



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

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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.

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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	 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	 986 participants surveyed; 60% experienced recurrent malaria. Tracked recurrence trends & policy gaps Policy briefs shared with regional health authorities.

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	environmental, behavioral, and treatment-related variables. • To propose actionable policy recommendations to improve the well-being of individuals affected by multiple episodes of malaria.		
Universal Health Coverage Pre- Enrollment	 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	 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	 To promote basic hygiene and sanitation awareness. 	Rural Limbe	Improved hygiene knowledge and community trust.



GOOFIRM Back-to- School Initiative	 To offers psychosocial support and direct aid. This initiative aimed to provide essential resources to ensure that every child has the 	Batoke, Moliwe and Idenau	 Over 500 children received school supplies and motivation We distributed essential school supplies, including notebooks, pencils, crayons, and other educational materials.
	opportunity to start the school year with confidence and readiness.		
World Diabetes Day	 To raise awareness via social media campaigns. To screen employees and educate staff on diabetes prevention. 	GOOFIRM office and social media	Enhanced staff health monitoring and public awareness.
Gender-Based Violence Advocacy & Workshop - 16 days of activism against gender- based violence 2024	 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	 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	•	Limbe Healh District	 Administered vaccines and raised awareness on immunization benefits.

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Walk for life Event	To promote healthy	Limbe	provided primary healthcare services to
Train for me Event	lifestyles,	220	about 275 persons by bringing
	community		healthcare directly to communities,
	engagement, and		these clinics play a crucial role in
	support for local		promoting health awareness, providing
	health initiatives.		essential services, and strengthening
	ileaitii iiiitiatives.		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	To advocate for	Moliwe Camp	providing essential information and
women and girls	comprehensive	Field Limbe	dignity kits to 36 girls and 73 women,
to manage their	health services,		ensuring that both adolescent girls and
menstrual health	including menstrual		women have access to essential
confidently	health education,		menstrual hygiene products.
	reproductive rights,		
	and mental health		
	support, ensuring		
	that girls can manage		



their health with	
confidence.	

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	 Diversified donor outreach; secured local partnerships. Prioritized scalable and high-impact initiatives

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Cultural barriers to UHC	 Tailored educational campaigns in local dialects
Skepticism around health systems	 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

LIFAFA 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

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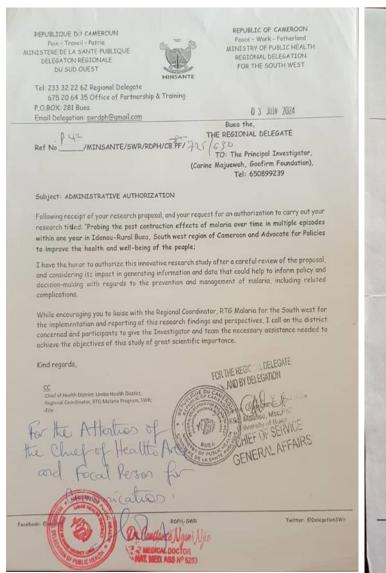
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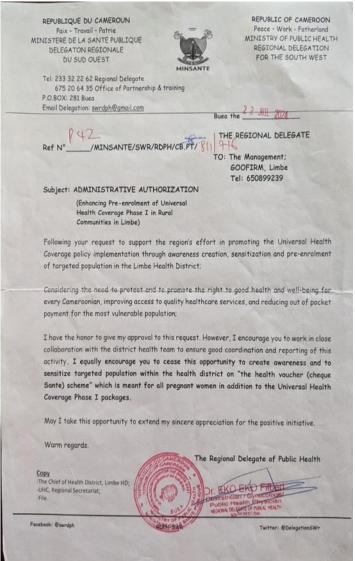


- Deepen partnerships with Cameroon's Ministry of Public Health, Civil Society Organizations, media and health institutions.
- Sustainability: Enhance trainings, local ownership, and improve infrastructure

Annexes

Administrative Authorizations





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Event photos and Media Coverage







school in Idenau:

anducts free health screening,



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offers Books, Launches Health Programme, Others 🛚

FRANCIS TIM MBOM

thank GOOFIRM for having given us ree 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 mother of three, said on September 3 at women as well."

he 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

Goofirm's CEO, Sandra Fokum ong said they were at Idenau to the National Universal Care programme. The protiated by the Cameroon offers children from gegnant mothers

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 servare very happy," Tanchou Aishatu, a ices such as malaria. Then pregnant

As concerns how the Health Voucher or 'cheque sante' pro-gramme 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 register 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 they have offered to our



GOOFIRM that has come to my community to see that they can assist children who are going back to school. And it's not only the children, they have also been carrying out screenings to see that all those who have health issues are screened

and see how they can be taken ca

for some parents, some stude even go to the hospital when GOOFIRM has co today, in my

VOTRE SITE WEB **EALTH** News

Goofirm raises awareness and

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



Health Ministry earns Praises from SW Mayors for Decentralization



ictims in Yagoua





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PAMCA Conference

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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

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