



# 2024 IMPACT REPORT

Protecting Children. Building Futures.

**KCA.**  
KEEP A CHILD ALIVE

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# CEO's Message

**Antonio Ruiz-Giménez Jr.**  
Executive Chairman & CEO.

**2024 was a year of growth,  
reflection, and renewed  
commitment for Keep A  
Child Alive.**

As global crises continue to place children at risk, our purpose has never been clearer: to ensure that the most vulnerable children are protected, supported, and given the opportunity to thrive.

This year, we reached more than one million children across 13 countries, working through 15 trusted local partners. Our impact reflects not only scale, but depth—supporting children facing poverty, violence, lack of education, poor health, and exclusion.

As we look ahead, we remain focused on strengthening partnerships, closing program gaps, and continually asking ourselves whether we are doing enough, reaching the right children, and delivering lasting change.

None of this would be possible without the commitment and generosity of our donors, corporate partners, Team KCA runners, and program partners. We are deeply grateful for your trust and support, and for standing with us in protecting children and building pathways to a safer, healthier future.



# Why We Exist



## The Global Reality for Children

**The work of Keep A Child Alive is grounded in urgent global need:**

- A child is killed by violence every **4 minutes worldwide**.
- **215 million children** remain out of school.
- **45 million children** suffer from severe malnutrition.
- **45% of deaths** among children under five are linked to **malnutrition**.
- **1 in 5 children** in the poorest countries is engaged in **child labor**.
- **40 million** children lack access to **basic healthcare**.
- **1 million premature babies die** every year in Africa.
- **50% of children** with disabilities lack access to essential services.
- **75% of youth in 92 countries** lack basic employment skills.

**These statistics define why KCA exists—and why our work must continue to evolve.**

# Who We Help

## Core Impact Areas:



### 1. Good Health

- Physical and mental health services.
- HIV and TB care.
- Nutrition and maternal health.

### 2. Safety and Security

- Protection from violence and abuse.
- Emotional support and trauma care.

### 3. Education and Opportunity

- Access to education and training.
- Life skills and pathways to employment.





# 2024 Reach Overview



**1+ million children reached.**



**13 countries** across Africa, Asia, and Europe.



**15 active partners.**

## Countries Supported:

Burundi

Rwanda

Eswatini

South Africa

Ethiopia

Spain

India

Tanzania

Kenya

Uganda

Malawi

Zambia

Zimbabwe



- **74,000+** children reached.
- **947,970** children reached via tree planting program.
- **64,209** children reached in South Africa.

### New Programs Launched in 2024:

- Malawi: Salama Africa.
- South Africa: Sabrina Love Foundation and Uzima.

**Over the past 20 years,** KCA has supported **41 local partners** across **28 countries**, transforming the lives of children through community-driven programs.

# SOUTH AFRICA OVERVIEW

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## Digital Democracy at Scale

- **25,000+ children** enrolled in coding clubs across Durban.
- **617 coding clubs** established, including 5 at the KCA Youth Hub.
- Development of a new **national coding curriculum** in partnership with the **Department of Basic Education**.

## KCA Youth Hub (Blue Roof)

- **227 children enrolled** in 5 on-site coding clubs.
- Home to **3 long-term KCA partners**, collectively reaching **5,000 youth**:
- **Youth Education Support Services (YESS)**: After-school homework support and Classover online tutoring.
- **Hope for the Heart**: Pregnancy and parental support services.
- **Made for More**: Support for children and youth with disabilities.

### Serves as a central community hub for:

- DSCAC collaboration.
- Local business forums.
- Youth training and skills development.

# Partners Impact Snapshot

## Transforming Lives, Creating Futures

PARTNER	PROJECT DESCRIPTION	TOTAL CHILDREN REACHED KCA FUNDING
<b>ACOMPAÑANDO PROCESOS</b>	Supporting vulnerable families in Spain	611
<b>BOBBI BEAR</b>	Rescue, represent and reintegrate children that have been raped or sexually abused	29,996
<b>DORIS MOLLEL FDN</b>	Access to treatment for premature babies	210
<b>SABRINA LOVE FDN</b>	Supporting children with disabilities and their families	85
<b>UZIMA</b>	Works in slums of Soweto with youth	4,884
<b>SALAMA AFRICA</b>	Works in Dzaleka camp with youth	7,296
<b>ALIVE MEDICAL SERVICES</b>	Free comprehensive and differentiated high-quality HIV/AIDS services	123
<b>SWAPOL</b>	Life-saving treatment for people with HIV/AIDS	96
<b>WE ACT X</b>	Assist people living with and affected by HIV	213
<b>PRAYAS</b>	Prayas Health Group works mainly in the area of sexuality & HIV/ AIDS	995
<b>SAHARA</b>	Works in slums of Pune, assisting with healthcare, ration relief and education.	222
<b>SAAHASEE</b>	Works in slums of Pune with HIV/AIDS	170
<b>MIF</b>	Keeping Girls in School Program	100
<b>ZOE EMPOWERS</b>	Empower orphaned youth and give them the tools to flourish.	183
<b>ONE ACRE FUND</b>	Tree planting Employment through forestry farming	946,970
<b>KCA SA</b>	Youth Education Support Services	29,244



2024 Impact.

# Team KCA Impact

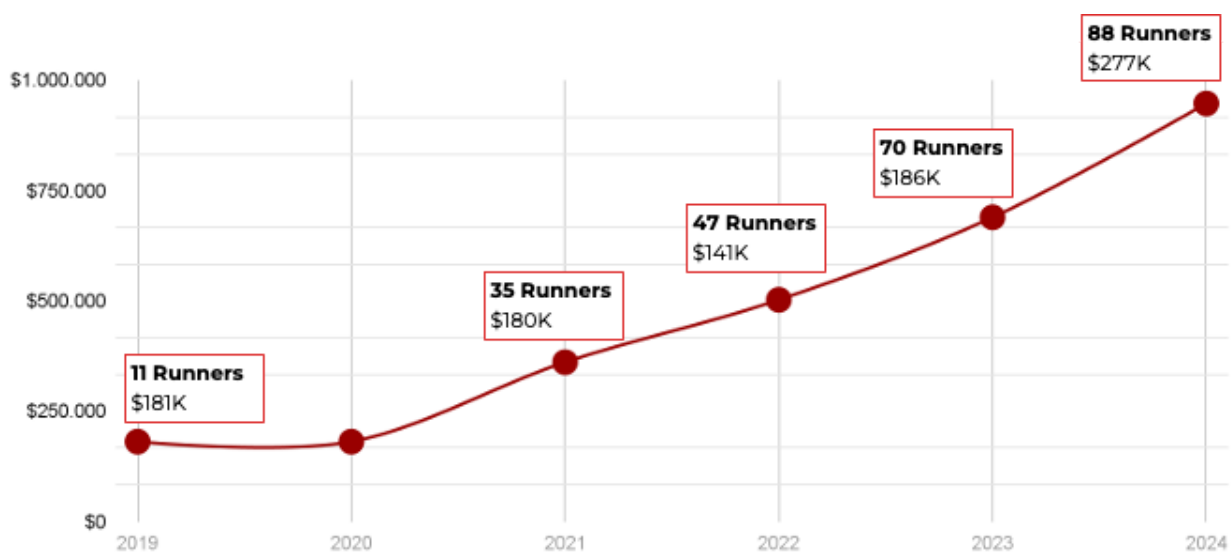
- **255 runners** across 19 races.
- **\$966,641** raised to date.

## 2024 highlights:

- **88 runners.**
- **\$276,886** raised.



## TEAM KCA has experienced remarkable growth:



# 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.

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## 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.

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## 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.

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## 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.



2024 Impact.

# LOOKING AHEAD

## **In 2025 and beyond, KCA will:**

- Deliver digital education and employability pathways.
- Strengthen government and private-sector partnerships.
- Continue backing grassroots leaders closest to children's realities.





KCA.

**Together, we continue  
transforming lives  
at scale.**

**Thank you.**