Activity Report 2026

Reactivation, Institutional Development & Preparation for Implementation

Stichting Good Food Great Cause | The Afribol Foundation

1. Purpose of this report

This report provides a factual account of the historical work that informs the Foundation's present direction and the activities undertaken during the current rebuilding period. It distinguishes between earlier field implementation, work actually undertaken during 2024-2026, and activities planned for 2027. Planned programmes are not presented as completed beneficiary outcomes.

2. Foundation background and original field work

Stichting Good Food Great Cause was established in 2017 around the principle that socially responsible economic activity can help create recurring financial capacity for a public-benefit mission. Its early maternal-health work took practical form through the Birth Aid Fund Initiative (BAFI) in Cameroon.

A nine-month pilot at Muea Sub-Divisional Hospital, running from October 2017 to June 2018, tested a model for supporting financially vulnerable pregnant women to attend antenatal care and deliver safely in a health facility. Women were identified through healthcare professionals and community outreach, assessed for financial and healthcare needs, and could receive support for consultations, laboratory examinations, medicines, nursing care and delivery-related costs.

Surviving programme reports document growth from 17 women in the first reporting period to 26 and ultimately 36 women receiving or having received support. The later report records that 17 of the 36 women had delivered safely at the health facility by that reporting point, including 14 vaginal deliveries and three caesarean sections.

One of the original programme objectives was to develop a framework or model that best fitted the needs of women requiring support. The present Foundation architecture builds on that earlier commitment to learning while introducing substantially stronger governance, safeguarding, financial and operational structures.

3. Continued support and partnerships, 2019-2020

Following the original pilot, maternal-health support continued in Cameroon through partnerships and related activity. Historical records include collaboration with Rural Doctors and GiftedMom. Surviving Rural Doctors material identifies Good Food Great Cause Foundation as a partner in work in Ngoketunjia Division, Northwest Region, supporting vulnerable pregnant women affected by the sociopolitical crisis with antenatal and delivery care.

GiftedMom had also formed part of the earlier programme infrastructure by supporting appointment reminders, pregnancy-care information and access to health professionals. Foundation records from the later period additionally include payment records and beneficiary gratitude recordings. These materials are retained as historical evidence and are not treated as a requirement for public disclosure of individual beneficiary information.

4. COVID disruption and the structural lesson

The COVID period did not mean that the Foundation immediately stopped sending support. Available Foundation records indicate that financial support continued where possible. What was severely disrupted was the commercial sales activity that had been intended to generate recurring financial capacity for the Foundation.

This exposed a structural vulnerability in the original model: during its formative stage, the Foundation was too dependent on a commercial funding engine that had not yet been complemented by a sufficiently diversified base of partners, donors, grants, institutional support and other independent funding channels. This lesson became an important influence on the design of the rebuilt model.

5. Period of interruption, reflection and recommitment

The years following the disruption were not simply a pause before restarting the same model. Recommitting to the work required a prolonged period of reflection, reassessment and personal, mental and psychological preparation by those responsible for rebuilding it. The eventual decision was not merely to restart the product, but to rebuild the wider infrastructure needed to make both the commercial and public-benefit sides more resilient.

6. Rebuilding begins - end of 2024

At the end of 2024, active rebuilding began again. This time, the work extended beyond rebuilding the Afribol product. Attention was also directed to the business infrastructure, Foundation architecture and wider ecosystem required to support the model sustainably over time.

The rebuilding process therefore considered the product, commercial infrastructure, funding model, governance, partnerships, accountability and the relationship between the commercial and public-benefit entities. This broader approach forms the basis of what is now described as the Afribol Solution.

7. 2025-2026: Afribol Experiences and gradual reactivation

During 2025 and much of 2026, the wider Afribol ecosystem was reintroduced gradually through Afribol Experiences. Free tastings of the bols were used to introduce and reintroduce people to the product, create conversations around the bol and the wider mission, and observe engagement before a larger commercial push.

Institutional distinction: product tastings and commercial product-development activities are not presented as charitable programme delivery by Stichting Good Food Great Cause. Where the Foundation participates in public-benefit awareness, partnership development, fundraising or related engagement, that role is distinguished from the commercial activity.

8. 2025-2026: Building the infrastructure behind the mission

Alongside product reintroduction, substantial work focused on the infrastructure behind the model. The Foundation developed and refined its governance, programme architecture, safeguards, financial controls, partnership approach and accountability mechanisms.

The earlier Birth Aid experience has evolved into a broader framework encompassing BirthAid Direct, BirthAid Modular, LifeAid and temporary Modular Programmes. During the reporting period, these are described as programme-development and institutional-preparation activities; they are not presented as current field outcomes where implementation has not yet begun.

9. A more resilient and diversified funding approach

A central lesson from the earlier period is that the Foundation should not depend exclusively on the commercial business, particularly while that business is still developing. The rebuilt model therefore provides for multiple potential funding channels, including donations, grants, institutional and philanthropic support, programme-specific funding, sponsorships and other appropriate partnerships.

The Afribol Company's social-impact commitment - 25% of the net profit attributable to every Afribol product sold - is intended to create a recurring commercial contribution to the Foundation, but it is not intended to be the Foundation's only source of support. Regardless of funding source, the Foundation remains independently governed, and financial contributions do not confer authority over beneficiaries, emergency decisions, programmes or the allocation of Foundation resources.

10. Q4 2026: Early mobilisation and partnership outreach

From Q4 2026, the wider Afribol model is moving from gradual reintroduction toward a larger tasting and sales wave intended to begin building the commercial funding engine more deliberately. In parallel, the Foundation is beginning early outreach to potential partners, supporters and other funding relationships.

The two sides therefore progress in parallel while remaining institutionally separate: the Company develops the commercial engine, while the Foundation develops funding diversity, partnerships, institutional readiness and the capacity required for its public-benefit mission.

11. Looking ahead to 2027

The next phase is intended to move the Foundation from institutional preparation toward implementation. Planned work includes developing and activating appropriate partnerships and funding relationships, operationalising relevant elements of BirthAid and LifeAid, testing the

structures developed during the rebuilding period and beginning the formal observational/beta period once the commencement conditions defined by the Foundation have been met.

These are forward-looking intentions and are not presented in this report as activities already completed or as beneficiary outcomes already achieved.

12. Closing perspective

The Foundation's first chapter demonstrated that the idea could become practical support. The interruption exposed a vulnerability in the way that support was financed. The present rebuilding phase is therefore focused not simply on returning to activity, but on creating the institutional, financial and partnership infrastructure needed for a more resilient public-benefit mission.