

# Supporting Impact, together

#curious #nimble #committed

NON-PROFIT & SOCIAL IMPACT

ANNUAL REPORT 2023

THINK AND BUILD, BEYOND





# Non-Profit & Social Impact: Annual Report 2023

<b>01</b>	<b>02</b>	<b>03</b>	<b>04</b>	
<b>Value(s)</b>	Trusted Partner	Impact DNA	Insights	

# Combining Values with Value

This past year, creating social impact has become more important and more challenging than ever. Despite the solid reality, many organisations across the impact spectrum have taken (extra) steps to accelerate their journey.

At asUgo, we have noticed a comparable activity amongst large and small organisations. Member organisations have been the biggest grower in 2023, both in Belgium and abroad. While the geographical span of our non-profit clients covers now 4 continents and more than 80 countries, activities supporting local impact remain very present.



**For our new clients**, going for a CRM meant taking the first steps towards collaborative data capabilities to:

- Improve collaboration
- Open possibilities to enhanced impact
- Support informed decision making
- Improve transparency and bias mitigation



**For new and existing clients alike**, the combination between technology and human ideas opened complementary possibilities, internally and externally.



**Depending on their DNA, organisations used it as boost to:** Inform, Create opportunities, Support people and projects, or Activate communities.

*Thank you*

**In 2023, organisations counted on asUgo for more than digital.**

Experience exchange, ideas and human guidance were an important part of our collaborations, together with technology. **It allows to go even further in growing impact together.**

Our Annual Report provides a snapshot of this year's collaborations: the organisations, their DNA, the project insights, and a zoom on key numbers about activity and impact.

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Value(s)	<b>Trusted Partner</b>	Impact DNA	Insights	

02

TRUST

# Trusted partner of For-Profit & Non-Profit organisations

Think  
and  
Build,  
Beyond

75+  
Consultants



3

Locations  
(Brussels, Lisbon,  
Canada)



#Curious  
#Nimble  
#Committed

150+  
Projects  
(For Profit & Non-Profit)

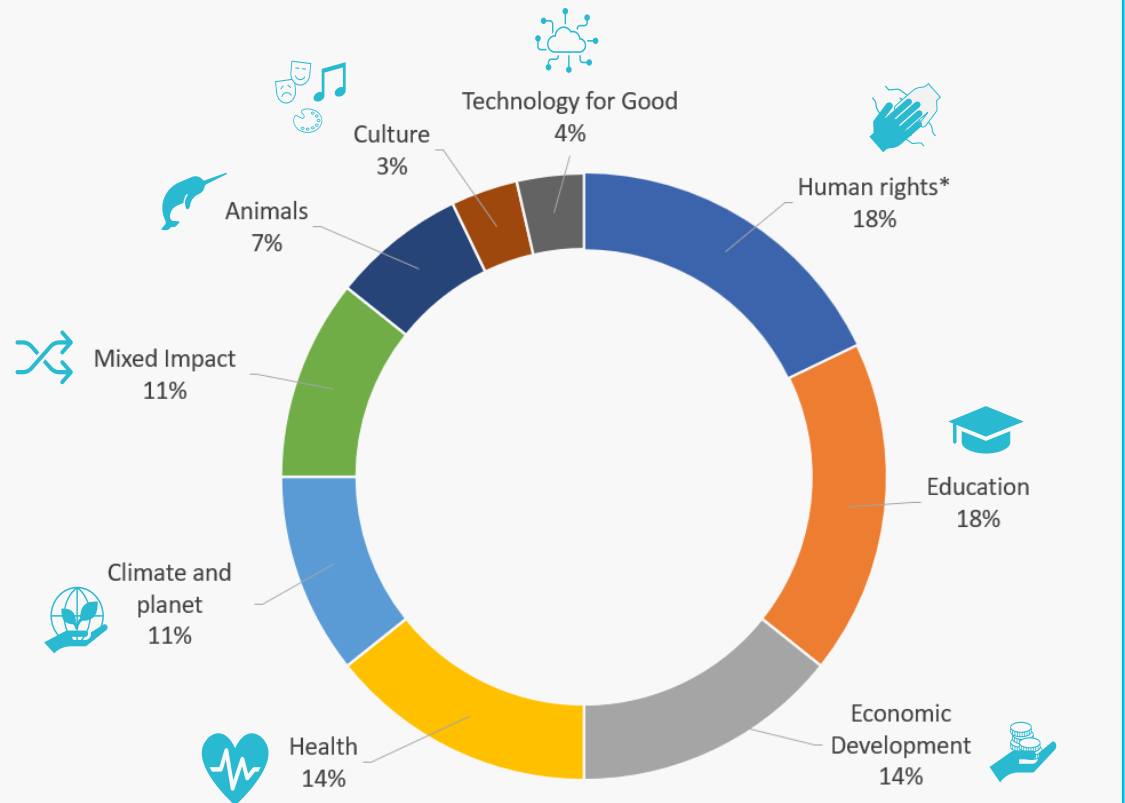


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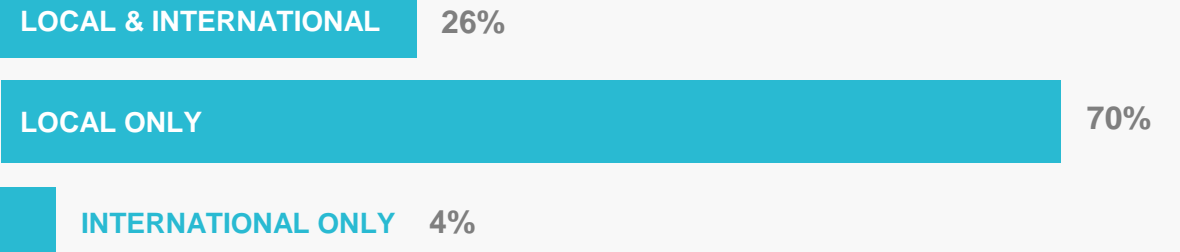
# In 2023, Non-Profits supported diverse thematics through complementary approaches

## 1 | THEMATIC IMPACT of organisations



\* Includes: access to Housing, Medicine, Healthy Food; Children & Families; Support for War & Violence

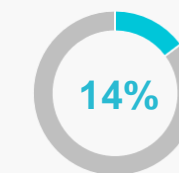
## 2 | GEOGRAPHICAL IMPACT of organisations



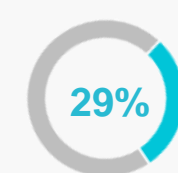
## 3 | IMPACT APPROACH of organisations



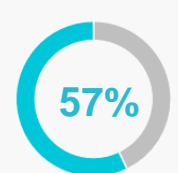
**350+** users, creating impact in **80+** countries



Grant giving Organisations



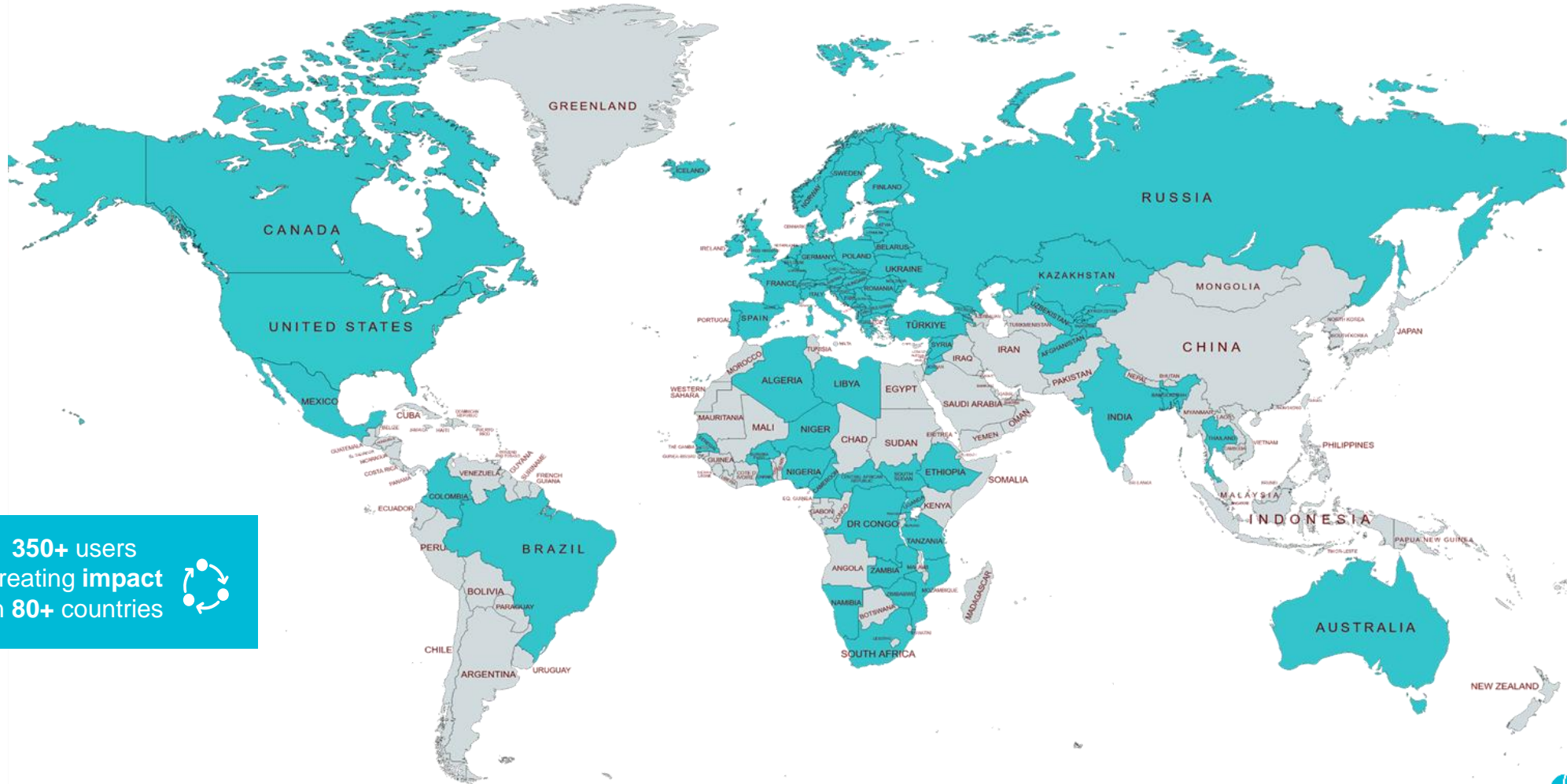
Member Organisations



Other type of Organisations



# Countries supported by our Non-Profit clients: a global footprint that continued to grow in 2023



350+ users  
creating impact  
in 80+ countries



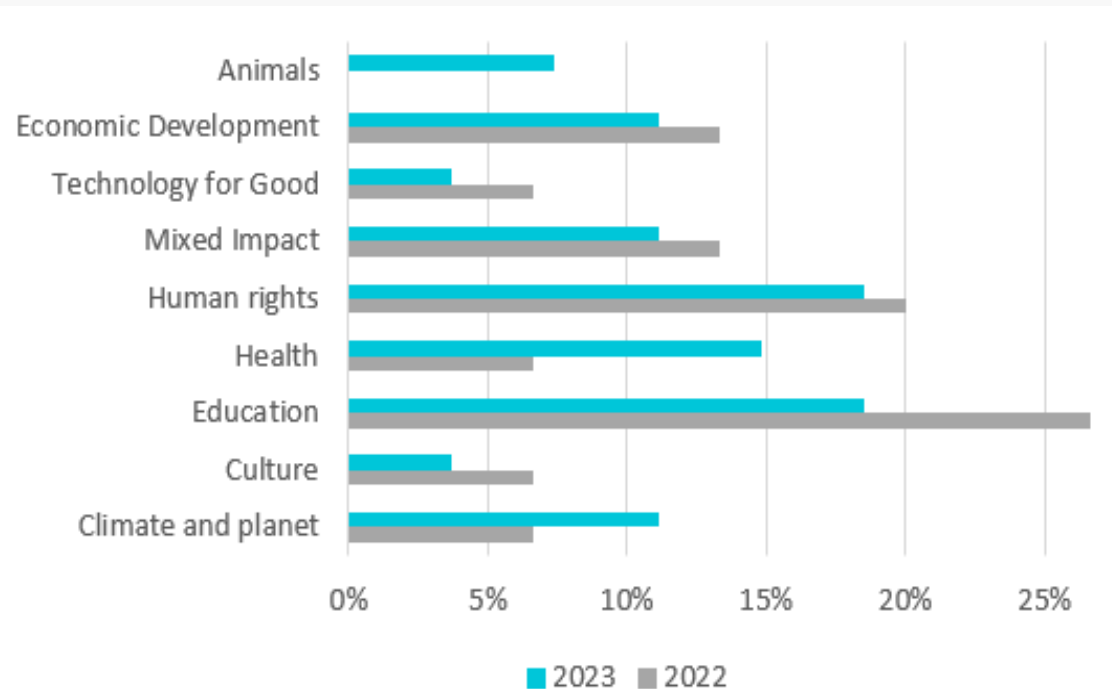


# Non-Profit & Social Impact: Annual Report 2023

01	02	03	<b>04</b>	
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# Evolutions compared to 2022

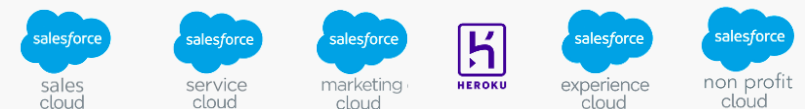
## 1 | THEMATIC IMPACT of organisations: Growth in favor of Climate & Planet, Animals, and Health



## 2 | IMPACT APPROACH of organisations: Expansion of activities of Grant Giving Organisations Strong growth of the number of Member Organisations

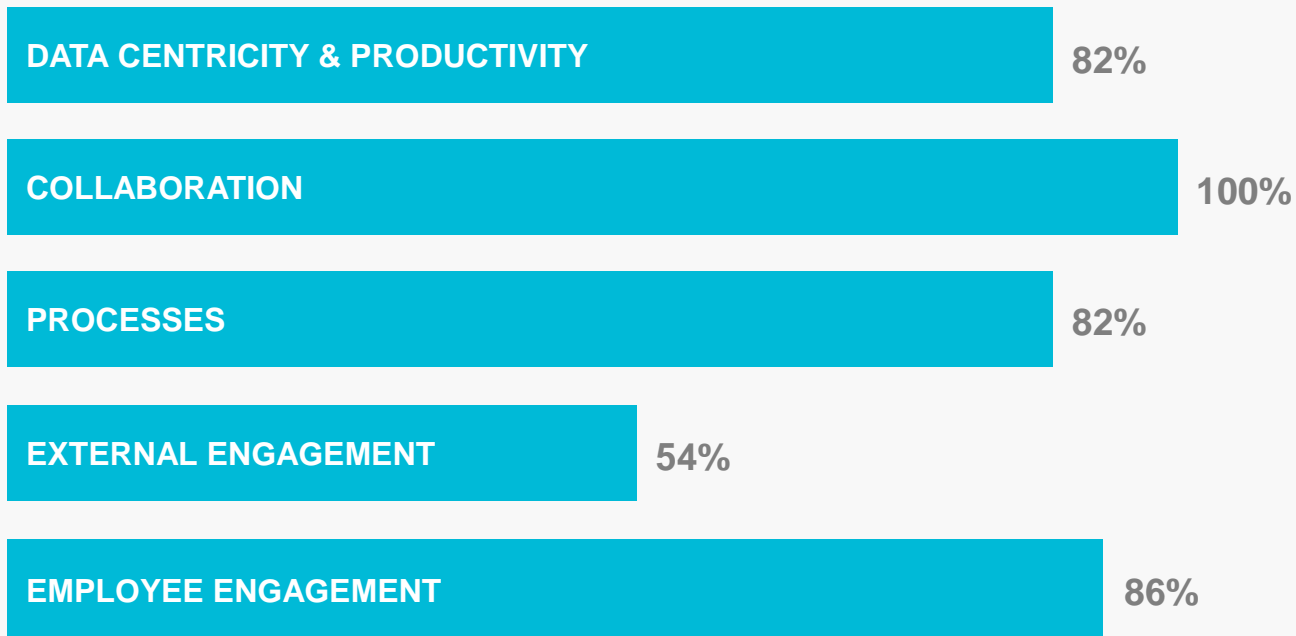


## 3 | DIGITAL ENABLERS Spread between Clouds remains comparable to 2022



# 'Think Big, Start Small, Move Fast' project approach continues to resonate with business value drivers of non-profit clients

## 1 | MAIN BUSINESS VALUE DRIVERS of NON-PROFIT PROJECTS



## 2 | PROJECT INSIGHTS & TENDENCIES

75%

Use one or more asUgo accelerators to support their reality.

96%

Continue to make people, processes and technology evolve, after being live.

72%

Use sounding boards with asUgo to craft their Digital Roadmap, also after being live.

77%

Foresee community engagement as next step (portal, events, members, campaigns...).



# Non-Profits in Action: Quick Zoom

Depending on their DNA, organisations use the collaborative data capabilities as boost to:

-  Inform & Grow awareness
-  Create opportunities
-  Support people and projects
-  Activate communities

## Inform & Grow Awareness

- 100+** Events organised on Health
- 5000+** Workshops organised for Climate and Planet in schools
- 700+** Companies attended B2B events organised for Climate and Planet

## Create Opportunities

- 900+** People coached to grow skills and to get a job
- 77%** Record number of coachees that got a job thanks to a mentoring program

## Activate Communities

- 6** Average number of campaigns and newsletters per week per organisation that uses marketing automation
- 1MM+** Audience of these campaigns and newsletters



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## Support through Grants

**4 k€** Smallest grant  
(for 1 year)

**2 MM €** Highest grant  
(for 3-5 years)

**155 mths** Grant with longest  
duration

## Activate Communities

**1000+** Members served in 2023

**55+** Countries served by  
member organisations

# Non-Profits in Action: Congratulations!

**This year, several organisations that we work with received a public recognition for their work. A selection:**

- In Luxembourg, **Touchpoints** received the '2023 Digital Inclusion Award'.
- In France, the **Degroof Petercam Foundation** received the 'Grand Philanthropy Award' for Employment Creation.
- In Belgium, **GoodPlanet Belgium** received the Honorific price of the 'Fortuna Award'.



*In an interconnected world, cultural diversity is no longer an option, but a fact.*

*Touchpoints creates meeting points between local and migrant populations in the territory of the Grand Duchy of Luxembourg in order to improve cooperation together over the long term.*

*Through our activities, we promote cultural diversity while combating the emergence of parallel societies and communitarianism. Through our events, we want to put people from all works of life in intercultural contests without them necessarily realising it.*

<https://www.touchpoints.lu/>



*DPF was created in 2008 as a public utility foundation and is now one of the ten largest Belgian foundations.*

*At the Degroof Petercam Foundation, we believe in a sustainable, inclusive society in which all people have a chance to thrive through a quality job.*

*It selects and supports innovative employment solutions. The solutions focus on developing skills for the future, contributing to the creation of future jobs by making entrepreneurship more attractive, and offering help to people who find it more challenging to get a job.*

<https://www.degroofpetercam.com/en-be/foundation>



GOODPLANET.be

*GoodPlanet inspires and encourages all generations to live sustainably. For a healthy planet, for everyone, for today and tomorrow.*

*Through projects, campaigns and activities, we disseminate our knowledge and plant seeds of change. We stimulate and realize ideas that make sustainable development real and tangible.*

*For GoodPlanet, education plays an essential role. This is why we have focused on children and young people for more than 20 years; and are supported by general public and businesses that believe in our vision.*

<https://www.goodplanet.be>

More details on each price/award and the related activities can be found on the respective websites.





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The key to the success of asUgo lies in our unique blend of strong company culture, consultancy expertise, technical capabilities and industry knowledge, and extra agility

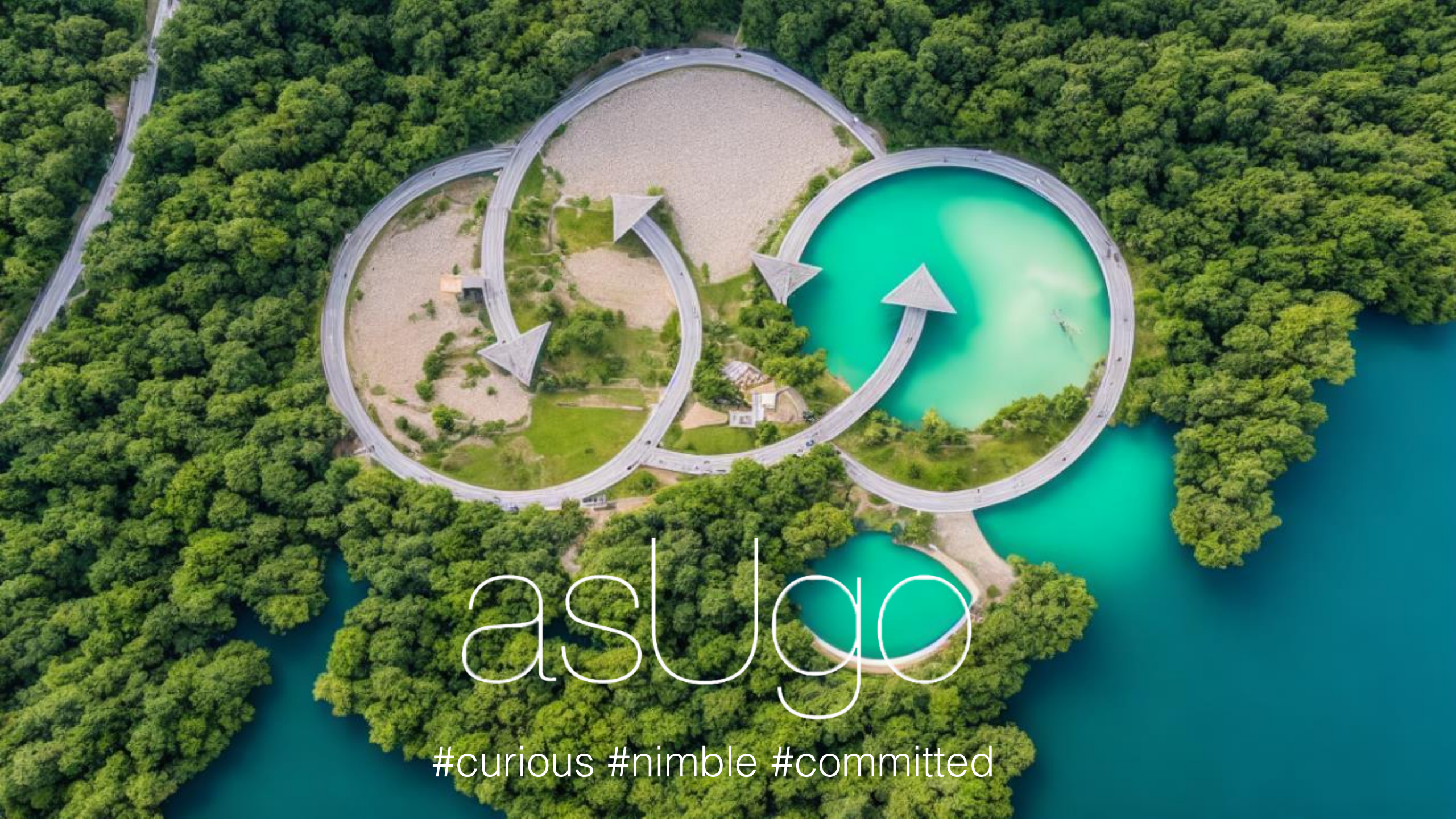


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