Our History

From the first Birth Aid pilot to rebuilding the Afribol Solution

Stichting Good Food Great Cause | The Afribol Foundation

2017-2018 | From an idea to a field-tested model

Stichting Good Food Great Cause was established in 2017 around a simple principle: socially responsible economic activity could help create recurring financial capacity for a public-benefit mission. That idea became practical through the Birth Aid Fund Initiative in Cameroon.

At Muea Sub-Divisional Hospital, a nine-month pilot tested a model for helping financially vulnerable pregnant women access antenatal care and safe facility delivery. Women could receive support for consultations, tests, medicines, nursing care and delivery-related costs. Surviving reports show the programme growing from 17 women in its first reporting period to 36 women receiving or having received support in the later report.

The work was never only about paying a bill. One of the original objectives was to learn what kind of framework could best support women in need. That learning mindset remains part of the Foundation today.

2019-2020 | Continuing through partnerships

The work continued beyond the original pilot. The Foundation worked with partners including Rural Doctors and GiftedMom and supported further maternal-health activity in Cameroon.

Historical material from Rural Doctors identifies Good Food Great Cause Foundation as a partner in work in Ngoketunjia Division in Cameroon's Northwest Region, where vulnerable pregnant women affected by the sociopolitical crisis were supported with antenatal and delivery care. Foundation records from this period also include payments and messages of gratitude from beneficiaries.

2020 | What COVID actually interrupted

COVID did not mean that the Foundation immediately stopped sending support. Support continued where possible. What COVID severely disrupted was the sales activity that had been intended to keep generating the financial capacity behind the Foundation.

That distinction became one of the most important lessons in Afribol's history. The original model had shown that commercial activity could help finance social impact, but it had also revealed a weakness: in its early stage, the Foundation depended too heavily on that commercial engine. When sales were disrupted, there was not yet a sufficiently developed network of partners, grants, donors and other funding channels to carry the Foundation independently at the level intended.

2020-2024 | The years between

The years that followed were not simply a waiting period. There was a real question of whether to take on the challenge again.

Returning required reflection, reassessment and significant mental and psychological preparation. Building something once is difficult; choosing to give yourself to rebuilding it after seeing how vulnerable it can be is a different decision entirely.

Eventually, the decision was made to return - but not simply to recreate what had existed before.

End of 2024 | Building again - differently

Active rebuilding began again at the end of 2024.

This time, the aim was not just to rebuild the bol. It was to build the business infrastructure and ecosystem around it so that the model could become more sustainable and resilient.

The questions became bigger: How should the business be structured? How should the Foundation remain independent? How should funding work? What happens if the business is still young or is disrupted again? How should partnerships, governance, safeguards and accountability work? How can a commercial engine and a public-benefit mission strengthen one another without becoming the same organisation?

This wider rebuilding process became the foundation of what we now call the Afribol Solution.

2025-2026 | Reintroducing Afribol through experience

The return was deliberately gradual. During 2025 and much of 2026, Afribol Experiences centred on free tastings of the bols and conversations around the product, the idea and the mission.

Before beginning a large sales push, people were again being invited to experience Afribol. The period helped rebuild familiarity with the product, create conversations and observe engagement while the infrastructure behind it was being developed.

At the same time, the Foundation and Company were being designed as distinct institutions within a connected ecosystem rather than as one organisation.

2025-2026 | Building what had been missing

Behind the tastings, much of the work was invisible.

The rebuilding increasingly became less about whether the product could sell and more about whether the system around it could endure. Work therefore expanded into governance, financial controls, programme architecture, beneficiary safeguards, partnership structures, operational responsibilities and accountability.

The earlier Birth Aid experience evolved into a broader Foundation architecture encompassing BirthAid Direct, BirthAid Modular, LifeAid and temporary Modular Programmes. The objective was not to erase the first model, but to learn from it and build a stronger structure around the same underlying concern: preventing financial and systemic barriers from standing between mothers, babies and necessary care.

2026 | Building more than one funding engine

One lesson from the first chapter now shapes the second: the Foundation should not have to depend on one source of funding while the commercial business is still finding its feet.

The Afribol Company's commitment to allocate 25% of the net profit attributable to every Afribol product sold is intended to create a recurring commercial contribution to the Foundation. But the rebuilt Foundation is also being positioned to develop independent support through donors, grants, institutional and philanthropic partners, programme funding, sponsorships and other appropriate sources.

The goal is resilience. If one funding stream weakens, the public-benefit mission should not automatically stop with it.

And funding does not buy control. The Foundation remains independently governed. The Company, donors and partners do not acquire authority over individual beneficiaries, emergency interventions, programmes or the allocation of Foundation resources simply because they contribute financially.

Q4 2026 | From rebuilding toward mobilisation

From Q4 2026, a larger tasting and sales wave begins to move the commercial side from gradual reintroduction toward deliberate mobilisation. The purpose is to begin building the product-linked funding engine steadily rather than assuming it exists before the market has been rebuilt.

At the same time, the Foundation begins approaching potential partners and supporters in its own right. This early diversification is deliberate: the Foundation should begin building relationships and financial resilience before the commercial business is fully established, rather than waiting until afterwards.

2027 onward | From architecture to implementation

The next chapter is intended to move from building the architecture toward putting it into practice.

That means activating appropriate partnerships and funding relationships, operationalising relevant elements of BirthAid and LifeAid, testing the structures that have been designed, learning from implementation and beginning the formal beta period once its defined commencement conditions have been met.

The aim is not simply to return to where Afribol was before the interruption. It is to build something capable of carrying the mission further - and of surviving the kinds of pressures that the first chapter taught us to expect.

One history, two chapters

The first chapter proved that the idea could become real. The interruption exposed what was fragile about the model. The second chapter is about building the infrastructure around the mission so that its ability to act does not depend on a single engine.