



IMPACT MATTERS



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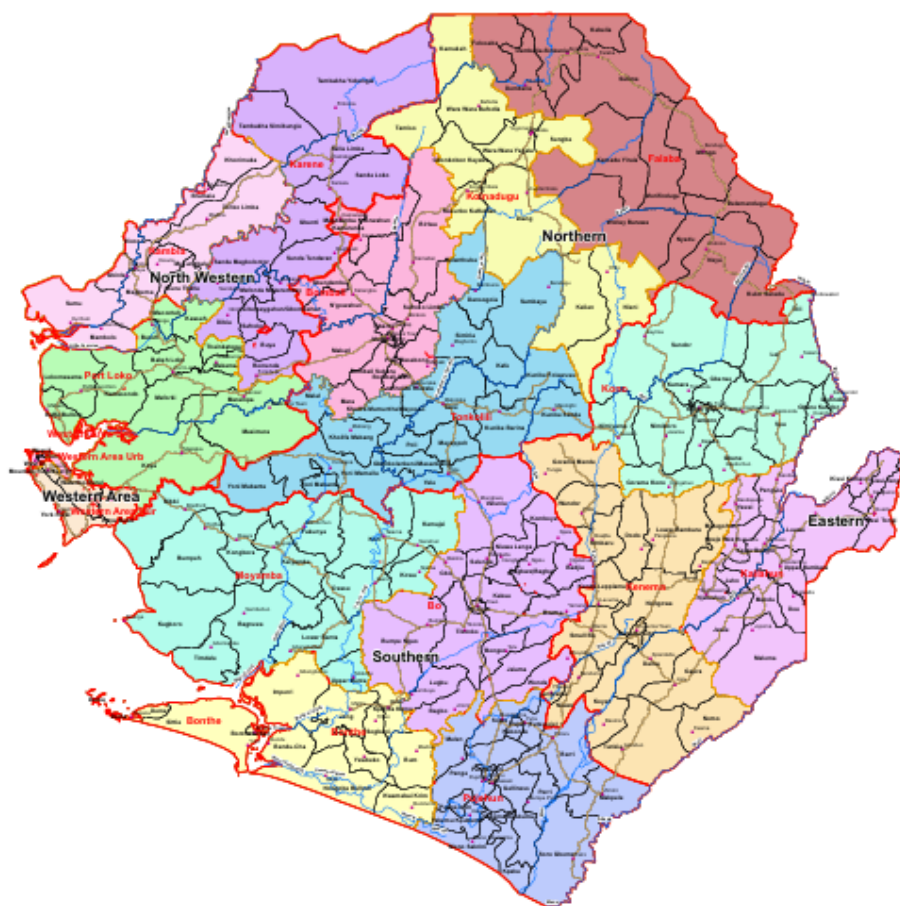


24 Old Railway Line, Brookfields, Freetown



www.impactmatters.info

A NEW MAP OF SIERRA LEONE SHOWING REGIONS AND DISTRICTS



Legend

- Major Towns
- Main River
- Major Roads
- Regional Boundary
- District Boundary
- Chiefdom Boundary

0 20 40 80 120 160 Kilometers

Now, more than ever before, tax payers in rich countries are curious to not only know how their tax monies are spent in poor countries, but also to see tangible evidences of development on the ground. This has triggered a renewed interest in effective monitoring and independent evaluation of development interventions.

At the same time, the continuous threat of global recession, has gradually led to reduced donor fundings, with the attendant push for recipient countries to also start contributing towards the cost of interventions as a way of demonstrating ownership of the results. This new thinking has shifted most donor funds towards private sector development, mostly through market-oriented interventions (e.g., strengthening market systems, entrepreneurship development, improving critical trade infrastructure, skills trainings etc.), with the long run objective been to reduce the dependency of poor nations on foreign aid. This is the hard reality now!

To be able to catch up with this triple shift; of the move towards trade, and of recipient countries also contributing towards cost of interventions, and of demonstrating real results on ground; governments in these recipient countries need to position their domestic private sectors to produce more and add value to gain stable access to international markets. This does not come by magic. It requires deliberate actions, including policy shifts, increased investments and mindset change.

Impact Matters is poised to strategically position itself to play a leading role in this new normal within the development world, by making this triple shift beneficial to the recipient countries and also making development results more visible to stakeholders.

Message from the C.E.O.



IMPACT MATTERS

Vision

To become a World Class Center of Excellence for Development Measurement and Trade-Led Poverty Reduction Strategies.

Mission

To ensure that Public Sector Demonstrates Tangible Results that create Intended Impacts and that Private Sector Leads Economic Growth.

Core Values

- High Quality Products
- Timeliness
- Innovation
- Inclusivity
- Integrity
- Transparency



CORE SERVICES

DEPARTMENT OF CONSULTING SERVICES

- ❖ **RESEARCH, MONITORING AND EVALUATION**
 - Policy and Strategy Development
 - Surveys (Baselines, Situation Analysis, Feasibility Studies etc.)
 - Evaluations (Midterm, Endline, & Impact)
 - Environmental, Social & Health Impact Assessment (ESHIA)

- ❖ **TRADE SUPPORT**

- Business Advisory Services (for Corporate Organizations)
- Business Development Services for SMEs (including incubation and acceleration)

- ❖ **CAPACITY DEVELOPMENT**

Public Sector

- Project Cycle Management
- Basic Monitoring & Evaluation of Social Interventions
- Software Applications in Basic Data Analysis and Presentation (EXCEL, SPSS, STATA & GIS)
- Financial Management & Reporting
- Procurement Management

Private Sector

- Effective Customer Service & Good Records Management
- Financial Literacy and Entrepreneurship Development (for SMEs)
- Financial Management & Reporting (for Companies)
- Packaging, Branding and Basic Digital Marketing
- Procurement Management
- Human Resource Management



DEPARTMENT OF PROJECT MANAGEMENT

We Do:

- ❖ Proposal Development
- ❖ Implementation Support

Focusing on:

1. Agribusiness Development
2. Environmental Management

Under Agribusiness Development, we do:

1. Outgrower Management
2. Value Chain Development

Under Environmental Management, we do:

1. Solid Waste Management (Focusing on Waste – Energy Trainings and Solid Waste Management Strategies for Urban Centers)
2. Climate Change Mitigation (Through Advocacy and Awareness Raising)





Business Development Services that we Offer

- ❖ **Bookkeeping Service:** This service includes direct support to transaction entries (in both hard and soft copies) and the preparation of simple financial statements on monthly or quarterly basis. This ensures a proper track of in-flows and out-flows of money, thereby permitting accurate calculation of Profit. Depending on need, we use Excel or QuickBooks Software to aid the provision of this service.
- ❖ **Access to Finance Support:** This service includes support to SMEs to get sustained access to financial resources. It includes helping them with loan documentations, preparation of funding proposals, preparation of bidding documents for award of contracts etc.
- ❖ **Capacity Building Training:** This service includes the delivery of practical-oriented trainings in targeted topics directed towards building the capacity of business owners and their staffs. It is suitable for both start-ups and those wishing to improve their business.



Business Coaching: This service includes one – on – one guide to SMEs to achieve their own business initiatives. It includes detail discussions with them so they can clearly understand the benefits and risks of the type of business venture they want to undertake. This will help them decide whether to proceed or not and what alternatives are available.

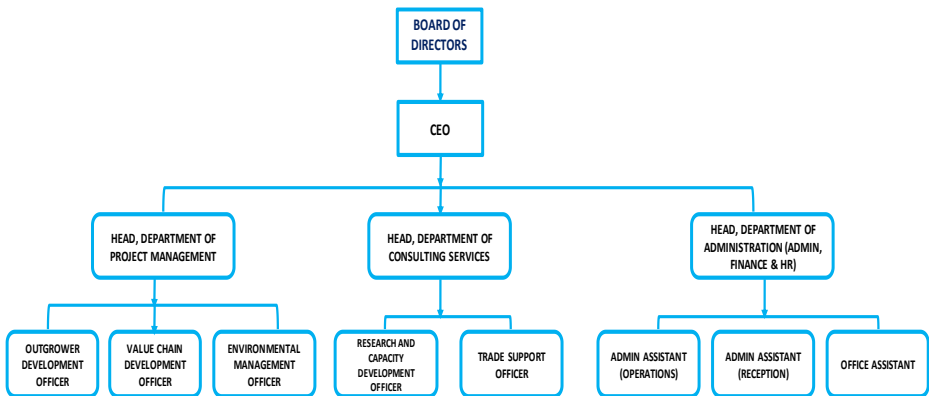
Business Linkage: This service includes linking SMEs to large and multinational companies for the award of contracts and other opportunities. We carefully assess the supply chains of these large and multinational companies and link them with the appropriate SMEs that provide the products and services they require. We later provide the necessary support that ensures the link is functional and generating mutual benefits for all parties.

Digital Marketing: This service includes the use of digital technology to take products and services of SMEs to the targeted markets and the general public. We use a combination of digital outlets/channels to achieve this.





ORGANIZATIONAL STRUCTURE





Contact Information

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