

2024 ANNUAL REPORT



From our founder

To our Heshima Village,
2024 is truly one for the books.

This year brought an extraordinary highlight that still leaves us in awe: **Anthony Craparotta**, founder of **LyricVids**; the creative force behind lyric videos for the world's most iconic artists like Alicia Keys, Dua Lipa, and Stevie Nicks—chose **Heshima** as his charity partner. Out of hundreds of applicants, he personally **selected us** to support with his talent and platform. This is more than a partnership; it is a powerful affirmation of our mission. What an honor.

2024 was also a year of deep, meaningful growth behind the scenes. We **strengthened** our systems of operations, expanded our network of partner schools, and refined our governance structures; all with one purpose in mind: to build a strong, sustainable foundation for **growth and scale**.

Most importantly, it was a year of remarkable transformation for our students. Their report cards tell a story of rising achievement. Their confidence speaks volumes. And their sense of ownership over their dreams and their lives continues to soar.

For all of this and so much more, we are incredibly **proud**.

Thank you for standing with us in solidarity as we build the world we envision for our children: a world where they are educated, empowered, and elevated.

We are Heshima on 3:
1... 2... 3... We are Heshima!

With deep gratitude,

Lexis Beattie

Lexis Beattie
Founder & CEO



WHAT'S NEW?

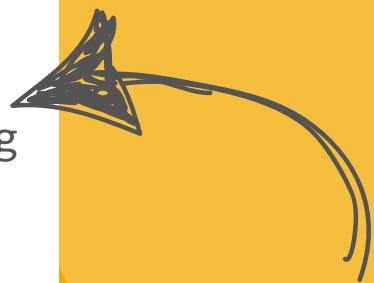


Access to high-quality education and supporting a child's well-being is a globally-recognized solution to the cycle of poverty.

Only when children living in abject poverty have access to education and are equipped with the proper tools can they break the cycle and set a new standard for their lives and the world they envision

When educated, children have heightened opportunity to step into their potential. When loved and empowered, they find their voice.

When modelled positive behaviour and empathy, they grow into future leaders.



OUR THEORY OF CHANGE

OUR WHY



MISSION

Provide academic scholarships to educate, empower & elevate today's children into leaders



VISION

Building a movement where every child has access to education and the tools to write their own future.



Values

Equity, Authenticity, Leading by example, Teamwork & Respect

Heshima means Respect in Swahili. Respect children's rights, ourselves and each other & watch the world shift.





EDUCATE

2024 impact at a glance

Each Heshima scholarship is comprehensive—covering tuition, admission, room and board, and school supplies at high-quality academic institutions carefully selected to meet the unique needs of every student.

This year, we proudly provided 60 full academic scholarships—an increase of 14 students from 2023—to children who otherwise would not have had access to this life-changing opportunity.

Scholarships awarded by level:

- 32 Primary Level Scholarships, including 5 students with special needs
- 20 Secondary Level Scholarships
- 8 Post-Secondary Level Scholarships
- (Our highest number of students to ever reach this level!)

Beyond academics, we intentionally cultivated the whole child. This year, we facilitated and celebrated powerful growth in:

- Academic achievement
- Personal healing and identity formation
- Leadership development

Perhaps most inspiring of all, our students are the first in their families to graduate from their respective levels of education—breaking generational barriers and redefining what is possible for those who will follow.

32

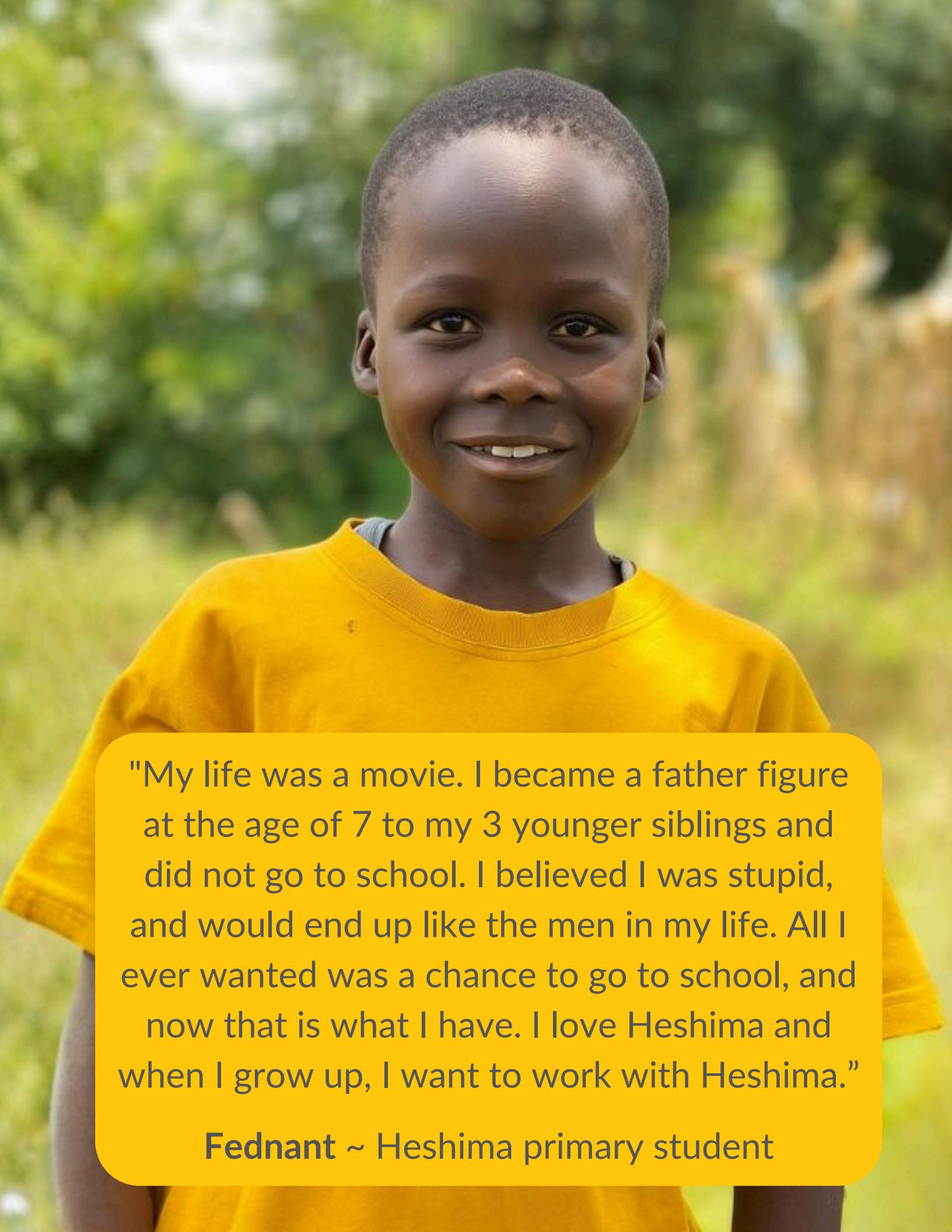
Primary level

20

Secondary level

8

Post-secondary level



"My life was a movie. I became a father figure at the age of 7 to my 3 younger siblings and did not go to school. I believed I was stupid, and would end up like the men in my life. All I ever wanted was a chance to go to school, and now that is what I have. I love Heshima and when I grow up, I want to work with Heshima."

Fednant ~ Heshima primary student





EMPOWER

2024 impact at a glance

This sphere of our work focuses on academic strengthening and comprehensive psychological support, ensuring each student receives the care, tools, and guidance they need to thrive.

Our approach includes:

- Individualized Education Plans to build strong academic foundations
- Therapy and emotional support to heal from and navigate the lasting effects of childhood trauma

A major milestone this year was the launch of the Heshima House: a dedicated healing space made possible through our Giving Tuesday campaign. It now serves as the heart of our wellbeing work, where students gather for counseling sessions, tutoring, group meetings, and moments of reflection and restoration.

In 2024, we provided:

- 175 individual therapy sessions
- 1,032 hours of one-on-one tutoring
- 60 individualized education plans

Our students are the first children in our province to have free access to mental health and personal growth services—an achievement that is transforming lives and setting a new standard for what care can look like.

175

Therapy sessions

1,032

Hours of tutoring

1

Healing space



"I now believe in my own value, but it was not always the case. Before joining Heshima, I was consistently sad and shown only that I was worthless and would achieve nothing. Through therapy, tutoring & guidance, I am now considered a 'bright' student and I am studying in a top school. Abuse will not win, I will."

Lavendar ~ Heshima student.





ELEVATE

2024 impact at a glance

As the last facet of holistic child development, we develop Personal and professional training to flex a growth mindset, create exposure and build individual and societal identity.

As the final facet of holistic child development, this department focuses on personal and professional growth—cultivating a strong sense of identity, encouraging a growth mindset, and providing the exposure and opportunities our students need to step confidently into leadership.

This year, we celebrate:

- 55 students who assumed leadership roles within their schools
- 30 students who volunteered in their communities, practicing service and civic responsibility
- 35 workshops delivered on leadership, agency, personal development, and career readiness

Through these experiences, our students have strengthened their sense of agency, discovered their voices, and begun to see themselves as leaders—not just in their classrooms, but in their communities and their futures.

55

Student leaders

30

Student volunteers

35

Workshops



" Abandoned and homeless at the age of 10, the streets became my home. It's also where my twin died beside me. I went back to school and graduated in the top 5% of the nation's primary school students.

Now, I'm in a national high school and at the top of my class. I mentor and mold younger Heshima students. When I make it, I will help more children than Heshima does."

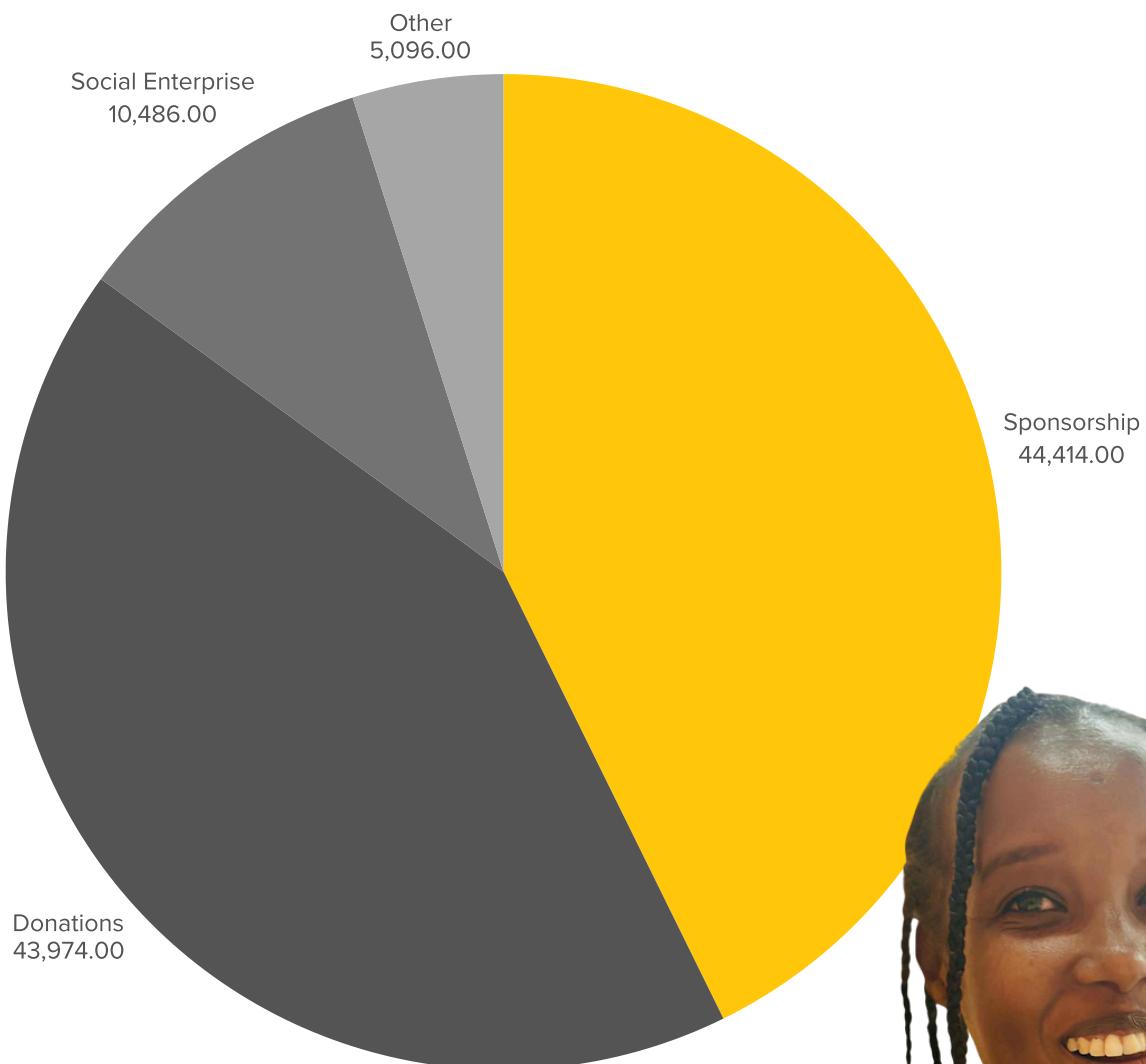
MEDRICK ~ Heshima secondary student



TOTAL INCOME IN 2024

\$ 103,970 CAD

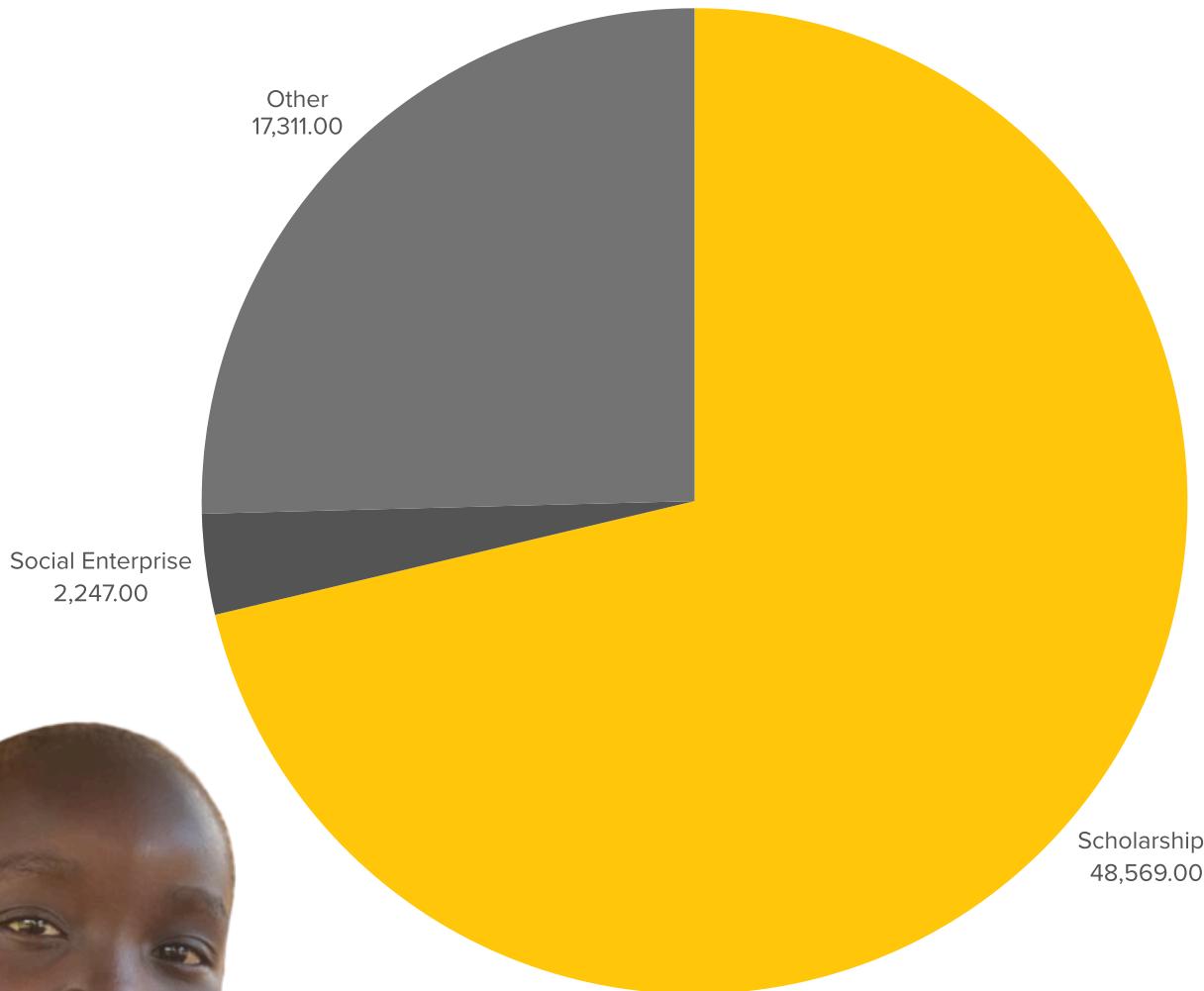
● Sponsorship ● Donations ● Social Enterprise ● Other



TOTAL EXPENSES IN 2024

\$ 67,837 CAD

● Scholarships ● Social Enterprise ● Other



*Difference carried over to 2025 to pay school fees as the Kenyan school year commences in January.



Our dedicated Heshima village

Donors

Board of Directors

Volunteers

Partners

Team

Students

Guardians



WE
THANK
YOU

For showing up as your authentic selves,
whole hearts and convictions which propel
us forward.

Thank you for being an integral part of the
Heshima village.





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HESHIMA



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