

IMPACT REPORT

2022 Grant Recipient, Ozioma Ugbala
and her daughter Chidalu Eliana

2023



ANEDEN GIVES

TABLE OF CONTENTS

01

Introduction

02

Personal Story

05

2024 Goals

10

2023 Photos

03

Leadership

06

Our Impact

13

Thank You

04

Our Story, So Far

07

Financial Summary

15

Giving

WORDS FROM THE HEART

Dear Aneden Gives Community,

As Aneden Gives closes on another impactful year, it brings me great pleasure to share a snapshot of our strides in our shared commitment to create positive outcomes in the fertility journey and help bear some of the financial burdens on families.

There is a power in collective action that results in positive changes when communities unite for a common purpose. With your support, we have made a meaningful difference in the lives of individuals and couples who dream of building a family and addressing the challenges they face head-on.

This Annual Impact Report will highlight our achievements, initiatives and the tangible outcomes of your generosity.

It was a truly groundbreaking year for Aneden Gives. We welcomed seven new babies into the world (including our first set of twins), hosted two inaugural fundraising events (one in Houston and one in Seattle), received the largest single donation in our history, raised more funds than ever before, and I visited with our clinic partners and one of our families in Lagos, Nigeria.

In the following pages, you will discover inspiring success stories, data-driven insights and a breakdown of how your support translated into positive change.

This year also marked our foundation's fifth anniversary. **We owe this milestone to your support.** Your enables us to make a difference. We are excited and proud to continue this journey together.

Thank you once again for walking this journey with us, and we look forward to another incredible year of impact in 2024.



Olu Fagbemi
Founder
Aneden Gives



PERSONAL STORY



Let us introduce you to the latest addition to the Aneden Gives family of babies—baby Chidalu Eliana. In 2022, Ozioma and Ifeanyi Ukachukwu Ugbala, Chidalu's parents, applied for our Houston grant. Their journey to parenthood was marked by challenges, spanning over four years and involving three ovulation inductions and insemination (IUI) cycles. The initial cycles resulted in heartbreak with biochemical pregnancies, and the third cycle, which brought the joy of a twin pregnancy, ended tragically with the loss of both babies at 20 weeks.

Following this devastating experience, Ozioma underwent two additional ovulation induction cycles with IUI without success. At the advice of her physicians, she opted for IVF with a single embryo transfer to mitigate the risk of multiple pregnancies. Utilizing the Aneden Gives grant, the couple pursued this path, leading to Ozioma's pregnancy with Chidalu. We are delighted to share that Ozioma and Chidalu are thriving!

"I am lucky to find a strong social support network like Aneden Gives that can have faith when I am losing mine and pick me up when I am falling apart. Seeing the strength and support Aneden Gives can provide for expecting couples is inspiring. I would like to be part of this great team someday. Getting this grant will go a long way in making my dream of parenthood a reality. It is a huge motivation and supports me financially, mentally, and emotionally," expressed Ozioma Ugbala.

LEADERSHIP

BOARD OF DIRECTORS

TOLU ADEKUNLE
Entrepreneur

DOLAPO FAMAKINWA
Global Business Strategist

DR. S. KEMI NURUDEEN, MD
Board Certified Obstetrics & Gynecology,
Reproductive Endocrinology & Fertility
Aspire Houston Fertility Institute

SHANI BADNANI
BSN, RN
Pacific NW Fertility

CATHERINE FRASER
Chief Development Officer
Archdiocese of Los Angeles

IFY OKEREKE
Senior Petrophysicist
Ecopetrol

ALEASE DANIEL BARNES
Senior Embryologist
Freelance

SOPHIE ANTAL- GILBERT
Head of AIS Portfolio & Business Consulting
Russell Investments

ADAOBI ONIWINDE
Founder
Syntax, Ink
Communications & Storytelling

DR. KRISTIN BRIGGER, MD
Board Certified Obstetrics & Gynecology
Bella Obstetrics & Gynecology

ABBY KOTUN - THOMAS
Senior Counsel, Litigation
PNC Bank

SHADE SHOMADE RAJI
Tax Attorney
Amazon

DR. DARCY BROUGHTON, MD
Board Certified Obstetrics & Gynecology
& Reproductive Endocrinology
Pacific NW Fertility

ALLYSON MALIZIA
Manager, NPI Operations
Apple

DR. STEPHANIE ROTHENBERG, MD
Board Certified Obstetrics & Gynecology &
Reproductive Endocrinology
Pacific NW Fertility

ISIOMA CHUKWU
Senior Finance & Strategy Leader;
Business Consultant

LYNN MIDGETTE
Chief Financial Officer
Retired

DR. REEM SABOUNI, MD
Director of Infertility
& Oocyte Cryopreservation
Aspire Houston Fertility Institute

OLU FAGBEMIRO
CEO, *Aneden Consulting*
Founder, *Aneden Gives*

KIM NICHOLSON
Infertility Support Group Leader
Resolve.org

DR. LATASHA STEELE, MD
Board Certified Obstetrics & Gynecology
Bella Obstetrics & Gynecology

BOARD OF ADVISORS

DR. MAZEN ABDALLAH, MD
Board Certified Obstetrics
and Gynecology
Reproductive Endocrinology & Infertility
Aspire Houston Fertility Institute

VALERIE FORD
Owner
Bookkeeping Office Solutions

SHAYO BAKARE
Health Care Professional
& Author
Accenture



OUR STORY SO FAR

OUR MISSION

At Aneden Gives, we create positive outcomes in the fertility journey and help families bear some financial burdens. We empower and support those who dream of building a family by providing fertility grants, fostering hope and breaking down economic barriers that stand in the way of the journey to parenthood.

At the heart of our mission is a vision of a world where the dream of having a family is within reach for all. We work tirelessly to alleviate the financial burden associated with fertility treatments, recognizing the profound impact they can have on individuals and the broader community. By providing financial support, guidance and a supportive community, we aim to be a beacon of hope for those navigating the challenges of infertility.

OUR PURPOSE

Our commitment extends beyond the provision of grants. We advocate for increased awareness, understanding and accessibility to fertility treatments, fostering a culture of empathy and support. Through partnerships, education and community engagement, we strive to build a world where infertility is met with compassion and pursuing parenthood is a shared journey.

Together, we envision a future where fertility is not determined by financial means but by the universal right of every individual to create the family they desire.



2024 GOALS

1

Expanded Reach and Impact

Increase the number of fertility grants awarded by nearly 17% in each service location to support a growing number of individuals and couples facing financial barriers to fertility treatments.

2

Community Building

Establish a supportive and inclusive community for grant recipients, creating a platform for shared experiences, mutual support and information exchange among those navigating fertility challenges.

3

Financial Sustainability

Continue our impact by developing and implementing sustainable fundraising strategies to secure additional resources and ensure the long-term viability of Aneden Gives.

4

Technology Integration

Leverage technological advancements to streamline the application processes, enhance applicant communication and improve operational efficiency.

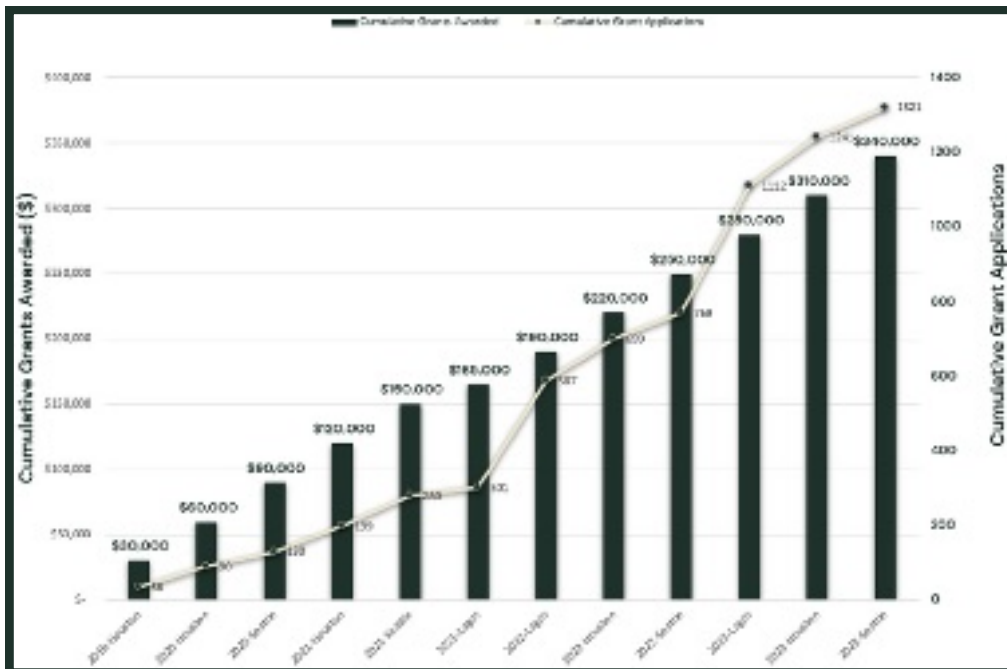


2021 Grant Recipient, Ashley Mather [Seattle Fertility Grant Recipient] & her son Parker Liam

FINANCIAL SUMMARY

OUR GIVING HISTORY

\$340,000 in Grants Awarded To Date



400

Houston
Applications

650

Lagos
Applications

271

Seattle
Applications

Since 2019

Continued Increase in Grant Submissions

Demand for our fertility grants continues to increase. In our first grant cycle in 2019, we received 36 applications. In 2023, we received 552 - a 1,433% increase. Grants were received from Houston (129), Lagos (343) and Seattle (80).

Making an Investment in Advanced Software for Efficiency and Impact

Processing grant applications is timely and costly. We expect to see a grant growth demand and must increase our revenue and implement better processes to meet the need.

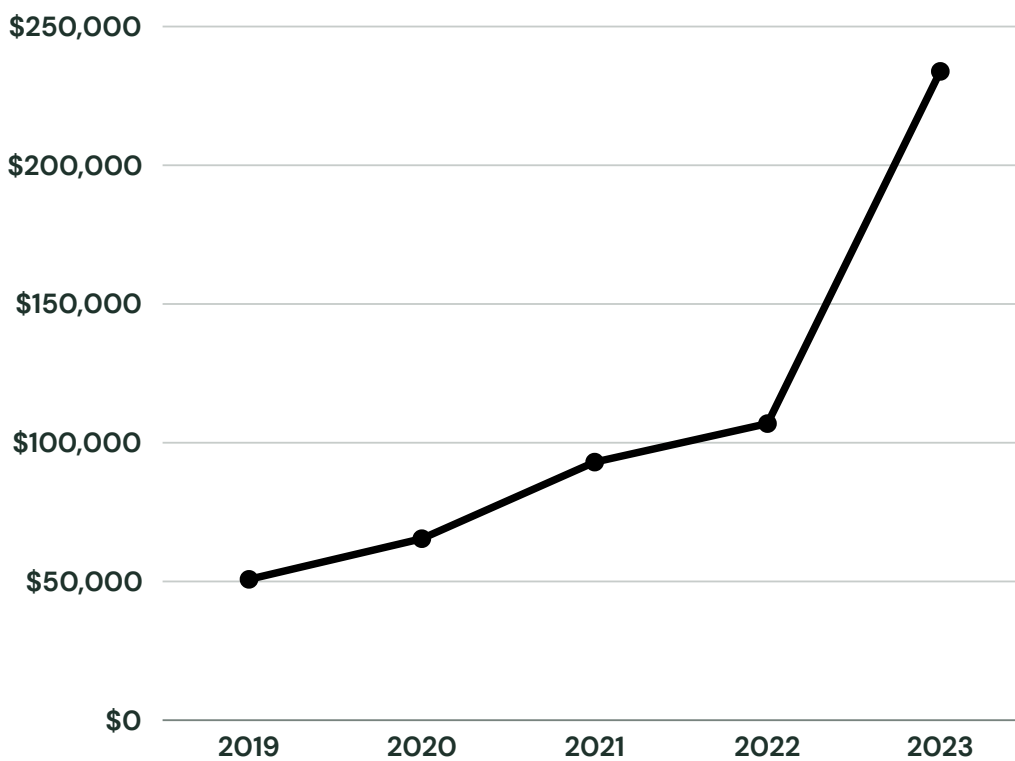
In 2024, we will implement a new customizable application processing software to accommodate the growing internal workload primarily performed by volunteers. This implementation will optimize the grantmaking processes - making each step more efficient, transparent and accurate. The user-friendly tool will improve an applicant's experience by providing real-time data, such as automated status updates.



FINANCIAL SUMMARY

REVENUE

Record-Breaking Fundraising Successes In 2023



15

Babies Born

3

Current Grant
Recipients Pregnant

74

Families Supported

Year to date

In a remarkable display of community support and philanthropy, Aneden Gives has achieved record-breaking revenue, as depicted by the upward trajectory on the line graph above. This unprecedented success can be attributed to the unwavering dedication of donors, the effectiveness of fundraising initiatives, and the strategic allocation of resources towards impactful projects. Our ability to surpass previous financial milestones reflects our commitment to our mission and highlights our community of donors' and supporters' trust and confidence in us.

The revenue highlights from 2023 are as follows:

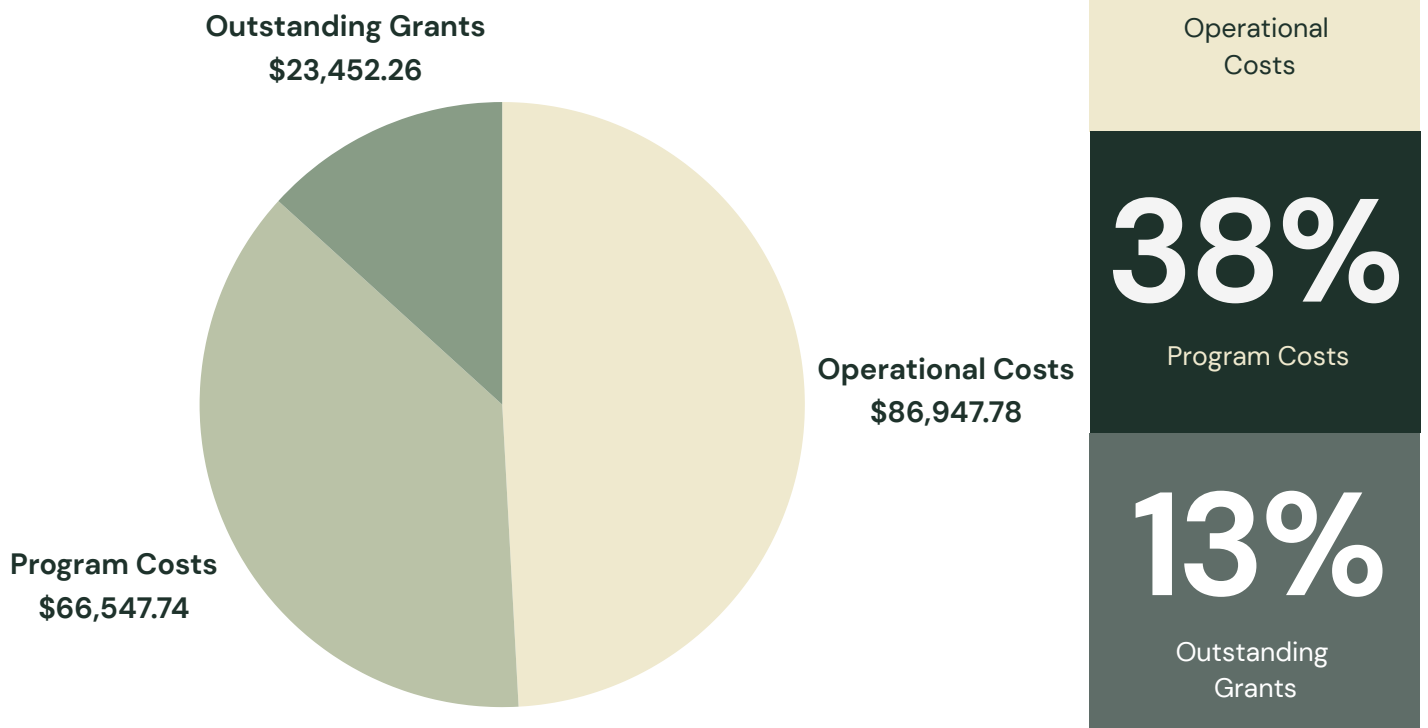
- **100%** Increase in Grant Funding
- **29%** Increase in Board Member Contributions
- **48.74%** Increase in Private Funding



FINANCIAL SUMMARY

EXPENSES

Increased Expenses In 2023 To Scale and Grow



In the 2023 fiscal year, Aneden Gives experienced a purposeful rise in fundraising expenses, driven by a strategic commitment to scale our development efforts. This increase is part of a deliberate initiative to enhance our fundraising capabilities, enabling us to secure additional resources for expanding our mission and programs. **More than 50% of operational expenses were fundraising-related.** The major operational costs are listed below.

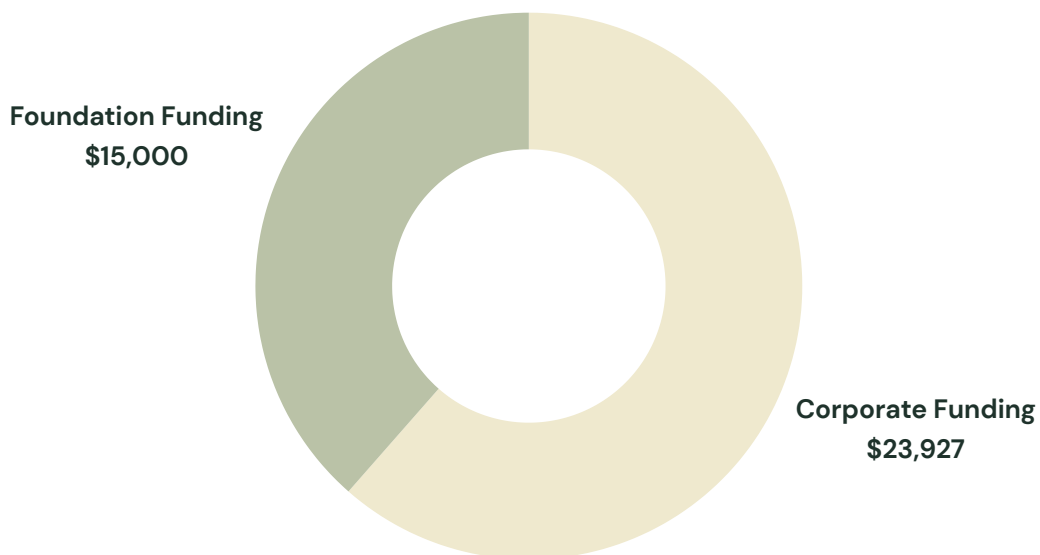
- Grant Writing Services: \$13,224.00*
- Development Staff: \$37,500.03*
- Fundraising Events: \$25,307.29

*Before 2023, Aneden Gives operated largely without staff. In 2023, private funding from an individual donor was specifically earmarked for development efforts which were used for the Grant Writing Services and Development Staff expenses listed above.

GRANTS AWARDED

GRANT FUNDING INCREASES

Successful 2023 Strategy Yields Three Grant Awards and 100% Growth



Aneden Gives applied for grant funding for the first time in 2023 and secured three awards totaling nearly \$40,000. This success underscores the effectiveness of our strategy. The funding is designated for operational expenses according to the grant guidelines.

With a surplus of liquid assets, the Board of Directors unanimously voted to **boost patient treatment funding in Houston, Seattle, and Lagos, Nigeria, by 50% in 2024.**

We sincerely thank our esteemed funders. Their recognition of the importance of our mission to alleviate the financial burden faced by individuals dealing with infertility is deeply appreciated.

In 2024, we plan to implement an improved grant application strategy, fostering new connections while reinforcing current ones. We anticipate this will lead to more favorable revenue growth.

OUR IMPACT

In 2023, Aneden Gives awarded twenty fertility grants to patients of Aspire Houston Fertility in Houston, Texas, Pacific Northwest Fertility in Seattle, Washington, and grant recipients treated at our partner clinics in Lagos, Nigeria – George's Memorial Medical Centre, The Ark and Medical Art Center. Details on the results of the 2023 grants are listed in the table below.

GRANTS	DETAILS	STATUS
2023 HOUSTON GRANT	<ul style="list-style-type: none">• \$30,000 in total grants awarded to 5 recipients• Clinic: Aspire Houston Fertility	<ul style="list-style-type: none">• 1 ongoing pregnancy• 3 recipients in treatment• 2 recipients have not started treatment• Treatment Spending: \$8,700*
2023 SEATTLE GRANT	<ul style="list-style-type: none">• \$30,000 in total grants awarded to 5 recipients• Clinic: Pacific Northwest Fertility	<ul style="list-style-type: none">• 4 recipients in treatment• 2 recipients have not started treatment• YTD Treatment Spending: \$11,378*
2023 LAGOS GRANT	<ul style="list-style-type: none">• \$25,000 in total grants awarded to 15 recipients• Clinics: George's Memorial, The Ark and Medical Art Center	<ul style="list-style-type: none">• 1 ongoing pregnancy• 3 pregnancies• 12 recipients in treatment• Treatment Spending: ₦33,037,000* (roughly \$27,617.28)

*Treatment Spending is expected to continue in 2024

VISITING LAGOS

MISSION MOMENT

Lagos Grant Recipient Welcomes First-Ever Aneden Gives Twin Babies



Afolasade Onaselu and Olu Fagbemirowith Babies Nathan & Noah



Seun Rasaki, Olu Fagbemirow, Mrs. Yewande Zaccheaus, Dr. Faye Iketubosin with Babies Nathan & Noah

In 2023, the founder of Aneden Gives, Olu Fagbemirow, traveled privately to Lagos, Nigeria, to meet with Afolasade Onaselu, a 2022 **Aneden Gives Lagos Fertility Grant** awardee.

Afolasade spent thirteen years waiting for a miracle. After two miscarriages, a failed IVF round, and a myomectomy, she had nearly lost hope. She needed funds to pursue another round of IVF. Thankfully, she applied for the Lagos Fertility Grant and received some excellent news months later – she was awarded grant funding. Afolasade received her treatment at **George's Memorial Medical Centre** under Dr. Iketubosin, who sits on the Aneden Gives Nigeria Board of Advisors. That same year, she received some more good news – her IVF treatment was a success, and she was expecting twin boys.

No expenses related to this trip were covered using Aneden Gives funds, reflecting our founder and the organization's dedication to direct, personal engagement with recipients.

HOPE EVENT HOUSTON

AN EVENING OF HOPE

Board Member, Dr. Kristin Brigger, Hosts Our First Fundraising Event

In March 2023, Aneden Gives and its Board of Directors hosted a special gathering at the home of Dr. Brigger, extending a warm invitation to the Houston community. The event aimed to both entertain and raise funds, while also shedding light on the impactful work of Aneden Gives in supporting individuals and couples facing infertility challenges. **Sponsored by Aspire Houston Fertility Institute**, a leading fertility clinic where Aneden Gives grant recipients receive treatment, the occasion was aptly named "The Hope Event." Among the attendees were brave individuals who shared their fertility stories, highlighting the significant impact of Aneden Gives grant funding on their journey toward parenthood.

Aneden Gives will host the next Houston Hope Event on April 27, 2024.



Board Members – Adaobi Oniwinde, Tolu Adekunle, Dolapo Famakinwa, Dr. Mazen Abdallah, Olu Fagbemi, Dr. Kristin Brigger, Dr. Reem Sabouni, Dr. Kemi Nurudeen, Dr. Latasha Steele, Abby Kotun –Thomas and Ify Okereke



Melissa Story, TC Story (Aneden Gives Baby #1),
Founder Olu Fagbemi & Michael Story



Amber & James McGowan,
Remington (Aneden Gives Baby #3) & Eleanor

HOPE EVENT SEATTLE



HOPE IN SEATTLE

Seattle Hope Event Committee Builds on Success of Houston Hope Event

In September 2023, Aneden Gives, and its Board of Directors hosted a joyous evening and successful fundraising event at the home of Founder Olu Fagbemi. This event included our first in-person raffle and live auction featuring prizes for luxury vacation homes, unique experiences and a live painting.

An event committee was established, procuring in-kind donations and key sponsorships, including **Walgreens, Pacific Northwest Fertility, Medtronic, 12 Decks & Fences, Compass, City Build Seattle, Bauformat and Aneden Consulting.**

Aneden Gives will host the next Seattle Hope Event on August 3, 2024.



THANK YOU

With deep gratitude, we recognize the generosity of our dedicated donors. On behalf of our grant recipients, and Board of Directors, thank you! The achievements in 2023 would not be possible without generous supporters like you.

AS YOU PLAN YOUR 2024 GIVING, WE INVITE YOU TO JOIN US

WAYS TO GIVE

1) Online:

Click [here](#) to make an online donation or visit:
[www. anedengives-bloom.kindful.com](http://www.anedengives-bloom.kindful.com)

2) Zelle:

Account details: donate@anedengives.com

3) Mail Check to:

PMB#355 1570 W Amory Way
Suite 101
Seattle WA 98199

4) Want to donate a different way?

Please email our team at donate@anedengives.com

