

Impact Report 2021



A Message From Mobal

At Mobal, we couldn't be prouder to be a part of the Mobell Group - a family of brands that support the work of Krizevac Project, and its sister-organisations Seibo Japan and Cycle of Good.

In this report, you'll find out much more about the incredible work that these organisations did in 2021.

You'll find stats, figures and personal stories from some of the key individuals on the ground, but none of what they did last year would be possible without you, Mobal customers.

Their story is your story too, so from the bottom of our hearts, thank you.



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Introduction

If you're a Mobal customer, you've already changed the world. How? Well, ever since we first started selling phones and SIMs, we made a simple promise - that the majority of our profits would go to charity.

Today, our growing network of charity partners around the world are working hard to bring people in Malawi out of poverty and into a life of dignity and self sufficiency, through providing opportunities for work and development, building schools and educational institutions, and making sure that basic needs like food and shelter are met.

In this report, we'll go into more detail about how **you** changed the world in 2021.



Our Charities

These amazing organisations are the ones responsible for using the money generated by your phone or SIM to change the world! While their efforts all focus on Malawi, their good work doesn't stop there, with their positive impact being felt from Tokyo to the UK.



Krizevac Project is working to achieve lasting change in some of the most disadvantaged areas of Africa, through high quality education, entrepreneurship and support for the most vulnerable.

Seibo is an International School Feeding NGO head-quartered in Japan that aims to one day ensure that every child gets a hot meal at school. They provide school meals in partnership with local communities.



Cycle of Good saves waste from landfill and re-purposes it into useful items that will last a lifetime. They do this by employing 33 Malawian tailors full time, but have ambitions to grow this to a team of 100.

Our Impact

Here are some of the key things we achieved in 2021.

Fed 14,009 children at nursery schools.

This extraordinary number was made possible by Seibo, who specialise in feeding kids who would otherwise go hungry. In case you're wondering, it involved over 207,000kg of porridge!



"I am thankful to Seibo for the [food] I have received today. Lucie will now eat breakfast."

Linda, parent of one of the children on the Seibo programme



Launched a childcare training course.

In Malawi, Seibo trained 18 unpaid volunteers at 7 rural nurseries to boost morale and to improve the quality of childcare post COVID restrictions, in places where it's desperately needed.



Supported 1,650 families.

Through our Family Support Workers at the Mother Teresa Children's Centre, we provided much-needed services improving Adult Literacy, supporting carers and young mothers, and nurturing special needs children.

Built a school.

Our growing Mary Queen of Peace campus in Chilomoni now includes state of the art Science Lab equipment, catering equipment, computers, desks, and canteen furniture. All thanks to you!



"This new school continues the fulfilment of the dream for a wonderful, joyful campus of learning"

Carlo Acutis Catholic High School



Marked 5 years of Seibo Japan.

It's a big birthday for the charity we first launched in Japan 5 years ago. Over the years they've helped countless young people across Japan and Malawi, and couldn't have done it without the support of Mobal customers.

Our People

Here are a few of the people making a big difference.

Talitha Nyenyezi.

Talitha works at the Seibo Malawi office in Chilomoni as Seibo's Programme Supervisor. Aside from being responsible for feeding 15,000 children daily, Talitha is also involved in budget planning, grant application writing, staff training, and lots more!



"You support work that changes the lives of children every day, and trickles down to families!"

Talitha's message to supporters



Makoto Yamada.

A typical day for Mobal's very own Makoto might involve promoting SIMs to expat communities in Japan, organising Malawian coffee events at Japanese high schools or teaching Social Enterprise online to Japanese interns.



Eunice Kumwenda.

Eunice works at the St. John Paul II Leadership & IT Institute in Malawi. She delivers online lessons in Leadership & Community Development to Japanese youth registered on the Mobell Course. More about that later!

Declan Somers.

Previously the boss at our Tokyo office, Dec now coordinates things for Mobal and Seibo from Poland. Always on the lookout for new opportunities to raise funds for our work in Japan and Malawi, he's a key link between our business and charity efforts.

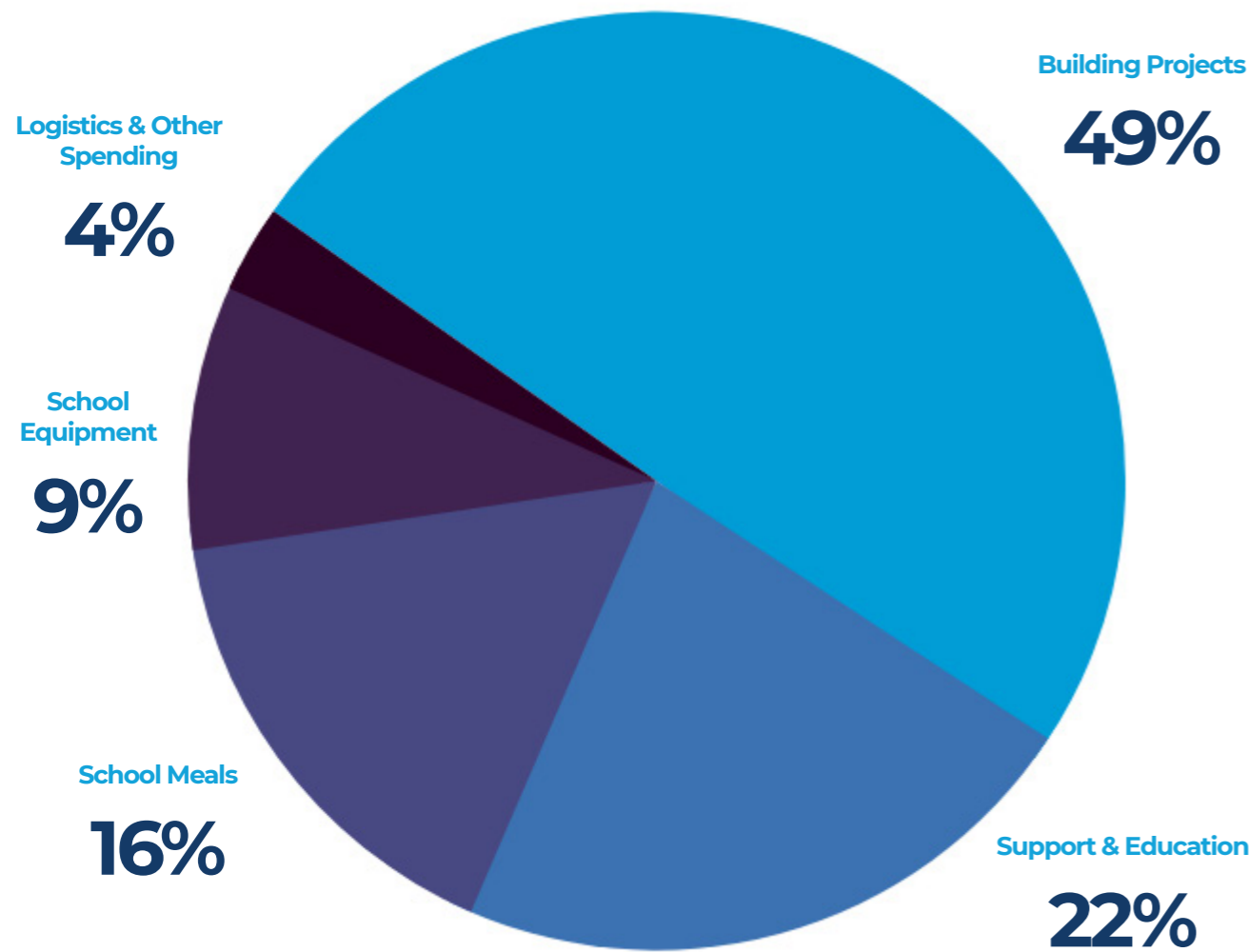


"I want to say thank you to everyone who supported us in 2021 - it meant a lot personally and changed the lives of many."

- Makoto

Our Giving

Here's how charity funds were spent in 2021*.



Overall, in 2021, we gave:

£810,000[†] GBP

(\$1,096,416)^{††}

(¥126,219,060)^{††}

* Breakdown of funds spent by Krizevac Project in 2021.

† Funds donated to Krizevac Project by the Mobell Group in 2021.

†† Approximate equivalent figures based on currency exchange rates on December 31st, 2021

Building Projects

School Building

Our vision is to offer high quality education from nursery through to young adults and we are currently constructing a Primary School and sports pitches at the Beehive campus in Chilomoni, Malawi, to help fulfil this goal.



A Vision For Education

"The St. Kizito school will be a centre of educational excellence, welcoming and supporting some of the poorest children in the community; these children will be provided with an opportunity to reach their full potential in a way that would be near impossible without its presence."



Julianne Cassidy, St. Kizito Primary School Architect

Job Creation

The Beehive

At the Beehive Campus in Chilomoni, Malawi, we have created enterprises, as well as vocational education, building an IT training college and a tailoring school to give people the opportunity to train in skills that will help them enter the job market. We have used all profits from our trading enterprises to invest in high quality education for local children, providing bursaries to those who would otherwise not be able to afford an education.



Violet's Story

Violet is a tailor at Cycle of Good, based at the Beehive.

Growing up, my parents were poor and they couldn't afford to support me to get a good education. It was a blessing that my husband decided for us to move to Chilomoni because in the process I ended up being part of the biggest organisation that's transforming a lot of lives. [Working there] has empowered me to give a helping hand to make a better life for my family. It's my prayer that it gives other women such an opportunity.



School Meals

Malawi & Tokyo

The link between our charity work in Japan and Malawi is one of the things that makes us unique, and school feeding is the key element that unites the two. In 2021, Seibo Japan distributed 62,000kg of food in Malawi in September alone, while continuing to provide community support for students thousands of miles away in Tokyo.



Despite Japan's COVID restrictions, one of the main highlights of the year was being able to return to sitting with the children in a room to enjoy a meal together and to spend valuable time with them.

This, along with the amazing impact the simple act of school feeding has on children in Malawi, is what we think makes Mobal's contribution towards Seibo so special.



Our Vision

We want to do even more good work in 2022.

We want to support 17,000 new learners...

That's based on our expected enrolment figures at Seibo partner schools. This will make a huge impact on the next generation, and massively contribute to greater prosperity in Malawi.



... and feed 16,500 children.

Now that school feeding has resumed in Malawi post COVID restrictions, we're hoping to feed even more kids than ever before. Thanks to funds raised in part by Mobal in 2021, we're already well on track.



There's so much more we want to achieve in Malawi and Japan in 2022, from building projects, to new education initiatives and much more. To follow our progress, check out all our charity partners online and on social media. Of course, we'll be sending periodic updates to our customers too!

Mobell Group

www.mobell.com



Seibo Japan

www.seibojapan.or.jp



Mobal

www.mobal.com



Krizevac Project

www.krizevac.org



Cycle of Good

www.cycleofgood.com

