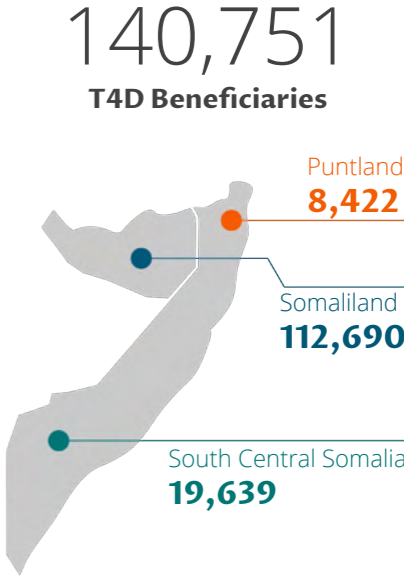
- 112
Provided toolkits

Innovation of the Year - Launch of Xogsiye
 This year's innovation of the year is the launch of **Xogsiye**, a system designed to assist both ministries with registering businesses and act as an informative tool for business expansion.

SONSAF's IVR Call Centre Application
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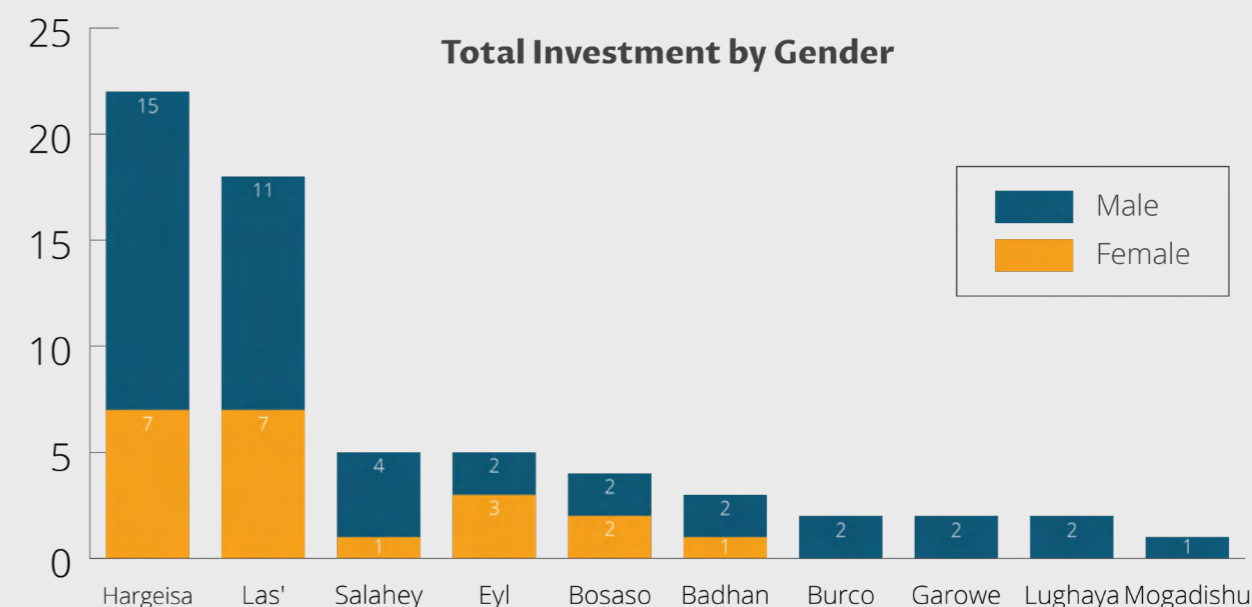
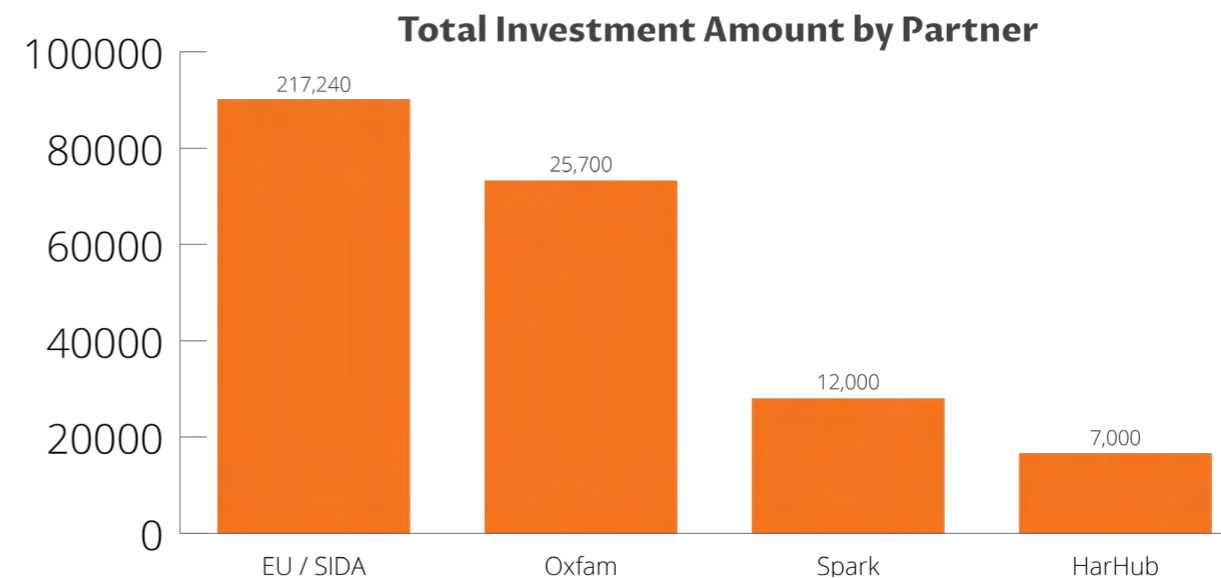
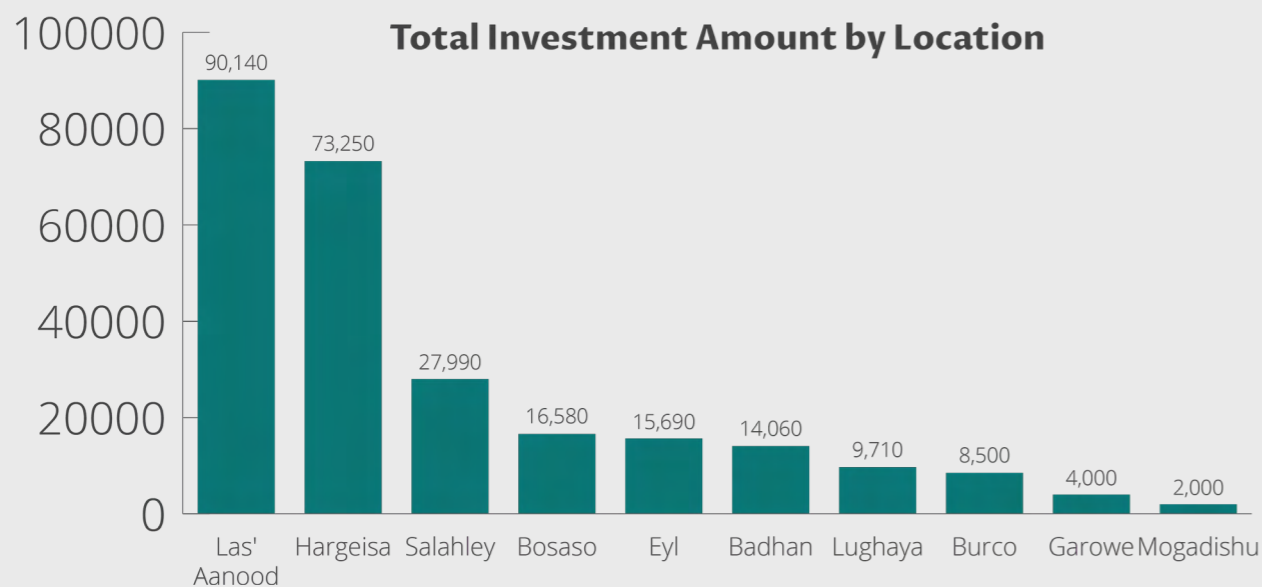


Tarmiye Fund

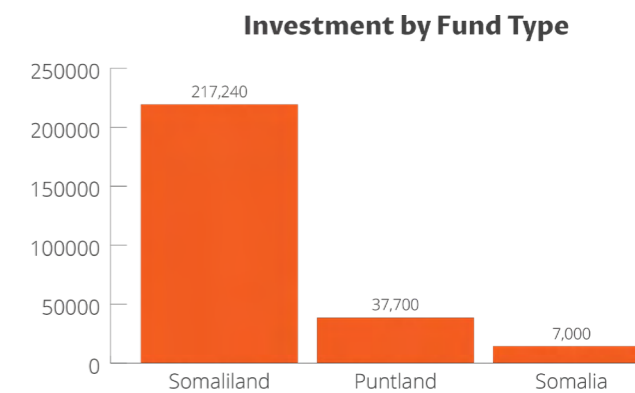
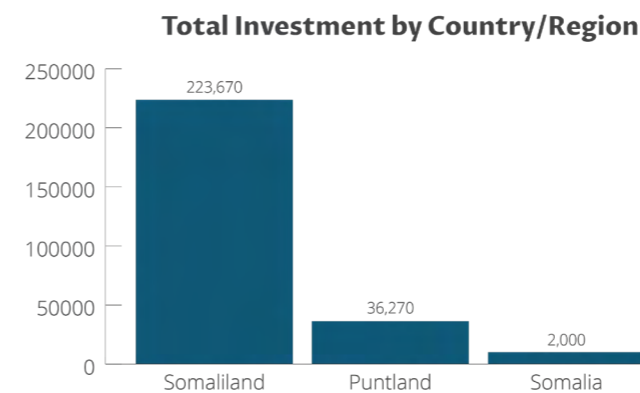
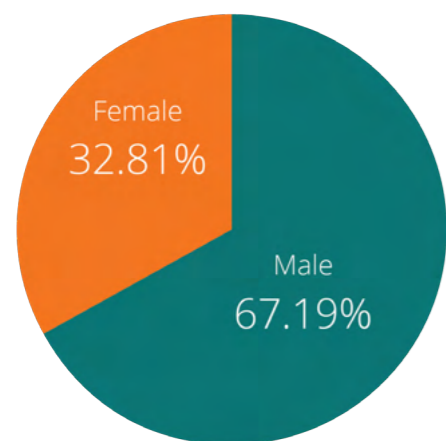
The Tarmiye Youth Fund is a unique funding mechanism that leverages partnerships with Premier Bank (for Sharia-compliant loans) and HarHub (for training and business development services). The Youth Fund aims to accommodate the unique needs of young entrepreneurs, with a special focus on Agriculture, Renewable Energy, and Service Sector. By creating this unique partnership, we ensure flexibility in the path to business creation.

The Youth Fund might provide funds through a variety of mechanisms, including:

- Grants funding for youth and BDS (Shaqodoon)
- Crowdfunding training and support (HarHub)
- Equity investment (HarHub)
- Sharia-compliant loans (Premier Bank and HarHub)



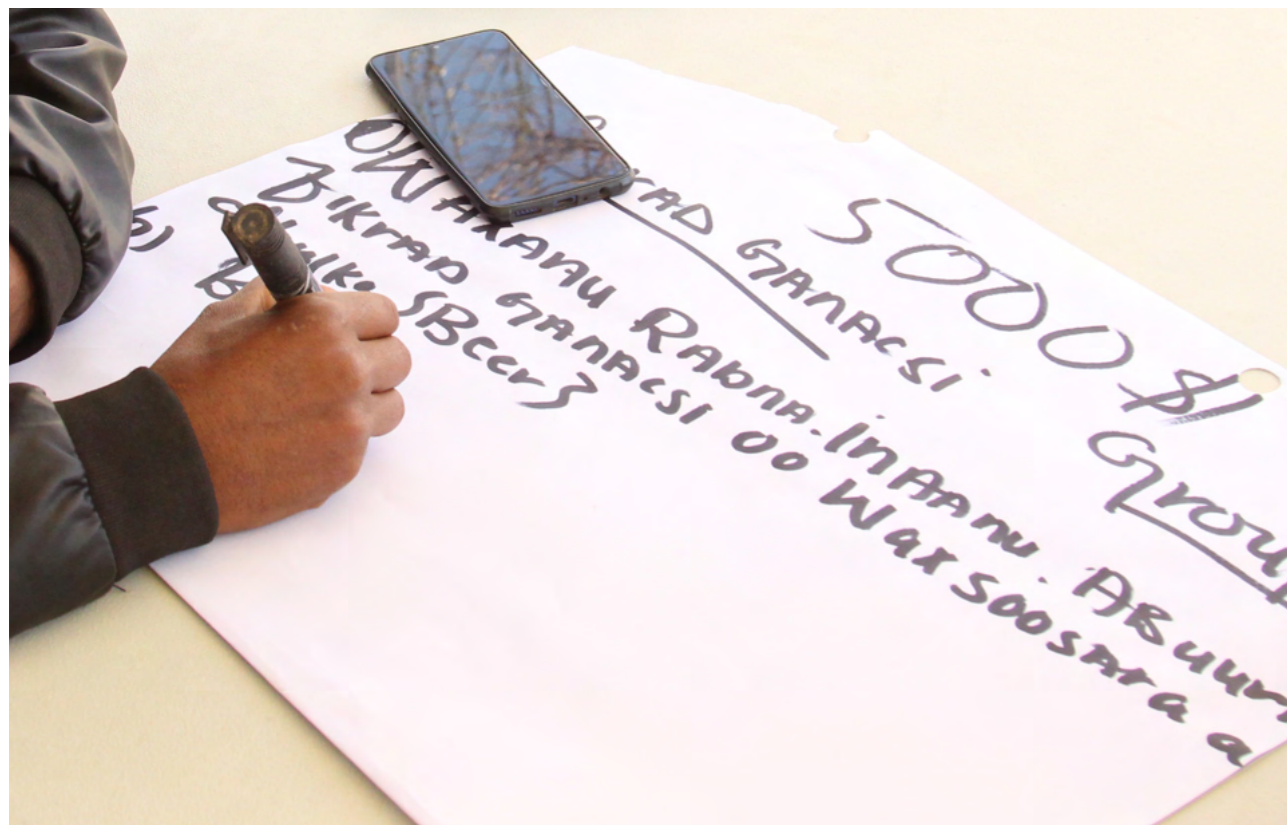
Investment Percentage by Gender



Program Interventions

Private Sector Development

Shaqodoon Organization's business development programs have promoted increased broad-based economic opportunities in Somalia and Somaliland by developing the capacity of SMEs through business coaching. In addition, business development programs have led to economic development and growth, creating more inclusive and transparent economic governance processes, and increasing access to finance for emerging economic actors. Its goal has been to help SMEs in Somalia and Somaliland lay a foundation of economic governance and stakeholder engagement that promotes its transition to a market economy that is inclusive and sustainable and provides meaningful opportunities for people throughout Burma to improve their lives.





65
SMEs



45
Youth entrepreneurs provided mentorship



23
Start-ups completed Build Your Business training



During 2021 reporting:

- » A total of **65 small and medium enterprises** (SMEs) participated in the training supported by Shaqodoon Organization in partnership with SPARK, primarily through business development consultants. Through the private sector development initiatives, Shaqodoon Organization developed strategies and provided resources and tools that help SMEs build growth opportunities for their businesses. In addition, the business training programs were educational, empowering, and inspiring for women.
- » As part of our acceleration and incubation services, we have provided mentorship **support to 45 youth entrepreneurs**. 20 of the 45 business plans were revised, while 6 were allocated funds to start their own businesses
- » **23 start-ups** that have, through participation in the Build Your Business Incubator program, completed the training and applied business administration, marketing, sales and finance management. The participants successfully completed all the incubation training sessions, including my lean business model, planning and presentation, followed by marketing and sales sessions, monitoring and learning, financing, and administering.



Program Interventions

Technology & Innovation

The year 2021 marks the 10th anniversary of Shaqodoon and its technology unit in the market, providing innovative solutions to old and new partners across all Somalia regions and Kenya. During the last year, Shaqodoon's Technology for Development (T4D) was able to deploy new systems and reach new clients in the government, local and international NGO's as well as the private sector.

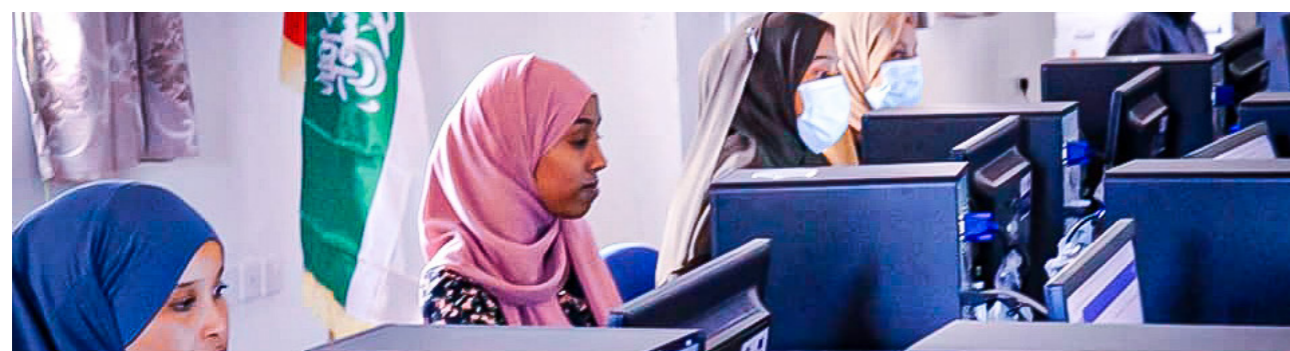
In 2021, The following are the key achievements recorded:

SONSAF's IVR Call Center Application

Shaqodoon Organization developed and deployed a platform and call center for Somaliland Non-State Actors Forum (SONSAF) in May of this year to receive live feedback from the public as well as from SONSAF's 900+ domestic observers. The public were sensitized about the SONSAF toll free three-digit short code to call in the call center to report any election malpractices. SONSAF domestic observers also used the platform through the same toll free short to send in hourly updates of the situation of the polling stations they were assigned to. The SMS messages and calls were received by the twenty call center agents who were recruited by SONSAF. The twenty call center agents were then trained on the use of the platform and call center management by Shaqodoon Organization staff and received thousands of SMS and calls through the platform.

Full-fledged Call Center System- DRC

DRC is one of Shaqodoon's long-term partners and has been utilizing both SMS and IVR applications provided by Shaqodoon for almost 9 years. During that time, DRC's systems and short numbers were popularized and made well known to hundreds of thousands of project beneficiaries. This had made it difficult and overwhelming for DRC to handle feedback coming into the IVR system, which is why it was decided to shift to a call center instead. This deployed call center system assists DRC in receiving as well as making calls, all while being on the system user interface. The call center also has a hunting group feature that allows the next available agent to receive the call. If an agent is unavailable, busy or even declines the incoming call, the call will then be redirected to the available agent. The service is accessible through a three-digit dedicated short code with three of the largest networks in Somalia (Hormuud), Somaliland (Telesom) and Puntland (Golis).

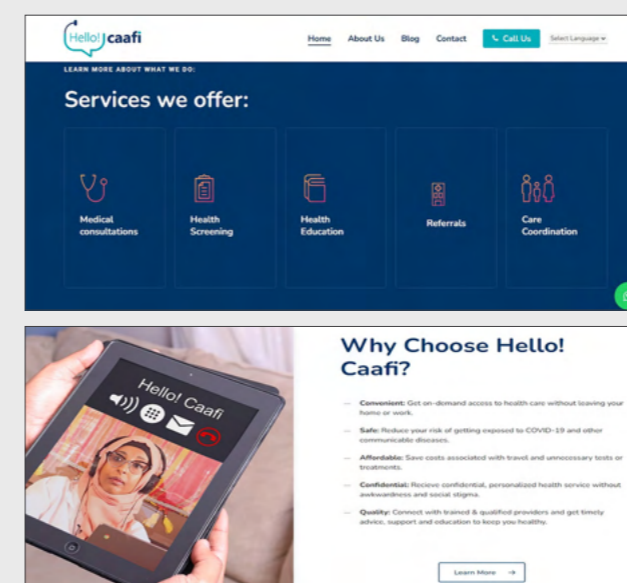


SMS Feedback System- Media Ink

In October 2021, Shaqodoon deployed an SMS-based survey system for Media Ink. This application is accessible by all Somali telecoms operating in the Somali regions via a 3 digit short code and allows users to initiate surveys by creating projects, assigning keywords, and importing both open and closed questions to projects. This allows users to take part in any survey via SMS by sending a certain keyword that triggers a certain set of questions that concern a single project.

IVR-based Health Line- Hello Caafi

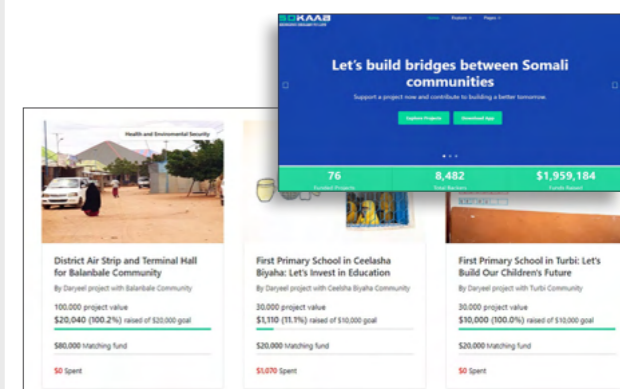
Hello Caafi is a telehealth service provider based in Somaliland, Somali and Puntland. In late 2021, Shaqodoon was able to provide them with an IVR feedback system that allows their beneficiaries to call in and navigate through many options, like listening to pre-recorded messages, getting connected to an agent, and many more. Once voice messages are received, the partner is able to login into the web application and listen to the voice recordings shared by the beneficiaries in order to process the messages for reporting purposes or spam the messages if there is no genuine feedback.



Sokaab - IOM

Crowdfunding systems are a straightforward way to raise funds for startups or community building projects, such as the construction or rehabilitation of schools, roads, shallow wells, boreholes, etc.

In 2021, IOM is one of the partners who used the crowdfunding platform for its community project to raise the necessary cash from the communities and grant matching funds at the end of the fundraising. This has enabled us to bring the community projects for IOM to online and on Sokaab by displaying the project story for online visitors, as well as uploading pictures and videos, tracking donations made, project updates, and comments, all of which are visible to the public eye in order to maintain the projects' transparency and accountability.



IMAQAL Voice Alert System- NAFIS

We signed a service contract with NAFIS in April 2021 to provide IVB-Interactive Voice Broadcast and SMS Alert services. This application enabled the partner to deliver recorded voice messages and composed SMS to 10,000 registered beneficiary phone numbers twice a month to raise awareness about FGM and Covid. System reports assisted NAFIS in determining how many messages were received, unavailable numbers, number of attempts, percentage listened to, and duration of calls; this has allowed them to understand beneficiaries' behavior regarding the calls and messages.

Job Posting Portal- SHAQO.COM

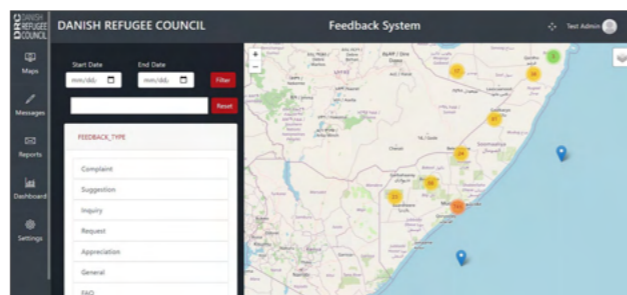
Shaqo.com is an online job posting platform that helps firms acquire talented people and helps job seekers find their dream job. The platform is designed to bridge the gap between employers and job searchers, allowing them to exchange information in a timely, productive, and cost-effective manner. Launched in early 2017, it has quickly established itself as the fastest-growing job portal in the Somali regions.

This platform is a multi-tenant application that allows companies to create their own online accounts for posting positions online, and grants them access to an updated, pre-existing job-seeker database to streamline the recruitment process. Shaqo.com, also includes a user-friendly mobile app that connects registered foremen to manual labour and industrial workers.



SMS Feedback System- DRC/SomRep

For the past seven years, Shaqodoon has used the open-source technology Ushahidi to develop SMS-based feedback systems for a variety of partners and clients. This system would enable project beneficiaries to provide direct feedback to implementing organizations regarding their programs/projects in Somaliland, Somalia, and Puntland. Beneficiaries were able to provide feedback on project actions and activities on ground via SMS text messaging and phone calls by submitting suggestions, inquiries, aspirations, complaints, helpful comments for program quality, and more. This year, the organization has opted to create its own platform, which it has named Community Connect. This SMS feedback platform will be a multi-tenant application, allowing the usage of one or more organizations at the same time, account creation, and system short code integration without further development.



For all of 2021, Shaqodoon IVR/SMS systems were able to receive and disseminate a total of 1,007,312 SMS and 496,879.48 minutes to more than 184,740 unique users via 47 different short code registered across Golis, Telesom, Somtel and Hormuud.

The three crowdfunding platforms were able to receive transactions from the biggest four banks operating in Somaliland, Somali and Puntland. 492 backers contributed a total of \$216,958 to the communities via mobile money or direct deposit, and \$246,000 was donated to the project community as a matching fund.



Our 2021 achieved results include:

- » We identified and selected **53 community projects that received matching funds** between 50-70% from the donor-funded project while the remaining 30-50% comes from the local communities and the Somali diaspora. The fundraising platforms are connected to all mobile money companies, where anyone can contribute as low as USD 1.
- » Supported communities **raised over USD 2 million** (see more on bulshokaab.com and sokaab.com). During the identification of the community action and contingency plans, stakeholders will consider context analysis of climate change, vulnerability, and adaptive capacity of the targeted villages.
- » We have **trained over 405 community members** on procurement and finance so that the process of selecting the vendor or contractor for the irrigation canal construction is conducted in a competitive manner, ensuring value for money and that international standards can be met.
- » Co-sponsored and participated in the Somaliland Annual Diaspora Conference in Hargeisa to advocate for and showcase Bulshokaab platform among Somaliland diaspora with **400 Somaliland diaspora participants**.
- » **10 CAAPs** have been selected to participate in crowdfunding programs from 5 districts. After the identification of the crowdfundable CAAPs: 1) Visited project locations and mobilized the identified communities; 2) Trained VDCs on fundraising techniques and the procurement process; 3) Facilitated setting up community bank accounts; and 4) Facilitated and assisted VDCs to organize fundraising events. The target fundraising goals of the 10 selected CAAPs have been **successfully reached and were fully implemented**. Crowdfunding projects cost USD 139,696 (43% from the community and 57% matching funds from the implementing partners).
- » **12 CAAPs** have been selected to participate in crowdfunding programs from Baidao and Afgoye districts. After the identification of the crowdfundable CAAPs, Shaqodoon has 1) Visited project locations and mobilized the identified communities, 2) Trained VDCs on fundraising techniques and the procurement process, 3) Facilitated setting up of community bank accounts 4) Facilitated and assisted VDCs led and organize fundraising events 5) conducted 13 community mobilization workshops in Baidao and Afgoye. The target fundraising goals of the 9 selected crowdfunding projects have been **successfully reached and were fully implemented**. Crowdfunding projects cost USD 83,550 in Baidao (30% from the community and 70% matching funds from the implementing partners).
- » Through community feedback system, **3,551 feedbacks** have been received in 2021 from SomReP project beneficiaries. Most feedback was categorized as appreciation, suggestion, request, complaint, or inquiries.



Community Engagement

Our community engagement programs offer meaningful community engagement around complex spaces, informed and co-created with communities around Somalia.

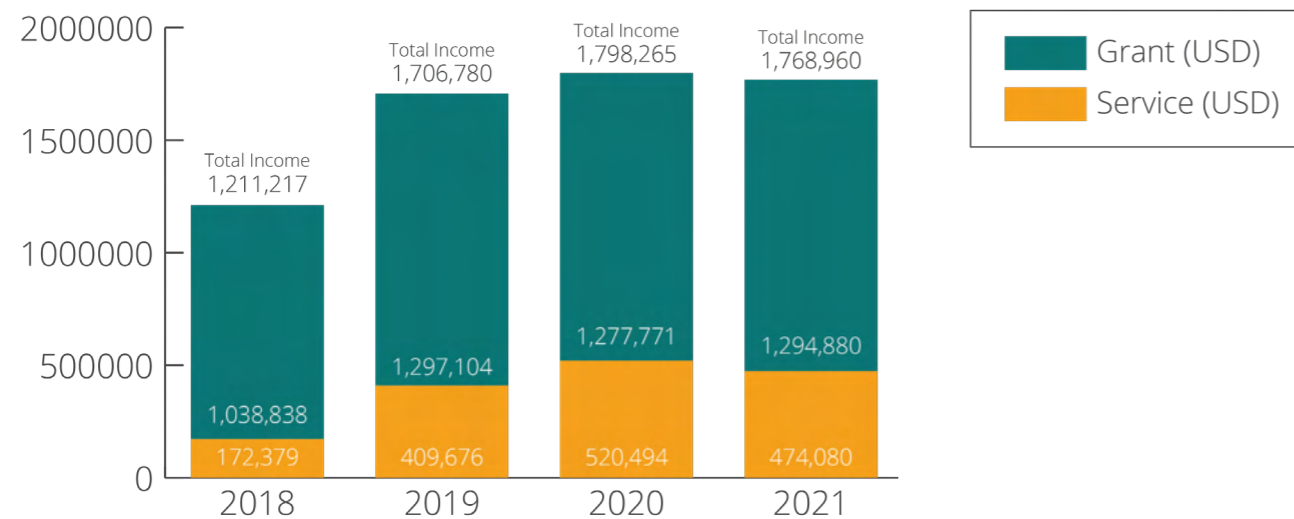
Throughout 2021, we collaborated with various stakeholders to mobilize resources that seek to enhance social cohesion using crowdfunding platform solutions that capture community contribution and donor funding to implement community projects, enhancing transparency and accountability. For example, platforms like Sokaab (www.sokaab.com) and Bulshokaab (www.bulshokaab.com) have enabled contributions through bank accounts to be automatically tracked, allowing the community, the diaspora, and the donors to access financial transactions.

Financial Performance

2021 Financials

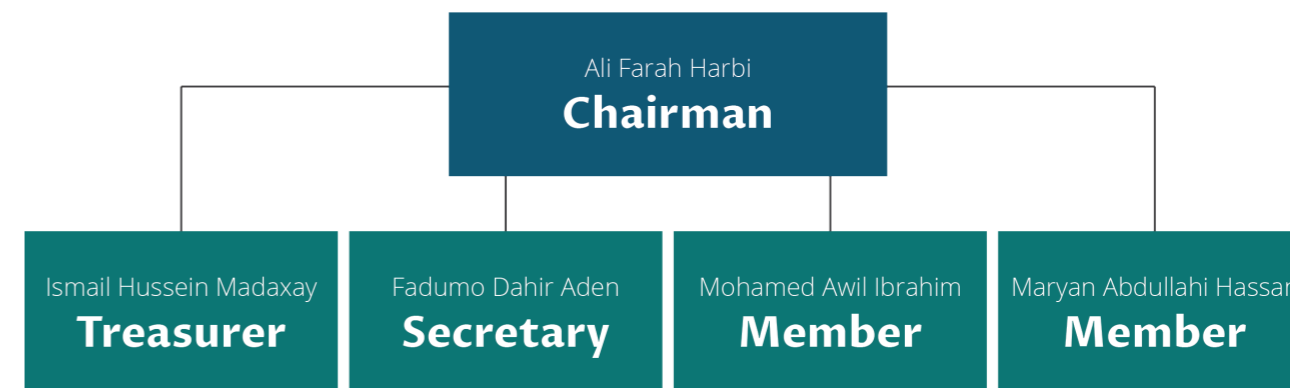
474,080 Service (USD) 1,294,880 Grant (USD) 1,768,960 Total Income (USD)

YoY Financials (2018 - present)

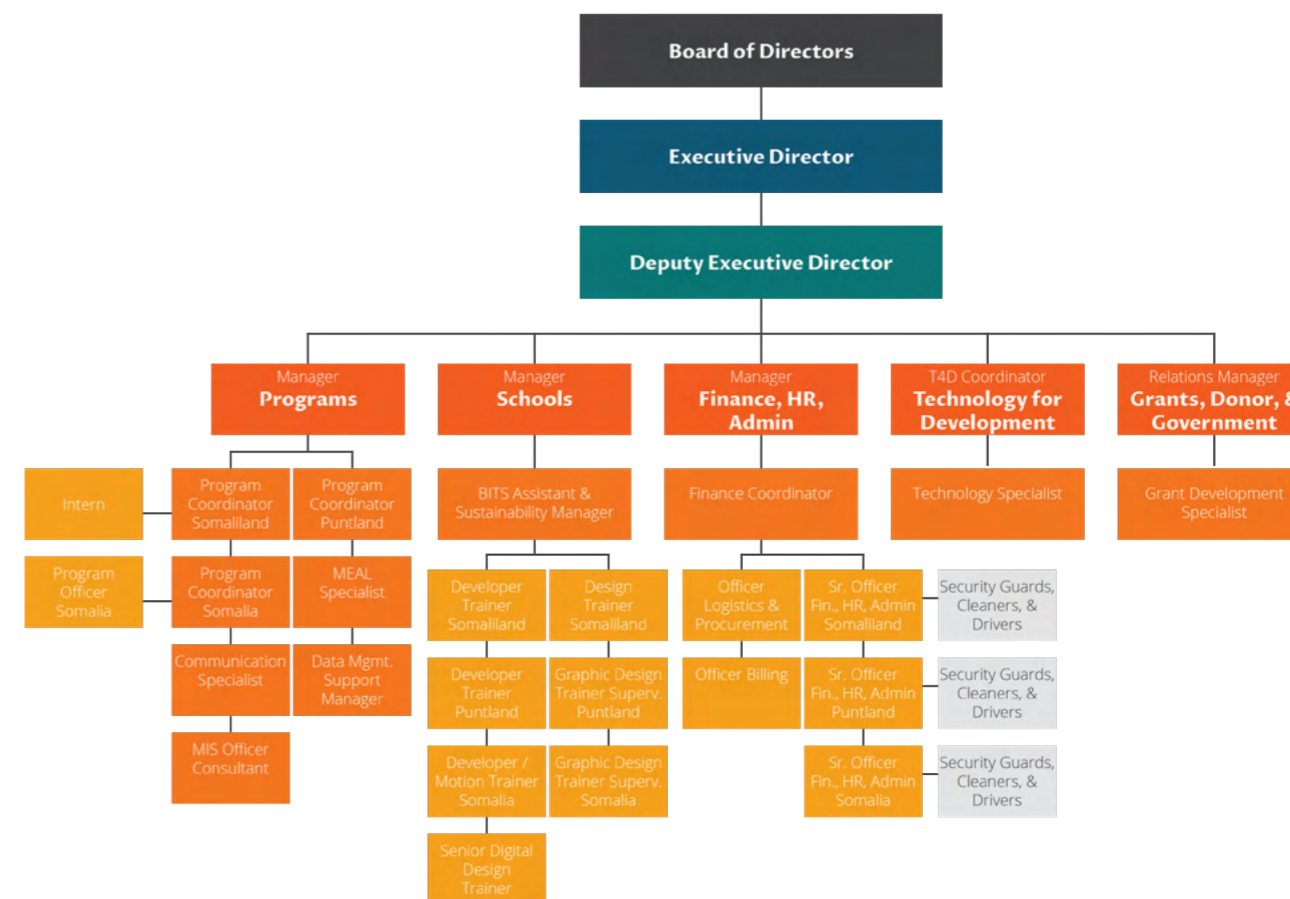


Our People

Governance Structure



Organizational Structure



Our Donors & Partners

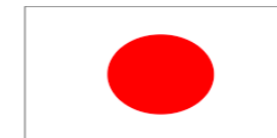
The table below shows the projects implemented by Shaqodoon Organization in 2021.

SN	Project Name	Type of Funds	Collaborations
1	Somali Women Toward Economic Empowerment and Transformation (SWEET)	Grant	BBC Media Action
2	SomReP: RESTORE	Grant	World Vision
3	The Next Economy (TNE)	Service	Crosswise Works
4	Work in Progress (WIP)	Grant	OXFAM
5	Inclusive Local and Economic Development (ILED)	Grant	UNFPA
6	Local Employment in Africa for Development, phase 2 (LEAD II)	Grant	Spark
7	SomReP: Consolidating Resilience Gains in Somalia - BMZ	Grant	World Vision International
8	Mobile Aggregator Services	Service	African Voice
9	Voice IVR Feedback System	Service	World Vision International
10	Voice IVR Feedback System	Service	International Media Support (IMS)
11	SMS Feedback System	Service	Echo Mobile
12	Mobile Aggregator Services	Service	Burn
13	Mobile Early Warning System (MEWS)	Service	OXFAM / NADFOR
14	Mobile Aggregator Services	Service	Viamo
15	Voice Broadcast System	Service	NAFIS Network
16	Call Center Application	Service	SONSAF

Donor Logos



Republic of Somaliland
Ministry of Trade Tourism
(MOTT)



JAPAN GOV
THE GOVERNMENT OF JAPAN





Somali Women Toward Economic Empowerment and Transformation (SWEET)

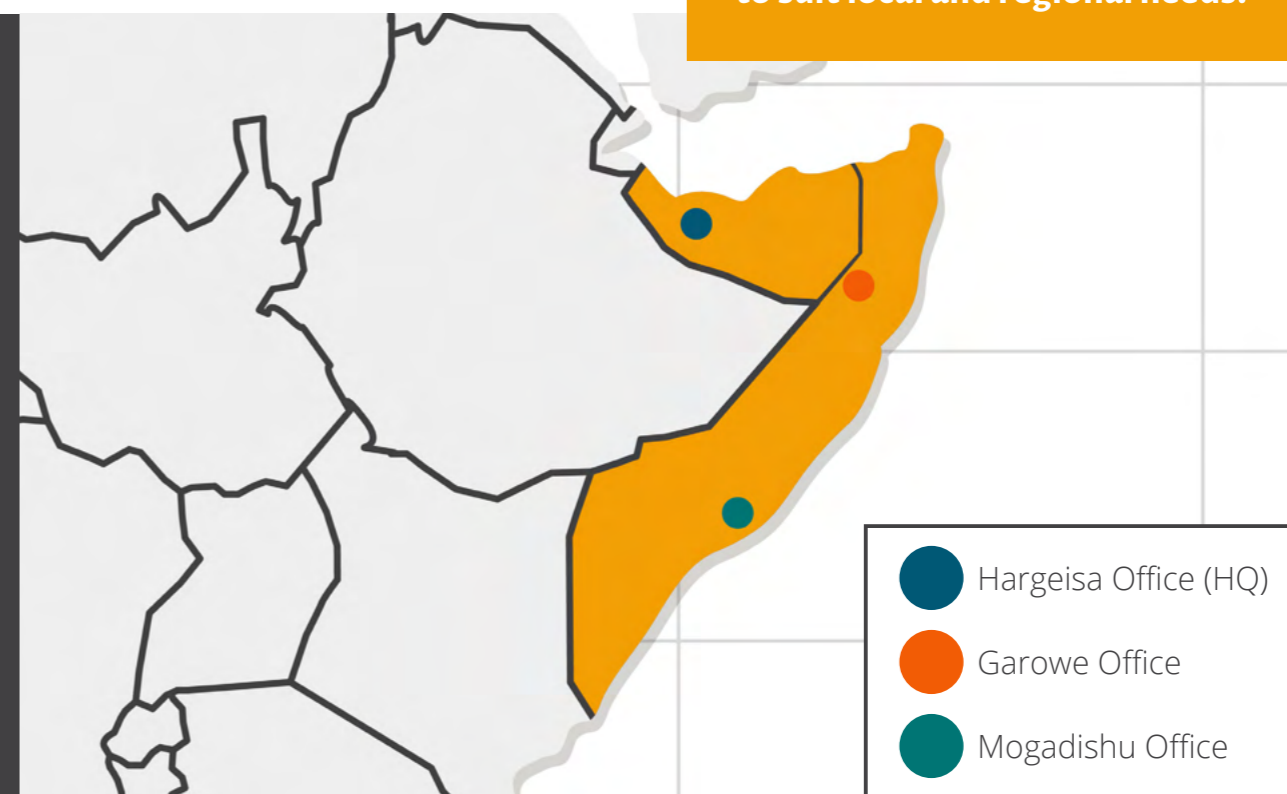
Where to Find Us

Office Addresses

Hargeisa, Somaliland (Headquarters)	Garowe, Puntland	Mogadishu, Somalia
Shacbkka, Pepsi Area, Near UNDP Compound	1da August	Taalex Main Road, Hodan District
+252 2 515 777	+252 906790468	+252 615755997 /01-85808
info@shaqodoon.org	m.khalif@shaqodoon.org	info@shaqodoon.org

We operate programs throughout the Somali regions, and have offices in Somaliland, Puntland, and Somalia. With this broad geographic presence, we're able to ensure our programs are tailored to suit local and regional needs.

Operational Map



- Hargeisa Office (HQ)
- Garowe Office
- Mogadishu Office



Success Story

Nimco Siciid Bare

RESTORE, Building Resilience In Northern Somalia

One of the forty candidates who qualified for the entrepreneurial training, Nimco was a businesswoman who owned a small grocery business located in the center of Hargeisa. She sold only the equivalent of a household's daily grocery consumption. According to Nimco, she usually faced shortages due to the limited capacity of her business to serve existing or new clients who would buy groceries in large volumes. Consequently, she could not retain the customers once they connected with other competitors, impacting her revenues. One of the techniques she used to retain the customers was to buy the quantity needed from the competitors. This technique put a financial burden on her. She was unable to apply for a loan or grant, and her path to dealing with a bank was literally closed. She was financially excluded from financial services. In other words, she never imagined dealing with a bank or having a bank account opened for her. Due to bad bookkeeping practices, her bookkeeping system was not showing her profits or losses. Her bookkeeping system could not help her to precisely trace an increase or decline in transactions or even find where the backlogs existed.

“The training was difficult for me at the beginning, but gradually and slowly my performance improved.”

An anonymous phone call from Shaqodoon informed her that her name was submitted by the village committee in Salahley and she was interviewed for entrepreneurial

training. “I was lucky enough to be selected to participate in the training. The training was difficult for me at the beginning, but gradually and slowly my performance improved.” She was committed to successfully completing the course and had never missed a single class, even when her health was not good. She also actively completed assignments to enhance her skills for business development. Upon the completion of the course, her business plan was short-listed and won the investment competition. Shaqodoon then linked her to Premier bank, and for the first time in her life, she became a bank account holder. She fulfilled simplified terms for the loan which are required for individuals supported and submitted by Shaqodoon. After going through the due diligence process, she received two-thousand five hundred dollars from the loan and a seven-hundred-and-fifty-dollar grant provided by Shaqodoon. The training positively impacted her ambition and how she manages her business. The investment has helped her retain old and attract new customers. She could be a role model for other young businesswomen. “I will not stop supporting her after the investment and will continue to provide mentorship and coaching when she needs it,” Harhub's manager said.

Nimco now feels included in the financial system and knows the process required to get a bank loan. She invested the loan into her business expanding to a wholesale. Her business now serves customers requiring daily grocery consumption and even people looking to buy items in bulk. She has regained the customers she had lost, and her fear of losing customers to competitors has disappeared. As the business expanded, a family member supported her and got paid regularly. The management of her small business and documentation has improved since she took the training. The bookkeeping system is now good, and she can trace the trends of the sales and find backlogs if any.

Success Story

Mohamud Mohamed Farah

RESTORE, Building Resilience In Northern Somalia

Despite being a university graduate, Mohamud used to earn around 50 to 70 dollars walking ten kilometers everyday in order to teach students at a primary school. In addition, he taught at a madrassa in the afternoon. “I'm reminded of a Somali proverb ‘hard work brings prosperity’ that motivated me to take a difficult decision”. Mohamud stopped teaching and turned to farming despite having no prior knowledge, experience, capital or equipment required. He did not know how to properly use the land for farming and the only resources available to him was himself. One of his neighbors offered him a water well filled with mud and weeds in order to access groundwater. “My neighbor asked me whether I could remove the mud from the well, and if I could, then I could use it.” He didn't have enough money to hire someone else to do it, so he did it by himself.



Mohamud picked up an anonymous call from Shaqodoon, notifying him that his name was on a list submitted by the community in Arabsiyo. After passing the interview, He was offered a thirty-day entrepreneurial training course. While attending the training, Mohamud struggled with the constant traveling between Hargeisa and Arabsiyo and even thought of dropping out. According to Harhub's manager “Mohamud informed me of his decision to drop out of the course and his concerns over losing the investment contest. As my job is to coach

the trainees, I successfully persuaded him to continue the training and to become much more focused on the objective”.

Mohamud developed a business plan with the knowledge gained from the training and competed against forty other trainees for the investment opportunity. His business plan succeeded over the rest and was linked with a Premier bank account. In order to be granted a loan, he went through a process of due diligence for a couple of months, after which he received 5,000 USD and a 3,500 USD grant from Shaqodoon. He invested the money in the farm and even started a second farm. He utilized the entrepreneurial knowledge for optimizing the use of his land and assigning locations for planting.

“I have 5 employees and the 2 farms are generating good revenues. I pay my employees five times more than I earned while teaching.”

“The entrepreneurial training was useful in helping me formalize the management of the farm in which I schedule crop planting, plan crop harvesting and forecast when the crops can be available throughout the season. Thankful to Allah, I used to carry out manual work while playing different roles in order to fill the gaps. However, I no longer do manual work, now I manage the farm and the staff. My situation is good today, I have 5 employees and the 2 farms are generating good revenues. I pay my employees five times more than I earned while teaching. Over the last three months, my employee made ten million shillings equivalent to one thousand one hundred and seventy dollars.”



Empowered individuals accessing
meaningful opportunities.



www.shaqodoon.org