



Annual Report 2024



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Message from the Chairperson

As I reflect on Life Beacon International's remarkable journey throughout 2024, I am filled with immense gratitude for the unwavering dedication of our volunteers, partners, and supporters who have made this year's successes possible.

This year, we reached significant milestones that embody our commitment to empowering young people and fostering sustainable change. From launching groundbreaking projects like the Self-Tracking Among the Youth initiative to expanding the Going to University Project beyond borders, our work continues to transform lives and inspire hope.

We also celebrated notable advancements in operational efficiency, including the securing and adoption of Microsoft 365 and Google Ad Grant, both of which have enhanced our capacity to deliver impactful programs. Additionally, the introduction of internship programs in Ghana and the UK reflects our growing commitment to nurturing talent and bridging the gap between academia and real-world experience.

These accomplishments reaffirm our core values of integrity, inclusion, creativity, empathy, and continuous personal development, guiding us as we adapt to meet the ever-changing needs of the communities we serve.

As we look to the future, we remain steadfast in our mission to support, educate, and empower young people worldwide. Together, let us continue to build on this momentum, ensuring that Life Beacon International remains a beacon of hope and transformation for generations to come.

Thank you for being an integral part of this journey.

With gratitude and hope,

Dr. Ruby Appiah-Campbell
Chairperson, Life Beacon International

Dr Ruby Appiah-Campbell
Chair of Life Beacon International



Organisational Profile

Mission

Our mission is to support, educate, and empower young people and volunteers, while promoting a sustainable future for all. We prioritise key areas of education, faith, and wellbeing, working at the individual, group, and community levels to foster positive change and resilience as we strive to create a more sustainable, equitable, and thriving society.

Vision

Provide sustainable education, wellbeing, and overall living for young people around the world, now and for the future.



Core Values



Integrity



Inclusion



Creativity



Continuous
personal
development



Empathy



Our Model

Life Beacon International's model is centered around young people. Our goal is to transform the lives of marginalised young individuals through their peers. We believe this demographic category is best suited to lead our projects and realise our vision and mission, given their lived experiences.

The lived experiences enable them to understand the challenges faced by young people globally and determine the most effective ways to achieve and create a lasting impact on their lives.

Moreover, this approach offers young volunteers the opportunity for personal development as they contribute to achieving the organisation's goals.



The Leadership Team



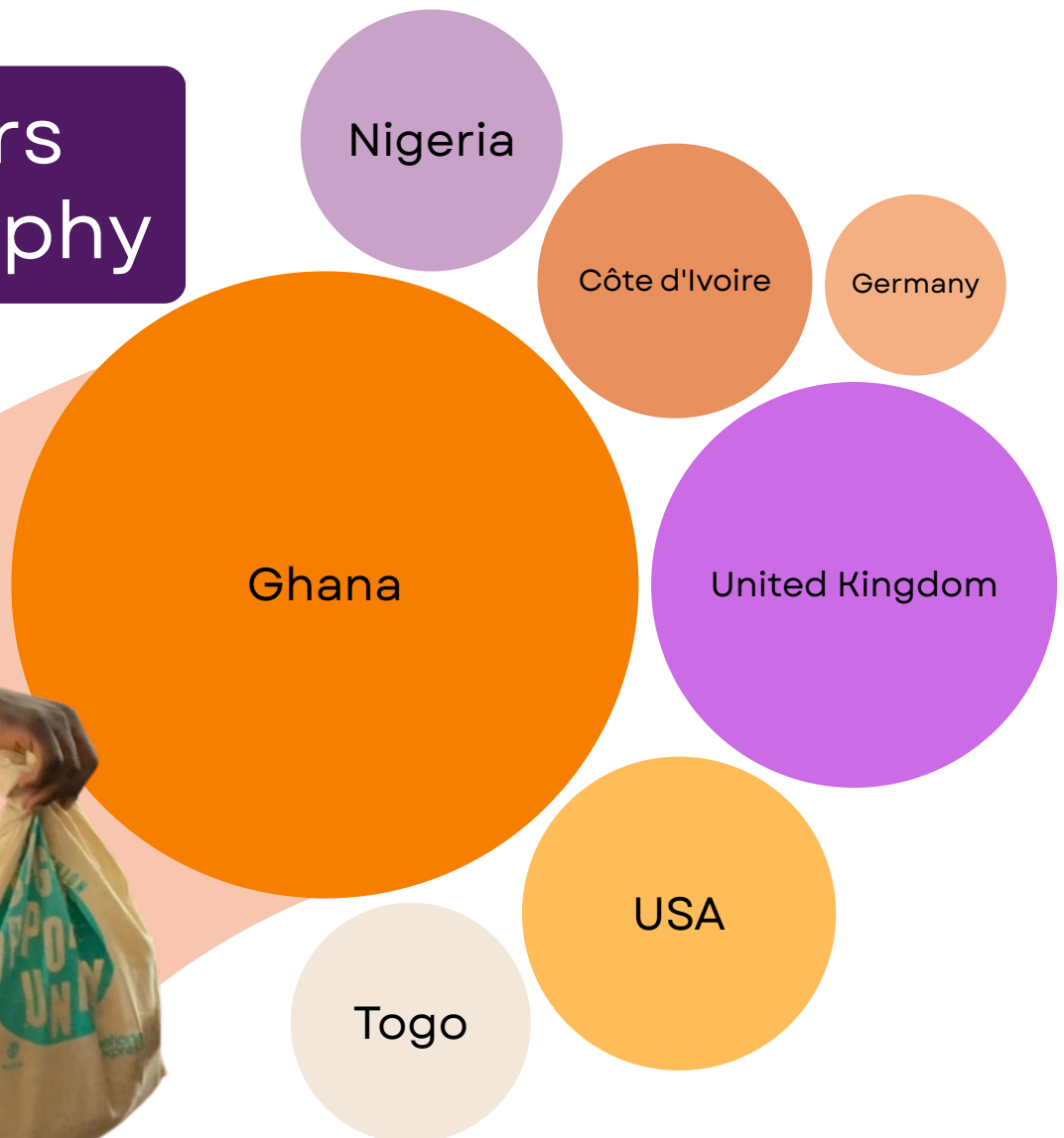
Volunteers

At LBI, our key focus is ensuring volunteers grow personally while making a positive impact on society. We evaluate their progress to measure program effectiveness and track their development.

By prioritising skill-building and leadership, we empower volunteers to be agents of change in their communities. Our streamlined evaluation process reflects our commitment to high standards in volunteer engagement, fostering an environment where individuals not only benefit from our initiatives but also contribute to positive societal change.



Volunteers Demography

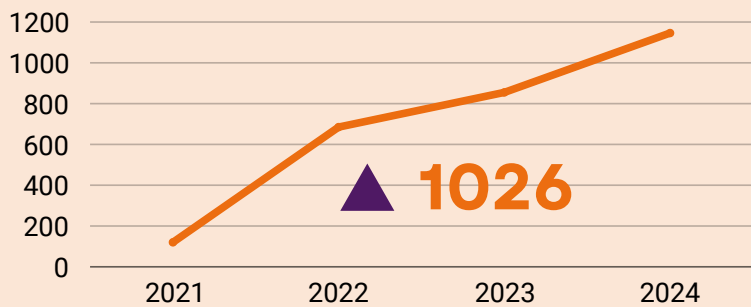


Our Impact till date

Since its inception, Life Beacon International has continually expanded its impact across multiple initiatives, transforming lives and communities with measurable success. The data presented highlights the extraordinary growth of three key focus areas: education, mental health awareness, and capacity building.

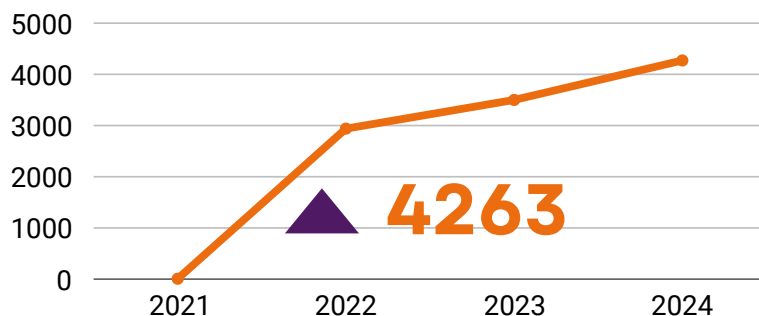


GOING TO UNIVERSITY



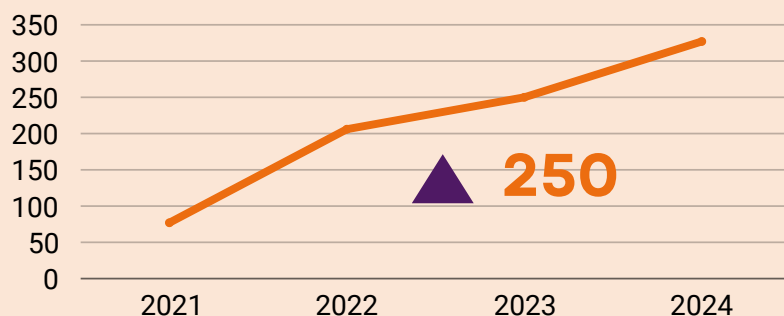
Going to University: The number of students supported in their journey to university has increased by a staggering 1026 between 2021 and 2024. This exponential growth was due to the project being launched in Ghana, and also reflects our commitment to bridging educational gaps and providing opportunities for underserved youth to achieve academic success.

MENTAL HEALTH AWARENESS



Mental Health Awareness: Our outreach efforts in mental health have grown phenomenally, with an astounding 4263 increase in the individuals reached. This figure underscores the significant strides we have made in addressing the stigma around mental health, offering critical resources, and fostering healthier communities.

CAPACITY BUILDING



Capacity Building: Through training programmes, mentorships, and workshops, our capacity-building initiatives have grown by 250 since 2021. This progress demonstrates our dedication to equipping individuals and communities with the tools they need for sustainable development and empowerment.

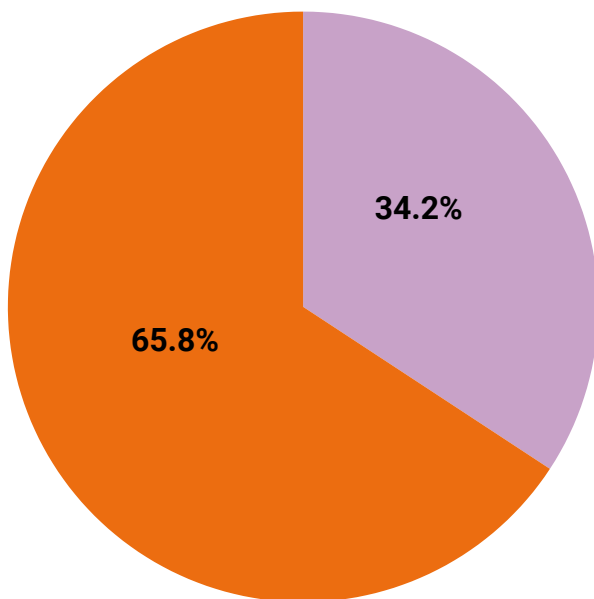
OUR WORK IN 2024



Going to University Project



Students in Ghana Students in the UK



The Mentoring Department has been consistent in continuing its yearly UK-based GTU activities through the Loughborough University Life Beacon Action Group. On April 4, 2024, the project reached Limehurst Academy in the UK, where five dedicated volunteers engaged with approximately 480 Year 7 to 10 students in an online session.

These efforts further demonstrated Life Beacon International's commitment to equipping young minds globally with the knowledge and confidence needed for higher education.

The Going to University Project continues to bridge the gap between high school and university for students, fostering informed decision-making and reducing the uncertainties often associated with this transition.

This is why in 2024, LBI took the initiative to take the project beyond borders.



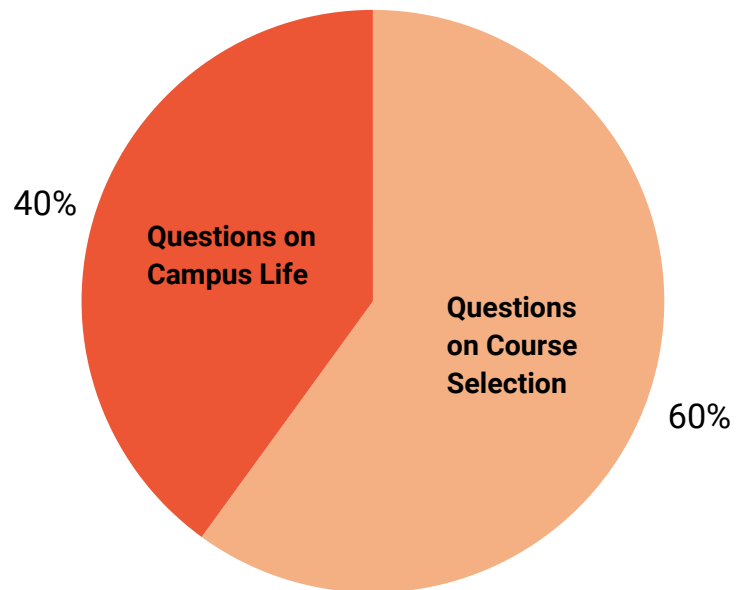
Going to University Project



On November 28, 2024, the Mentoring Department, in collaboration with the UGLBI Club, organised the Going to University (GTU) Project at West Africa Senior High School in Adenta, Ghana. This initiative aimed to prepare students for the transition from high school to university by providing a comprehensive overview of university life, including academic and extracurricular opportunities, as well as potential challenges. This was the first time the project was implemented in Africa.

During the sessions, over 250 students from six different classes participated. Approximately 38% of the students (100 out of 260) actively engaged by asking questions, leading to a total of 100+ questions and feedback submissions.

Types of Questions asked during Sessions



Notably, 60% of the questions centered on course selection, such as aligning career goals with subject requirements, while 40% focused on campus life, including extracurricular activities and the social environment.

The high curiosity level among the students reflected their eagerness to understand and navigate university systems effectively.



Self-Tracking Among The Youth Project

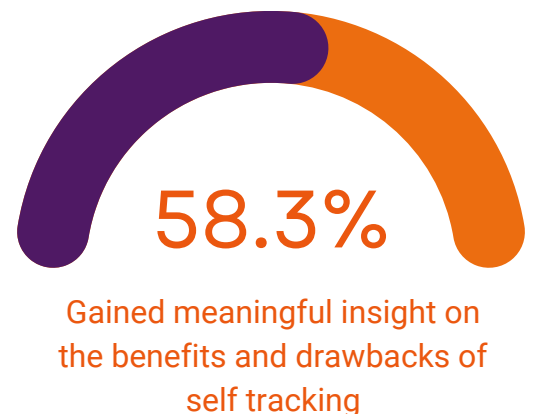
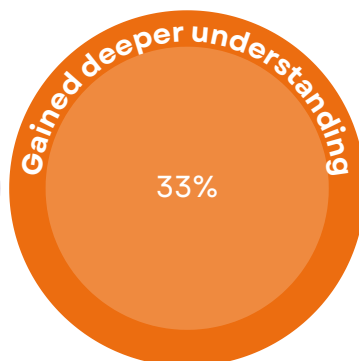
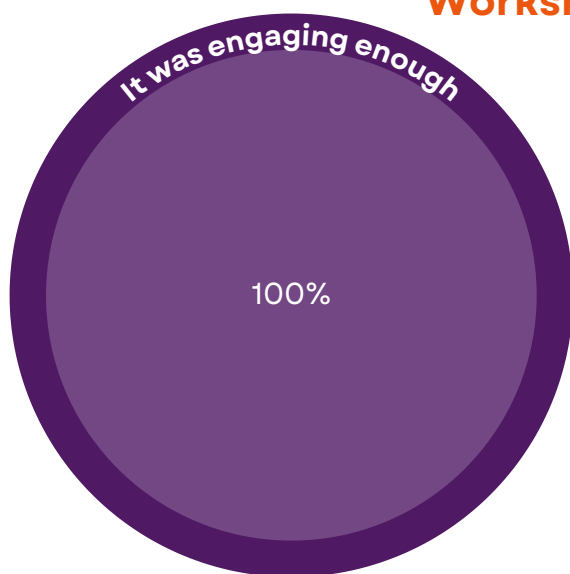
Context

In 2024, Life Beacon International launched its first research-based project, the Self-Tracking Among the Youth Project, funded by the Seedcorn Fund. This project was inspired by the findings from a published academic research titled **Self-Tracking among Young People: Lived Experiences, Tensions and Bodily Outcomes**, with reference below. The research explored the use of self-tracking devices, such as fitness Apps, calorie counters, smartwatches, among young people. Hence, our pioneering initiative aimed to educate the youth about the positive and negative effect of self-tracking devices and apps on their wellbeing.

Project Implementation

The project began with workshops held at secondary schools, creating an engaging platform for students to discuss their experiences and perspectives on self-tracking devices.

Workshop feedback Statistics



The first session was conducted at Rawlings Academy in Quorn, Leicestershire, in July 2024, and the second was held at Iveshead School in Shepshed, England, on November 22, 2024, with participation from approximately 50 Year 12 students.

Reference:

Alevizou, P., Michaelidou, N., Daskalopoulou, A., & Appiah-Campbell, R. (2024). Self-Tracking among Young People: Lived Experiences, Tensions and Bodily Outcomes. *Sociology*, 58(4), 947-964. <https://doi.org/10.1177/00380385231218695>

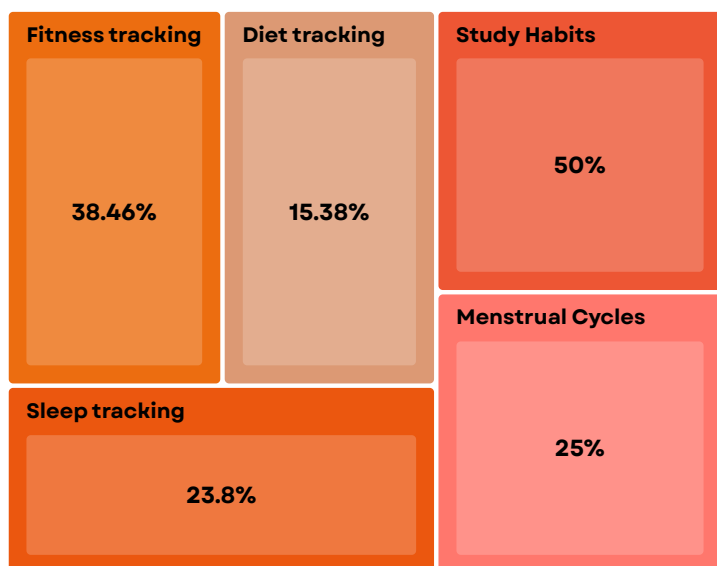


Self-Tracking Among The Youth Project

A core focus of the workshops was to educate students on the benefits and risks of self-tracking. Topics included how these devices can promote healthier lifestyles, goal achievement, and social engagement, while also addressing potential pitfalls such as obsessive behaviour, over-reliance on technology, and misinterpretation of data. Students were signposted to reliable sources like the NHS website and encouraged to make informed decisions about using these technologies effectively.

Supported by LBI's Research and Development Department, the project highlighted the importance of equipping young people with the knowledge to maximize the benefits of wearable devices while minimizing potential drawbacks. The feedback gathered from these workshops will guide the next phase of this initiative, ensuring it remains responsive to the needs and concerns of students.

Areas of Interest



Observations

Concerns	Benefits
Privacy issues	Health monitoring
Risk of fixation on data	Greater awareness of personal habits
Increased screen time and social isolation	Tracking spending and lifestyle improvements

This project marks a significant milestone for Life Beacon International, showcasing its commitment to bridging academic research and community engagement to empower young people globally.

Back to School Project



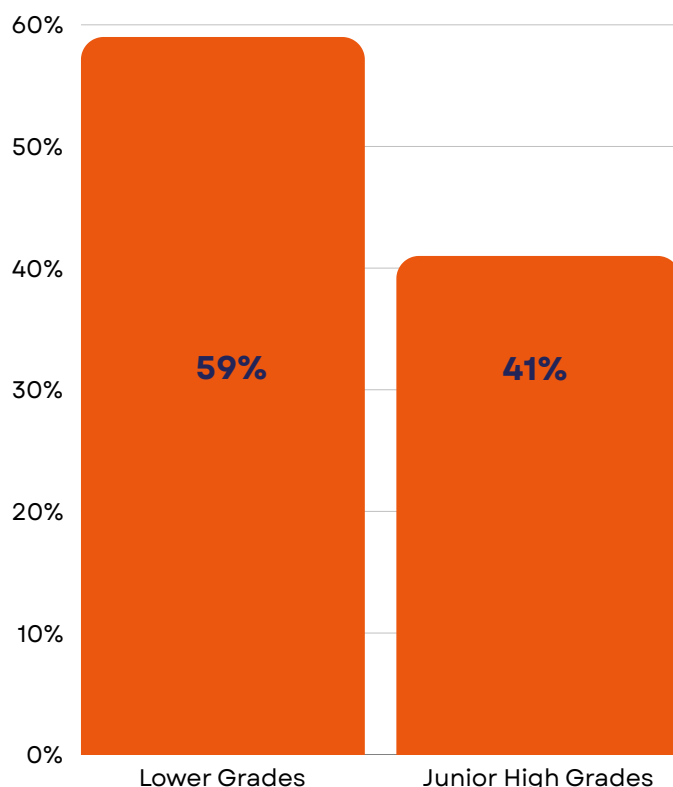
In preparation for the 2025 Back to School Project, Life Beacon International partnered with Loughborough Students' Union (LSU) to launch the 2024 Operation Jingle Bells fundraiser on November 22, 2024. This fundraising initiative encouraged LSU staff and students to donate toys, gifts, and educational supplies, either through an Amazon wish list or by placing unwrapped presents in a sleigh stationed at the Students' Union.

Although these donations were designated to support the upcoming 2025 Back to School Project, the fundraiser reflected LSU's and LBI's shared commitment to creating lasting change and ensuring children have the tools necessary for a quality education.

On February 16, 2024, the UGLBI Club, in collaboration with the Mum and Child Department, carried out the Back to School Project at Faith Foster Home School. This initiative aimed to provide essential school supplies to support the education of vulnerable children.

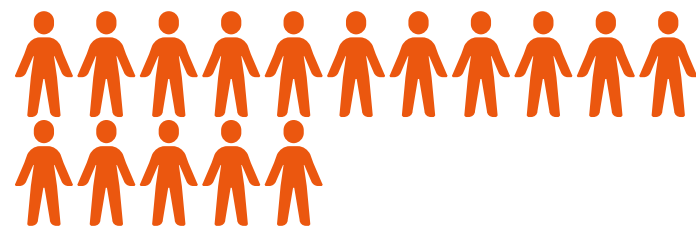


Item distribution between grade levels

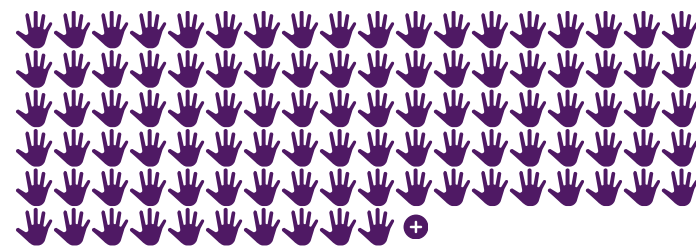


A total of 225 individuals benefited from the project, including 209 students, of whom 124 were in the lower classes and 85 in Junior High. Recognizing the importance of foundational education, 59% of the resources distributed, including exercise books, pens, pencil cases, and backpacks, were allocated to the younger students.

Back to School Project



16 Volunteers impacted 225 Beneficiaries



Sixteen volunteers played a key role in the seamless execution of the project, ensuring resources were distributed effectively and engaging directly with the students to inspire hope and academic enthusiasm.

The success of the 2024 Back to School Project, combined with forward-looking efforts like Operation Jingle Bells, underscores LBI's dedication to bridging educational gaps and fostering community-driven support for vulnerable children.

These initiatives demonstrate how proactive planning and collaboration can create a sustainable impact for years to come.



Free Counselling Sessions Project

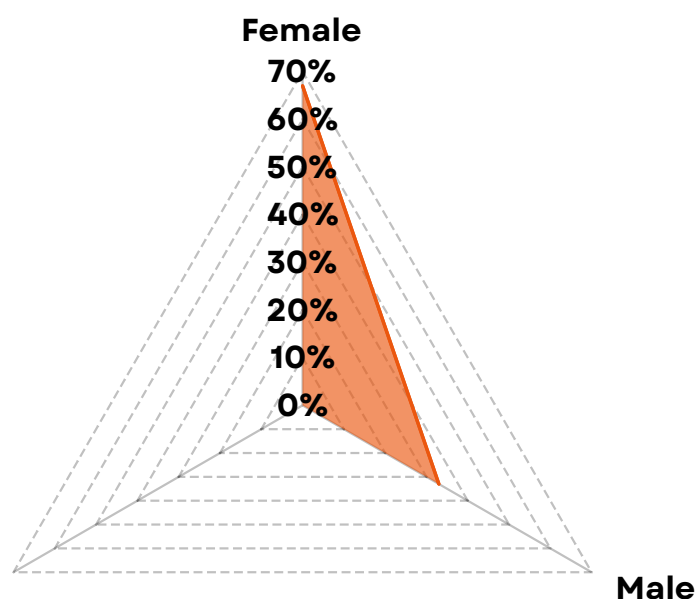


On June 14, 2024, the Wellbeing Department launched the Free Counselling Sessions Project to encourage individuals to prioritise their mental health, emphasising its importance alongside physical health. This initiative was born from Life Beacon International's commitment to supporting emotional wellbeing and fostering healthier communities.

The project had a remarkable impact, reaching over 50 beneficiaries across different regions, with 67% female and 33% male participants. The majority of individuals engaged were from the UK, while others joined from Ghana, Pakistan, and Ireland, highlighting the global reach of this initiative.

The beneficiaries primarily fell within two critical age groups: 18–24 and 25–34 years. This focus ensured that young adults, who are often navigating significant life transitions, had access to essential mental health support.

Demographic of Beneficiaries



Through these counselling sessions, participants were equipped with tools to manage stress, anxiety, and other mental health challenges. The initiative not only created a safe space for open conversations but also raised awareness about the importance of seeking help when needed.

The Free Counselling Sessions Project underscores Life Beacon International's dedication to empowering individuals to lead fulfilling lives by prioritising their mental wellbeing. This program has laid the foundation for continued advocacy and expanded mental health services in the future.



Capacity Building Projects

Life Beacon International's commitment to empowering individuals was evident through various capacity-building initiatives in 2024. These projects, led by different departments, focused on developing both practical skills and spiritual growth to support personal and professional advancement.

Guest Speaker



Dr. Amanda Berry

Building Strong Cover Letters and Interview Confidence

On July 13, 2024, the UGLBI Club, under the Mentoring Department, hosted a transformative session via Zoom to help participants master essential career skills. Dr. Amanda Berry, the guest speaker, provided valuable insights into crafting compelling cover letters, structuring paragraphs effectively, and preparing for interviews with confidence. The event was attended by over 45 students, all joining from Ghana.

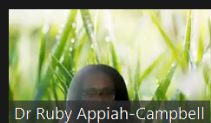
The session was well-received, with most participants learning about it through the UGLBI Club (73%) and LBI friends (27%). Rated five stars by attendees, the event inspired 91% of participants to request similar sessions in the future, highlighting its profound impact on young professionals.

COVER LETTER – PARAGRAPH I

- Who you are and what you're studying
- What you're applying for
- Where you saw the position advertised

e.g. I am currently studying for a BSc in Marketing at the University of Ghana and wish to apply for the position of Sales Executive (Accra region) as advertised on your website.

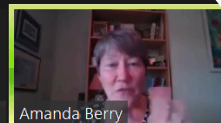
app.zoom.us is sharing your screen. Stop sharing Hide



Dr Ruby Appiah-Campbell

Catherine Degb...

Catherine Degbang-1...



Amanda Berry

Hillary

Hillary

Sweetie

Sweetie



Sebastian Lad

Suzzie

Suzzie

Esther Boamah...

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Capacity Building Projects

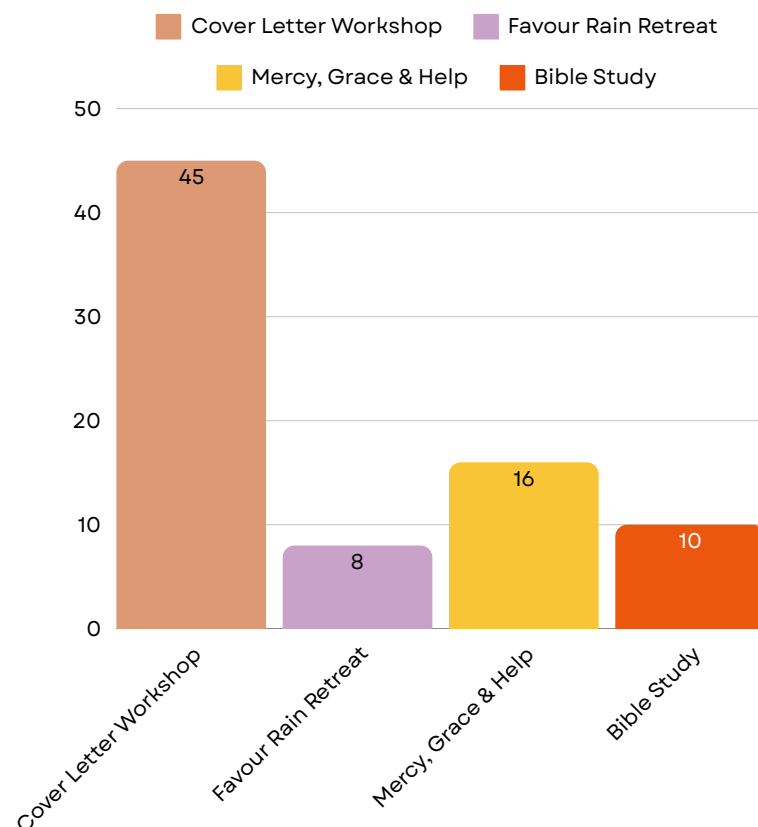


Faith-Based Activities

The Faith-Based Department also led several capacity-building activities, emphasising spiritual growth and communal support.

- **Favour Rain Retreat:** Held every Friday in July (5th, 12th, and 19th) via WhatsApp call, this retreat focused on prayer and spiritual reflection, providing participants with a platform to connect and seek divine favour.
- **First Quarter Prayer Invocation:** On March 22, 2024, the department hosted a prayer and prophetic session themed Mercy, Grace, and Help via Microsoft Teams. This event encouraged participants to start the year with renewed faith and hope.
- **Monthly Bible Study** - Luminos Phaneros: Monthly virtual Bible study sessions were conducted throughout the year on Microsoft Teams fostering engagement with scripture. Additionally, the department shared a "Word for the Month" series on social media, offering themed scriptures to inspire the broader community.

Engagement Numbers per Activity



Through these diverse capacity-building efforts, Life Beacon International empowered individuals with the skills, knowledge, and faith needed to thrive in their personal, academic, and professional journeys.

Organisational Development

In 2024, Life Beacon International (LBI) experienced significant growth and transformation through operational enhancements, strategic advancements, and forays into new fields of engagement.

These changes strengthened the organisation's foundations and amplified its ability to serve communities in need.



Technology Transition and Operational Streamlining



Expanding Digital Presence through Strategic Marketing



Talent Development through Internship Programmes



Diversified Income Streams: Gift Aid Donations



Venturing into Research-Based Initiatives



Strategic Impact and Future Outlook

Technology Transition and Operational Streamlining

One of the most impactful developments was LBI's transition to Microsoft 365 through a non-profit grant program. This migration centralised all operations under one platform, improving efficiency, collaboration, and data management. The integration replaced multiple platforms like Airtable and Typeform with Microsoft Forms, simplifying workflows and reducing operational costs by approximately 25% annually.

LBI conducted over five training sessions for volunteers and coordinators, resulting in a 70% improvement in platform adoption and usage skills. The optimised workflows enhanced reporting accuracy and eliminated redundancies, achieving a 40% efficiency improvement and boosting overall productivity by an estimated 50%.

The funds saved from reduced overhead costs and cancelled subscriptions were redirected to core programs like the Back to School Project, allowing these initiatives to expand their reach and impact.

Cost
Reduction



Platform Usage
Improvement



Improved
Productivity



Microsoft

Nonprofits

Expanding Digital Presence through Strategic Marketing

LBI achieved a major breakthrough by securing the Google Ad Grant, providing \$10,000 per month in free text-based advertisements. This enhanced the charity's online presence and engagement, driving a 40–50% increase in website traffic, volunteer sign-ups, and donations. Additionally, access to YouTube Creative Studio enabled the creation of high-quality, engaging content, leading to a 10–40% growth in video views and subscriptions.

By cancelling its paid Google Ads account, LBI saved 25–30% of its digital marketing budget, reallocated these funds to critical initiatives, and strengthened its online visibility. Enhanced analytics from Google Ads and YouTube insights also allowed the charity to refine its digital strategies, improving efficiency by 45%.



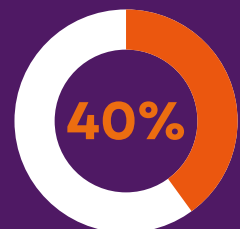
Google Ad Grants



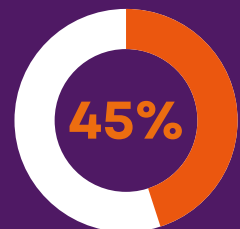
Enhanced Online Presence



Growth in Video Views



Improved Efficiency



Board of Trustees Expansion

In 2024, Life Beacon International expanded its board of trustees, welcoming two new members. This growth increased the board from two to four trustees, marking a significant step in strengthening the organisation's governance structure. The addition of diverse expertise and fresh perspectives enhances LBI's strategic decision-making and oversight capabilities, ensuring the charity is better equipped to achieve its mission.

This development reflects LBI's growth as an organisation and its commitment to sustainability and accountability. A larger board enables more robust planning and resource allocation, positioning LBI to create an even greater impact in the years ahead.

Talent Development through Industrial Placements & Internship Programs

In 2024, LBI hosted its first-ever industrial placement student from a UK university, marking a significant milestone in its talent development efforts. Based in the UK, the six-month placement student played a pivotal role in supporting key organisational functions, contributing fresh perspectives, and assisting with strategic initiatives. This placement highlighted LBI's commitment to fostering young talent and bridging academia with real-world experience.

Alongside this, LBI also launched a Ghana-based internship program. The organisation welcomed a three-month intern who supported the Public Engagement Department with tasks such as managing social media, overseeing the Google Ad Grant account, assisting with the Microsoft 365 migration, and developing a Project Management Guide. Due to their exceptional contributions, the internship was extended to six months, further demonstrating the value of this initiative.

These programs not only strengthened LBI's operational capacity but also provided interns with invaluable professional development opportunities. Moving forward, LBI plans to expand its partnerships with universities and recruit more placement students globally. The organisation also aims to apply for funding to offer financial support to future placement students, ensuring the programmes remain accessible and sustainable while attracting a diverse pool of emerging change makers.

Diversified Income Streams: Gift Aid Donations

LBI's implementation of the Gift Aid Donations Scheme created a sustainable income stream, enabling the organisation to maximise contributions from UK taxpayers. With Gift Aid, LBI receives an additional 25p for every £1 donated, without any added cost to donors. This initiative has bolstered funding for projects like Back to School and Mother at Birth, allowing the organisation to expand its reach and long-term planning capabilities.





Venturing into Research-Based Initiatives

For the first time, LBI engaged in an academic partnership through the Seedcorn Project. Building on previous research, the organisation collaborated with academic institutions to explore the use of wearable devices among youth.

This innovative initiative exemplifies LBI's commitment to bridging academic insights with actionable community programs, paving the way for further research-based collaborations.

Seedcorn funding

Strategic Impact and Future Outlook

Through these advancements, LBI has positioned itself as a more efficient, innovative, and impactful organisation. By embracing technology, expanding its digital footprint, and diversifying income streams, the charity has strengthened its ability to serve vulnerable communities. The organisation's first academic partnership and internship program also demonstrate its readiness to explore new opportunities and foster growth in untapped areas.

As LBI continues to evolve, the groundwork laid in 2024 ensures a brighter and more impactful future for the communities it serves worldwide.

Financial Performance

Income and Expenditure Analysis

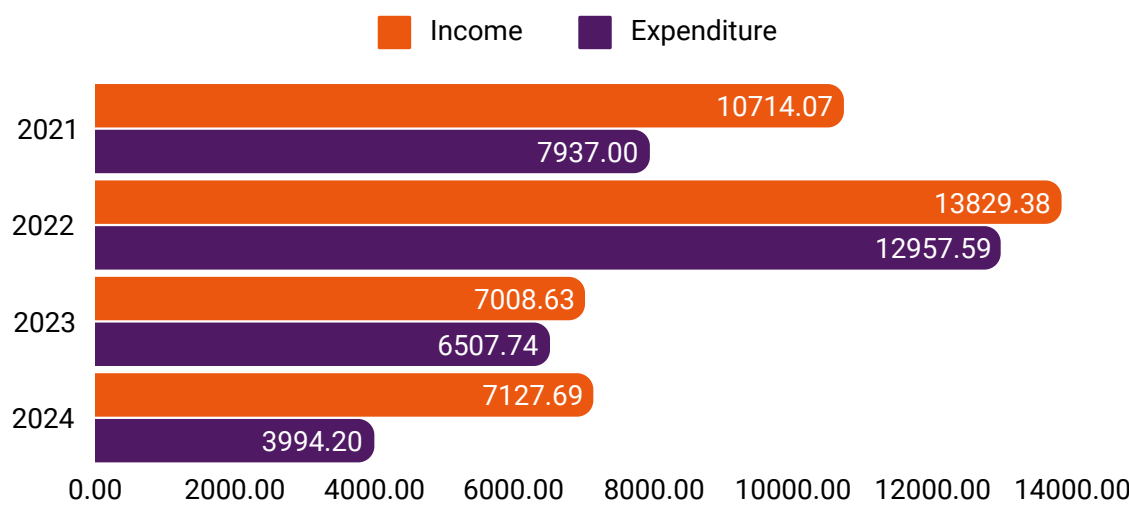
Between 2021 and 2024, the income and expenditure trends reveal significant fluctuations driven by key sources and operational priorities. Income peaked in 2022 at £13,829.38, fueled by strong fundraising efforts (£3,889.35) and institutional donations (£5,210.71).

However, income declined in subsequent years due to the cessation of fundraising activities and lower institutional contributions, despite notable growth in HMRC Gift Aid (£2,104.55 in 2024).

Expenditure mirrored income trends, peaking at £12,957.59 in 2022, driven by higher project costs (£10,669.38). A marked reduction in operational and project expenses in 2024 led to the lowest expenditure (£3,994.20), indicating enhanced efficiency and cost control.

Key markers include the shift from reliance on fundraising to diversified income streams and the sustained focus on project investments, even amidst income volatility.

Cost and Expenditure Comparisons



Institutional Donations

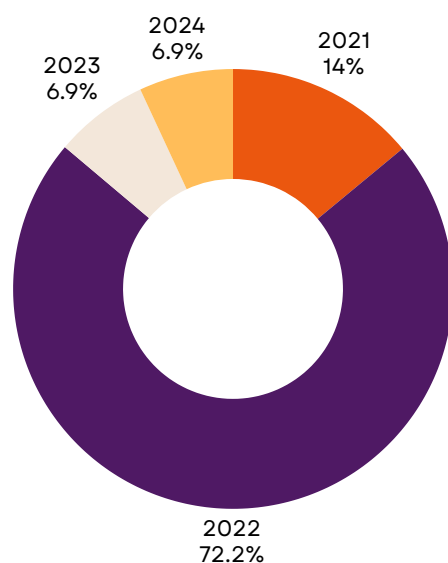
Institutional donations have been a significant, yet volatile component of the budget, peaking at £5,210.71 in 2022 and dropping sharply to £500 annually from 2023 onwards. This fluctuation greatly influenced financial planning, with higher donations enabling increased project spending in 2022 and reduced contributions necessitating cost-cutting measures in later years.



It is also to be noted that in 2022 a Crowdfunding campaign was launched for the Back to School Project, which accounts for the greater part of the budget that year. Whereas, in 2024 we placed more focus on Organisational Development which enabled us to make some significant savings on Operational costs we would have otherwise spent on. The dependency on these donations highlights their importance while underscoring the need for more stable and diversified income streams.

Charitable donations also account for some of our expenditure as we also make some donations to various organisations and charities which align with our values and purpose. Some of these organisations include the following: Christian Aid, World Vision, RCCG Victory Assembly, and Dominion Life Ministries International, and Conquerors Chapel International.

% of Donation-led funding



4-YEAR FINANCE SUMMARY

	2021 £000	2022 £000	2023 £000	2024 £000
Fundraising	560.65	3,889.35	0	0
Individual Donations	2,722.55	2002.91	3,803.23	1,244.00
HMRC –Gift aid	-	-	-	2,104.55
Institutional donations	1,010.86	5,210.71	500	500
Grants	4,320	-	-	2200
Bank interest	0.01	7.91	55.4	79.14
Refund/compensation	-	218.50	-	-
Donated goods and items	2100	2500	2,650	1000
Total income (£)	10,714.07	13,829.38	7,008.63	7,127.69
Operational costs	1,301.42	1,566.72	1700.45	406.23
Projects cost	6,320.34	10,669.38	3,321.61	1,451.55
Charitable donations	-	-	435.86	616.26
Employment cost	-	140.87	458.18	992.00
Marketing	112.24	38.90	-	-
Welfare	203	541.72	591.64	528.16
Total expenditure (£)	7,937	12,957.59	6,507.74	3,994.20



Join Us

As we reflect on the milestones achieved and the impact made throughout the year, we invite you to join us on our journey of positive change. Your support is the catalyst for transforming dreams into reality and creating lasting impact in the lives of those we serve.

Thanks to our Donors, Volunteers, Followers on social media and Beneficiaries for making 2023 impacts a reality.

VOLUNTEER WITH US:

Life Beacon Volunteers help spread the word about Life beacon at events and occasions around the UK.

To find out more about becoming a [volunteer,](https://lifebeacon.org/join-us)
lifebeacon.org/join-us

Website

lifebeacon.org



Life Beacon is a Registered Charity in the United Kingdom (1192953).
