



2023 IMPACT REPORT

Transforming Lives. Creating Futures.

KCA.
KEEP A CHILD ALIVE

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CEO's Message

Antonio Ruiz-Giménez Jr.
Executive Chairman & CEO.



2023 was a year of extraordinary progress, innovation, and resilience for Keep a Child Alive (KCA).

Amid global uncertainty and humanitarian crises, our mission remained steadfast: to ensure that every child —wherever they are born— has the opportunity to survive, grow, and thrive.

This year reminded us why KCA exists. From our long-term partnerships across Africa and India to our emergency interventions in Gaza and Israel, we stood beside local activists and organizations who refused to look away from suffering. Together, we reached over 1.3 million children and their families, delivering health care, education, protection, and hope in some of the most challenging environments.

We expanded our reach through digital innovation—launching online education platforms like Classover and Raspberry Pi coding programs through our Blue Roof Youth Hub in South Africa—ensuring that even in the most remote communities, young people have access to the tools and knowledge to shape their own futures.

At the same time, we mobilized quickly in moments of crisis. When violence broke out in the Middle East, KCA and its partners acted immediately—delivering food, medical aid, baby formula, and emotional support to thousands of children affected by the war.

Through the strength of our partnerships—with community leaders, donors, and our dedicated Team KCA runners—we continue to prove that compassion and action can change the trajectory of children's lives.

Looking ahead, our focus is clear: to deepen our collaboration with grassroots activists, invest in scalable and sustainable solutions, and ensure every dollar raised transforms into long-term impact for children and their families.

We could not have achieved any of this without our incredible supporters, funders and partners who have helped us make this change a reality.

Company Overview

Mission

We want every child to have the opportunity to be all they can, no matter where they start in life. We stand with them, as they overcome and thrive.

Our commitment

We work to ensure every child has access to:

- Good health, physical and mental.
- Safety and protection, emotional and physical.
- Quality education and opportunity, including life skills.
- Self-belief, dignity, and hope for the future.



**KCA exists for all children,
wherever they are in the world.**

OUR APPROACH

We deliver impact by:



Partnering
with local
activist
organizations.



Testing and
scaling
**innovative,
sustainable
programs.**



Creating
community hubs
that amplify
grassroots
solutions.



Monitoring
results, learning
continuously,
and adapting
rapidly.

2023 Impact at a glance

Global Reach



1.3M+ children and families supported.



16 countries across Africa, Asia, Europe, and the Middle East.



Health, education, protection, food security, and livelihoods.

Environmental Impact



250 million trees supported through agroforestry initiatives.



1 million+ people impacted via sustainable farming programs.

Where we are making an impact

Africa | North America | Asia | Europe | Middle East



COUNTRIES

Burundi, Eswatini, Ethiopia, Israel, Kenya, Malawi, Liberia, Rwanda, The US, Spain, South Africa, Tanzania, India, Sierra Leone, Ghana, Burkina Faso, Bangladesh, Uganda, Zambia, Zimbabwe, and the Gaza Strip.



Core Areas of Impact

Health & Protection

- HIV and TB treatment and prevention.
- Maternal and child health services.
- Psychological counseling and trauma care.
- Rescue and reintegration of survivors of sexual violence.

Education & Economic Opportunity

- School access, fees, uniforms, and nutrition.
- Digital learning platforms.
- Vocational training and job pathways.
- Business and financial skills for women and youth.

Community Services

- Food relief and crisis support.
- Parenting programs and disability support.
- Legal documentation and social welfare access.
- Youth leadership and empowerment initiatives.

Programs & Emergency Highlights

Digital Education & Youth Empowerment



Blue Roof Youth Hub (South Africa):

- Coding & robotics using Raspberry Pi.
- Classover online learning platform.
- Career guidance and after-school programs.
- 4,094+ youth reached.



India Education Innovation:

- AMAZE animated education videos.
- Age-appropriate sexual health education.
- Distributed throughout 2023 via Prayas and Sahara.

Emergency Response: The Middle East

When conflict escalated in October 2023, KCA mobilized immediately.

- 60,000 toys delivered to children in shelters.
- 6,000 units of baby formula.
- 108,000 liters of clean water.
- 4,000 blankets and medical supplies.
- Hospital support through Medical Aid.
- Trauma-informed spaces for displaced families.

Partners Impact Snapshot

Transforming Lives, Creating Futures

Program	Total Reached	Country
AMS	27,479	Uganda
Bobbi Bear	22,571	South Africa
Prayas	4,450	India
Saahasee	17,780	India
Sahara	14,679	India
Swapol	224	Eswatini
Weactx	7,198	Rwanda
Uzima	6,349	South Africa
Zoe Empowers	183	Kenya; Zimbabwe
Imagine Worldwide	16,500	Sierra Leone; Ghana; Burkina Faso; Bangladesh; USA
Acompañando Procesos	2,108	Spain
McConnell foundation	100	Malawi
Blue Roof	4,094	South Africa
MIF	100	Malawi
IsraAID	60,000	Israel
Make it Real	60,000	Israel
Medical Aid for Palestine	1,754	Gaza
Global Eshan Relief	1,000	Gaza
One Acre	1,068,000	Kenya; Malawi; Ethiopia; Tanzania; Burundi; Uganda; Zambia;

2023 Impact.

Team KCA

**We don't run from the fight.
We run for the fight.**

- **70 runners** worldwide.
- NYC Marathon, Berlin Marathon, and global races.



Runner Voices:

- **Xavier Amatriain (NYC marathon 2023)**

"Running has been an integral part of my life for years. For my 50th birthday and my 18th marathon I wanted to do something special. What better than running the NYC marathon for an awesome cause like KCA."

- **Thomas Zayas (Berlin marathon 2023)**

"Fundraising to save children's lives in Africa and India is what drove me to represent this charity. Kids are the future of our generation. They need us more than ever."

- **Braulio Vasquez (NYC half 2023)**

"I want to support KCA and make great impactful global change!"



**Overall Raised
Amount**

\$ 186,960



Financial Overview

**Total income
2023:**
\$3,611,892

Use of funds:

- 87% Program Services.
- 8% Administration.
- 5% Fundraising.



**87% of every dollar supports
programs for children and
families.**



KCA Board of Directors



Antonio Ruiz-Giménez, Jr.

Executive Chairman & CEO

Antonio has been a board member since 2015. In addition to his work with KCA, he is a dynamic entrepreneur involved with a number of successful growth-oriented investments. Antonio is a co-founder and Managing Partner at ATW Partners, a Venture Capital/ Private Equity investment firm. Prior to ATW Partners, he co-founded P3 Global Management, a public-private partnership enhancing cities. He is also the co-founder and chairman of SolidOpinion, a commenting platform. Antonio holds a Law Degree from Universidad Complutense of Madrid.



David Wirtschafter

David Wirtschafter is a board member at WME. As the president of the former William Morris Agency, he was instrumental in shaping its June 2009 merger with the Endeavor agency. Dave currently represents clients in every area of the entertainment industry, including writers, directors, producers, musicians, fashion designers, and athletes.



Nicole David

Nicole David began her agent life by forming Rifkin David in 1982. As time went on, it grew and eventually was acquired by WMA in 1992. Her client list, which included both actors and musicians, was extremely eclectic. She represented everyone from Julie Andrews and Emma Thompson to Whitney Houston and Alicia Keys. Since leaving WME in 2013, she has worked as a consultant for brands like Starbucks and partnered with Lisa Erspamer to produce the documentary, Whitney. She has been on the board of KCA for more than ten years.

KCA Board of Directors



Evan Vogel

Evan Vogel is currently the head of growth at Mission. He was also the founder of Night Agency (AdAge Small Agency of the Year, 6X Webby winner), and Animatic (one of Apple's "favorite apps"). As a creative entrepreneur and business partner, Evan has helped to build, scale and exit multiple world-class brands.




Kerry Propper

Kerry Propper is Co-Founder and Non-Executive Chairman of Chardan, as well as, Founder and Managing Partner of ATW Partners, a Private Equity fund based in New York. Mr. Propper is a founding member of Nadia's Initiative; he also serves on the Executive Board for Voices of Rwanda, Yazda and Digital Citizens Fund. He serves on the Advisory Council of the International Crisis Group and is the Producer of Watchers of the Sky, an award-winning documentary on Genocide. Mr. Propper has focused his activism on helping marginalized populations that face mass atrocities. Mr. Propper earned his BA in Economics and International Studies from Colby College.

2023 Impact.

LOOKING AHEAD

A photograph of a group of children in a classroom. In the foreground, a young girl with a white headscarf featuring black polka dots is smiling at the camera. Next to her, a young boy is looking towards the camera with his hand near his mouth. In the background, other children are visible, including one wearing a bright pink headscarf. The setting appears to be a classroom with a textured wall.

**We continue changing
lives, every day, new
stories...**

Looking Ahead

Keep A Child Alive remains steadfast in its mission to create a world where every child has the opportunity to thrive, regardless of the challenges they face. Reflecting on the urgent need for action, we are more committed than ever to providing life-changing support and sustainable solutions for vulnerable children and families worldwide.

Our Focus Remains Clear

- Deepen collaboration with **grassroots leaders**.
- Invest in **scalable and sustainable solutions**.
- **Expand** digital education and climate resilience.

Ensure every dollar creates **long-term impact**.




2023 Impact.



Thank You to Our Global Community.

We extend our deepest gratitude to our **donors, corporate partners, Team KCA runners, and program partners.**

Every achievement and moment of impact is made possible through your generosity, commitment, and belief in our mission.



KCA.

Thank You.