



GOOFIRM

Health & Development Non-profit
Organisation



GOOFIRM

ANNUAL REPORT 2024

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Message from Executive Director

"2024 was a transformative year for GOOFIRM; a year of resilience and impact. Despite funding challenges, we empowered over 5,000 individuals through health initiatives, education, and advocacy. Our malaria and UHC projects laid groundwork for systemic change, while events like the International Day of the Girl Child fostered dignity and awareness. From deepening health interventions to empowering communities, we have worked relentlessly to promote equity, dignity, and access. Every achievement speaks to our belief that empowered communities create lasting change." This year we also continued our vaccination and immunization campaigns, ensuring healthier futures for countless individuals. Together, we're building a future where no one is left behind.

ESONG Sandra Fokum,

Executive Director

Organizational Overview

Founded: 2020 (legalized in 2022) in Limbe, Cameroon.

Mission

To support community health through research, awareness and policy advocacy, while prioritizing vulnerable girls, pregnant women, infant and children, sustainable development, equal rights and opportunities for all via a community-based approach.

Vision

Create safer, healthier and more livable societies in which humanity contributes to effective and sustainable development.

Structure: Board of Directors and Management Team guiding strategic growth.

Headquarters: Limbe, Cameroon

Key Focus Areas:

- Community Health (malaria prevention, SRHR, GBV awareness).
- Sustainable Development (education, economic empowerment).

Key Objectives of the Year 2024

- **Health Equity**
 1. To raise awareness about neglected health practices and epidemic diseases.
 2. To reduce malaria recurrence and improve UHC enrollment in rural communities in Limbe.
 3. Promote community access to Sexual and Reproductive Health and Rights (SRHR).
- **Gender Equality:** To empower women/girls through menstrual health workshops and GBV advocacy.

- **Capacity Building**

1. Empower local stakeholders through capacity building.
2. To train 20+ community health workers and volunteers.

- **Awareness:** To host 15+ events (e.g., World AIDS Day, Mental Health Day).
- Strengthen partnerships to enhance healthcare systems.

4. Summary of Major Projects

Project Title	Goal	Scope & Location	Results/Impact
Malaria Recurrence Study	<ul style="list-style-type: none"> • To evaluate the occurrence and frequency of malaria episodes in individuals after contracting the disease • To identify trends in re-infection rates, severity of subsequent episodes, and their socio-economic impact and to assess the effectiveness of prevention and treatment strategies over time. • To analyze factors contributing to recurrent infections, including 	Idenau, SWR, Cameroon	<ul style="list-style-type: none"> • 986 participants surveyed; 60% experienced recurrent malaria. • Tracked recurrence trends & policy gaps • Policy briefs shared with regional health authorities.

	<p>environmental, behavioral, and treatment-related variables.</p> <ul style="list-style-type: none"> To propose actionable policy recommendations to improve the well-being of individuals affected by multiple episodes of malaria. 		
Universal Health Coverage Pre-Enrollment	<ul style="list-style-type: none"> To boost rural UHC enrollment through awareness campaigns. To subsidize healthcare costs for low-income or marginalized individuals. Reducing out-of-pocket expenses for healthcare especially for the most vulnerable population. To encourage utilization of essential health services without financial hardship. 	Batoke, Moliwe, Idenau, Bonadikombo, Limbe	<ul style="list-style-type: none"> GOOFIRM enrolled over 702 individuals in rural communities in Limbe from August to December 2024, 630 children aged 0-5 years and 72 pregnant women and girls. 03 pregnant women benefited from health vouchers. There was an increased awareness of up to 80% in the rural communities through many community's sessions and mobile campaigns about the UHC program, its benefits and enrollment procedures. 15 CHWs and volunteers were trained and deployed to support pre-enrollment activities, improve healthcare deliveries and address community needs. majority of the participants (58.37%) were females and 41.63% males.
Community Outreach for Internally Displaced Persons	<ul style="list-style-type: none"> To promote basic hygiene and sanitation awareness. 	Rural Limbe	<ul style="list-style-type: none"> Improved hygiene knowledge and community trust.

	<ul style="list-style-type: none"> To offers psychosocial support and direct aid. 		
GOOFIRM Back-to-School Initiative	<ul style="list-style-type: none"> This initiative aimed to provide essential resources to ensure that every child has the opportunity to start the school year with confidence and readiness. 	Batoke, Moliwe and Idenau	<ul style="list-style-type: none"> Over 500 children received school supplies and motivation We distributed essential school supplies, including notebooks, pencils, crayons, and other educational materials.
World Diabetes Day	<ul style="list-style-type: none"> To raise awareness via social media campaigns. To screen employees and educate staff on diabetes prevention. 	GOOFIRM office and social media	<ul style="list-style-type: none"> Enhanced staff health monitoring and public awareness.
Gender-Based Violence Advocacy & Workshop - 16 days of activism against gender-based violence 2024	<ul style="list-style-type: none"> To build stakeholders capacity to mitigate GBV. To support survivors through knowledge and collaboration To raise awareness, promote advocacy, and mobilize action to end violence against women and girls. 	Women Empowerment Center, Limbe	<ul style="list-style-type: none"> Empowered 25+ participants and fostered policy dialogue. the campaign successfully reached over 500,000 individuals through various channels, including social media, community events, and media coverage. Provided a platform for 20 survivors to share their stories during events, helping to reduce stigma and promote healing.
Vaccination and Immunization Campaigns	<ul style="list-style-type: none"> 	Limbe Healh District	<ul style="list-style-type: none"> Administered vaccines and raised awareness on immunization benefits.

Walk for life Event	<ul style="list-style-type: none"> To promote healthy lifestyles, community engagement, and support for local health initiatives. 	Limbe	<ul style="list-style-type: none"> provided primary healthcare services to about 275 persons by bringing healthcare directly to communities, these clinics play a crucial role in promoting health awareness, providing essential services, and strengthening healthcare policies. 12 medical doctors, 18 nurses, 8 medical laboratory scientists participated in screening for hypertension, diabetes and obesity, as well as some complications which these conditions may cause such as; kidney, eye and heart related diseases. The health campaign also included free medical consultation by General practitioners, Cardiologist, Nephrologist, Diabetologists, Nutritionists and Ophthalmologist. Over 800 participants joined the walk, demonstrating strong community support and commitment to health and wellness. Participants included families, local leaders, health professionals, and advocates, reflecting the community's diversity and dedication to promoting health. Over 50 volunteers assisted with logistics, registration, and providing information, showcasing community spirit and teamwork.
Empowering women and girls to manage their menstrual health confidently	<ul style="list-style-type: none"> To advocate for comprehensive health services, including menstrual health education, reproductive rights, and mental health support, ensuring that girls can manage 	Moliwe Camp Field Limbe	<ul style="list-style-type: none"> providing essential information and dignity kits to 36 girls and 73 women, ensuring that both adolescent girls and women have access to essential menstrual hygiene products.

	their health with confidence.		
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5. Results and Impacts

Quantitative

- 986 survey participants in malaria study.
- Reached 109 women and girls with menstrual health kits and trained them in reusable pad-making (Menstrual Health Workshop).
- 800 participants joined the walk individuals, over 50 volunteers assisted with logistics, registration, and providing information, showcasing community spirit and teamwork. 275 screened during the Walk 4 Life event.
- 500 children supported with school materials.
- Enrolled over 702 individuals in rural communities under the Universal Health Coverage.

Qualitative

- A GBV survivor shared how GOOFIRM's workshop restored her confidence.
- A family received targeted hygiene and psychosocial support during outreach.
- Girls reported increased confidence discussing menstrual health post-training.
- Community health workers became local champions of UHC and malaria prevention.

Challenges & Mitigation Strategies

Challenge	Mitigation Action
Inadequate funding	<ul style="list-style-type: none"> • Diversified donor outreach; secured local partnerships. • Prioritized scalable and high-impact initiatives

Cultural barriers to UHC	<ul style="list-style-type: none"> Tailored educational campaigns in local dialects
Skepticism around health systems	<ul style="list-style-type: none"> Partnered with trusted local leaders

Partnerships & Stakeholder Engagement

Key Partners: MINSANTE, MINAT, LUKMEF, MINPROFF, MINJEC

Collaborations:

Collaborated with WACODA and other NGOs to host a community outreach program in Limbe.

Hope for a Better Tomorrow (HOBET): Collaborated on sexuality education

Civil Society Organization: Participated in CSO Impact Conference

LIFABA Research Foundation: Led mental health workplace training

Joined Catalyst 2030 network for global advocacy.

Collaborated with the Njalla Quan Sports Academy to host the walk 4 life event.

Limbe City Council: Engaged in budget planning and civic engagement

CBS Radio Buea: Media collaboration potential established

Future Outlook

In 2025, GOOFIRM aims to;

- Expand malaria prevention and SRHR advocacy activities to 3 new health districts.
- Research Expansion: Long-term socioeconomic impacts of malaria.
- Policy Advocacy: Strengthening post-infection care and mental health support

- Deepen partnerships with Cameroon's Ministry of Public Health, Civil Society Organizations, media and health institutions.
- Sustainability: Enhance trainings, local ownership, and improve infrastructure

Annexes

Administrative Authorizations

REPUBLIQUE DU CAMEROUN
Paix - Travail - Patrie
MINISTÈRE DE LA SANTÉ PUBLIQUE
DELEGATION REGIONALE
DU SUD OUEST

REPUBLIC OF CAMEROON
Peace - Work - Fatherland
MINISTRY OF PUBLIC HEALTH
REGIONAL DELEGATION
FOR THE SOUTH WEST

Tel: 233 32 22 62 Regional Delegate
675 20 64 35 Office of Partnership & Training
P.O.BOX: 281 Buea
Email Delegation: swrdph@gmail.com

Buea the 03 JUN 2024

Ref No. P42 /MINSANTE/SWR/RDPH/CB.PF/897/615
TO: The Principal Investigator,
(Carine Majueh, Goofirm Foundation),
Tel: 650899239

Subject: ADMINISTRATIVE AUTHORIZATION

Following receipt of your research proposal, and your request for an authorization to carry out your research titled: "Probing the post contraction effects of malaria over time in multiple episodes within one year in Idenau-Rural Buea, South west region of Cameroon and Advocate for Policies to improve the health and well-being of the people;

I have the honor to authorize this innovative research study after a careful review of the proposal, and considering its impact in generating information and data that could help to inform policy and decision-making with regards to the prevention and management of malaria, including related complications.

While encouraging you to liaise with the Regional Coordinator, RTG Malaria for the South west for the implementation and reporting of this research findings and perspectives, I call on the district concerned and participants to give the Investigator and team the necessary assistance needed to achieve the objectives of this study of great scientific importance.

Kind regards,

CC
Chief of Health District: Limbe Health District,
Regional Coordinator, RTG Malaria Program, SWR,
-File

For the Attention of
the Chief of Health District
and Focal Person for
Communications

FOR THE REGIONAL DELEGATE
AND BY DELEGATION

Dr. EKO EKO FIDIN
CHIEF OF SERVICE
GENERAL AFFAIRS

Facebook: @DelegationSWR
Twitter: @DelegationSWR

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P.O.BOX: 281 Buea
Email Delegation: swrdph@gmail.com

Buea the 22 JUL 2024

Ref N° P42 /MINSANTE/SWR/RDPH/CB.PT/811/716
TO: The Management:
GOOFIRM, Limbe
Tel: 650899239

Subject: ADMINISTRATIVE AUTHORIZATION
(Enhancing Pre-enrolment of Universal
Health Coverage Phase I in Rural
Communities in Limbe)

Following your request to support the region's effort in promoting the Universal Health Coverage policy implementation through awareness creation, sensitization and pre-enrolment of targeted population in the Limbe Health District;

Considering the need to protect and to promote the right to good health and well-being for every Cameroonian, improving access to quality healthcare services, and reducing out of pocket payment for the most vulnerable population;

I have the honor to give my approval to this request. However, I encourage you to work in close collaboration with the district health team to ensure good coordination and reporting of this activity. I equally encourage you to cease this opportunity to create awareness and to sensitize targeted population within the health district on "the health voucher (cheque Sante) scheme" which is meant for all pregnant women in addition to the Universal Health Coverage Phase I packages.

May I take this opportunity to extend my sincere appreciation for the positive initiative.

Warm regards,

The Regional Delegate of Public Health

Dr. EKO EKO FIDIN
CHIEF OF SERVICE
GENERAL AFFAIRS

Facebook: @swrdph
Twitter: @DelegationSWR

Event photos and Media Coverage





GOOFIRM

Health & Development Non-profit Organisation

NO. 02435 NEWS

Offers Books, Launches Health Programme, Others

By FRANCIS TIM MBOM

I thank GOOFIRM for having given us free health screening because some of us are sick but don't have the money to go to hospital to check up. So, today that we have this free screening opportunity, we are very happy," Tanchou Aishatu, a mother of three, said on September 3 at Idenau.

She was one of the beneficiaries of a free health screening exercise that was carried out by a Limbe-based NGO, GOOFIRM Foundation.

This free screening exercise was accompanied by the offer of free books, pens, pencils and other back to school assistance to hundreds of children.

Goofirm's CEO, Sandra Fokum said they were at Idenau to launch the National Universal Health Care programme. The programme offers children from pregnant mothers to school children, the free health screening exercise.

Goofirm's CEO, Sandra Fokum, had this to say: "The children are gathering here today because we are doing the pre-enrolment for the Universal Healthcare. It's an ongoing scheme right now across the nation where we enrol children from zero to five years to benefit from free services such as malaria. Then pregnant women as well."

As concerns how the Health Voucher or 'cheque sante' programme functions, she said: "When you (pregnant mothers) pay the FCFA 6,000 registration, you are given a registration code. When you go to the hospital and present this code, you are going to have all the above said services free of charge."

She went on to disclose that their target for the Idenau Community was to have over 1,000 children registered for the programme.

The event was presided at by the Assistant Divisional Officer of the West Coast Subdivision, Cordelia Nanabu Aseh.

"I just want to say thank you to GOOFIRM Foundation to have come to check to ensure that our population is healthy enough before they go back to school. We thank them for the service they have offered to our community."

For some parents, some students even go to the hospital when I am very happy to see GOOFIRM has come today, in my community."

Goofirm CEO, Sandra Fokum, left, and HRH Chief Bolanjo Peter, during the health screening and book donation exercise at Idenau



English daily health news

HEALTHNews

Menstrual Health Awareness

Goofirm raises awareness and donates sanitary pads to girls and women in Moliwe, Limbe.

In a major step towards improving menstrual health awareness, the Goofirm Foundation and its partner Royalty World launched an awareness campaign to educate young girls and women in Moliwe, a locality in the Limbe I sub-division, on menstrual hygiene, period tracking and distribution of feminine hygiene kits.

This was done on Friday, October 11, on the occasion of the International Day of the Girl. The initiative aims to combat the stigma surrounding menstruation and ensure that every girl has access to menstrual products. P3

South-West Health Ministry earns Praises from SW Mayors for Decentralization Drive

The Ministry of Public Health has directed 32 mayors in the South West Region who constitute the 21 health districts of the region on the transfer of competences and resources in their different areas of command. The initiative taken by the ministry to practice effective decentralisation in the health sector was heartily welcomed by the different local authorities who saw the move as crucial towards strengthening the role of councils in health service delivery. Page 2

Far North The Cameroon Red Cross provides vital support to flood victims in Yagoua

In response to the natural disaster that struck the far North region, the Cameroon Red Cross has mobilized to provide vital support to victims of the recent floods. On Tuesday, October 10th, the national president of the organization, Mame Yamina, visited Yagoua to oversee the distribution of emergency kits and other first aid supplies. Page 7

2^e PRIX AFRICAIN DE LEADERSHIP EN SANTE

ON PALS

ECHOS SANTE



Walk 4 Life Event



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GBV Workshop with Students



Online Health Campaign



PAMCA Conference



GOOFIRM

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Malaria Screening



CSOs Impact Conference



Back to School Initiative

CMR Reg No. 013/G37/D. 14/VOL1/SAAJIP
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Website: www.goofirm.org

Head office: B.P 237, Limbe
UIN: M01221819157S
Email: infos@goofirm.org



GBV Symposium



UHC Pre-enrollment

Staff List and Volunteers 2024

SN	NAME	POSITION
1	Winchester Nkongho Winyawoko	Founder
2	Ngoe Daniel Dikonge	Executive Director
3	Esong Sandra Fokum	Assistant Executive Director
4	Derick Mwambo Njie	Programme Manager
5	Ebongkeng Asua Lorna	Finance Director
6	Nyenti Diana Eyong	Secretary
7	Che Heidi Ahone	Communications Officer
8	Yoti Dikongue	Health Officer
9	Andrien Tande Ebot	Project Coordinator
10	Sirri Emelda Nche	Project Coordinator (SRHR)
11	Epingi Nelly	Project Coordinator (SRHR)
12	Ayong Blessing	Volunteer (HEALTH)
13	Sakwe Vera	Volunteer (HEALTH)
14	Fembe Elibe	Volunteer (HEALTH)
15	Idam Vanessa	Volunteer (HEALTH)
16	Chu Nora	Volunteer (HEALTH)
17	Angwie Miriam	Volunteer(HEALTH)
18	Doris Eteki	Volunteer(EDUCATION)
19	Juliet Vernyuy	Volunteer(EDUCATION)
20	Martin Elive	Volunteer(EDUCATION)
21	Aku Shannaph	Logistics/ Procurement