

REAF Africa: Year One Impact Report

From Seed to Story:
Building the Foundation
for Economic Liberation



REAF AFRICA

ROOTED. EMPOWERED. LIBERATED.



Celebrating Our First Anniversary –
August 22nd, 2026





Year One Progress by Level

Four levels. One mission: Building the foundation for economic liberation from **seed to story**.

KEY NUMBERS

LEVEL	OUTCOMES
 INDIVIDUAL	1 REAF Story Clinics • 100% increase in financial confidence • Shift from “Money is evil” to “Money is energy.”
 INDIVIDUAL	2 Financial Confidence Mastery Series • Participants using scripts to close transactions and negotiate raises
 INDIVIDUAL	3 Female Fortune Collective • 150+ community members
 COMMUNITY	4 Norms Disruption Training • In development as a certification program for community and religious leaders
 SYSTEMS	5 Gender-Intelligent Banking • Advocacy with financial institutions and development organizations
MASS AUDIENCE	6 Female Fortune Book • The public release of the framework

300+

Women directly reached

200+

Webinar registrations

50+

Story Clinic participants

10+

Guardian column articles

150+

Community members



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Quantifiable Impact



Measuring the reach and transformation achieved in our first year.



300+

Women directly reached through programs



5

Countries represented
Nigeria, South Africa, Kenya, Uganda, and the UK



200+

Webinar registrations combined combined



50+

Story Clinic participants



10+

Guardian column articles published



150+

Community members in the Female Fortune Collective

MEASURABLE OUTCOMES



Financial Confidence Increase

More women are building skills, income streams, and financial independence.



Mindset Shift

Stronger self-belief, clarity, and vision for the future.



Behavioural Change

New habits and bolder actions leading to real-life progress.



Emotional Healing

Women are finding their voice, setting boundaries, and healing deeply.



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Our Journey: Key Milestones

AUGUST 22,
2025



First Public Event – Policy Paper Review Session

Impact: Laid the foundation for bold conversations on gender economics.

SEPTEMBER
11-12, 2025



REAF Story Clinic” Pilot with CEP (30 women)

Impact: 100% increase in confidence.

SEPTEMBER
2025



Feature in Raising Women International Magazine

Impact: Amplified our story and mission to a global audience.

NOVEMBER
2025



Launch of the Gender Economics Column in The Guardian Nigeria

Impact: Brought gender economics into mainstream public discourse.

MARCH 6,
2026



Webinar: “How to Ask for More Money Without Feeling Guilty”

Impact: 100+ registrations.

APRIL 7,
2026



Story Clinic Online Masterclass

Impact: 20+ registrations.

JUNE –
AUGUST 2026



Financial Confidence Mastery Series with WISCAR

Impact: Multi-session series building financial confidence and leadership.

JULY 16,
2026



Webinar: “Stop Leaving Money on the Table”

Impact: 90 registrations.

AUGUST 8,
2026



Public Review of Female Fortune

Impact: Community-led feedback to refine and strengthen the book.

ONGOING



Female Fortune Collective Community

Impact: A growing network of women supporting, sharing, and thriving together.



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Voices from Our Community

Real stories. Real impact. Hear how our programs are inspiring confidence, clarity, and transformation.

**It was not just another class.
It was a mind-shifting session.
Permit me to say, it was a deliverance.**
— **Story Clinic Participant**

**I always used to have a
scarcity mentality, but that
has changed.”**
— **Mercy**

**I’m removing excuses
from my dreams and goals.**
— **Jo**

**I’ve never attended a workshop
that first tried to unburden you.**
— **Queen Esther**

**I used one of the scripts to close
a major transaction with confidence.
It really came in handy.”**
— **Financial Confidence Mastery Participam**



Core Themes & Learnings

Our journey has revealed four transformative truths that continue to shape our work and the women we serve.



1 The Shame Tax Is Real

Bias doesn't just hurt — it costs women, communities, and economies.

62%

of women face gendered questioning by lenders.

26%

of qualified women self-select out, not for lack of ability, but to avoid shame.

\$95B

Lost in economic potential in Africa alone due to gender bias in access to finance.



2 Healing Precedes Action

Financial literacy alone is not enough. Inner work is infrastructure.



Women carry invisible wounds that impact financial decisions.



Healing builds confidence, clarity, and capacity.



When women heal, they lead with vision and value.



We design for the whole woman — mind, heart, and future.



3 Community Accelerates Transformation

No woman rises alone. Collective spaces create exponential impact.



WhatsApp Communities

Real-time support, resource sharing, and daily encouragement.



LinkedIn Communities

Visibility, professional connections, and thought leadership.

These are spaces of accountability, celebration, and collective growth.



4 Codification Creates Legacy

Sustainable change requires systems, not just stories.

Female Fortune captures our research, framework, and field-tested insights.

It documents what works; for whom, how, and why.

It becomes a blueprint for scale, replication, and policy influence.

It ensures our learnings live beyond our programs.

**We don't just create impact.
We codify it for generations.**





REAF AFRICA

REALIGNING & FREEDOM

Our Signature Programs

Transformative experiences. Practical tools.
Real financial freedom.



REAF Story Clinics•

An immersive intervention using narrative therapy and digital storytelling.

1

Pre-Program
Engagement

2

2-Day
Workshop

3

Post-Program
Support



YEAR ONE Outcome:
100% increase in financial confidence.



Financial Confidence Mastery Series in partnership with WISCAR

A 90-day programme helping women identify and dismantle their Shame Tax, learn scripts to ask for more, and negotiate value.



Webinars & Masterclasses

Featuring:

- “How to Ask for More Money Without Feeling Guilty”
- “Stop Leaving Money on the Table”
- Actionable insights. Real conversations. Lasting impact.



Female Fortune Collective Community

A thriving community of 150+ women moving from earning to owning and staying accountable to financial goals.



CELEBRATING OUR PAST. SHAPING OUR FUTURE. | AUGUST 23RD, 2025



Year Two: Scaling the Movement

Scaling the Movement: Reclaiming Female Fortune Across Africa

YEAR TWO GOALS BY LEVEL

INDIVIDUAL		Story Clinics't to reach 500+ women across 5 African countries.
INDIVIDUAL		Financial Confidence Mastery Series to expand WISCAR collaboration and onboard 2-3 new institutional partners.
INDIVIDUAL		Female Fortune Collective to grow to 2,000+ members.
COMMUNITY		Launch the Aunty Ambassador Program as a train-the-trainer model for local female leaders.
SYSTEMS		Continue Gender-Intelligent Banking advocacy.
MASS AUDIENCE		Launch The Female Fortune Podcast.



OUR SUSTAINABILITY MODEL

REAF Africa operates on an affordable pricing model because we believe financial empowerment should never be a privilege. Everyone gives what they can, and everyone gets what they need. Together, we sustain access, dignity, and impact.



DONATE

www.reaaf Africa.org



PARTNER

info@reaaf Africa.org



JOIN THE
COMMUNITY



READ
THE COLUMNS



BUY
THE COURSE
selar.com/m/tale-alimi1



JOIN THE
FEMALE FORTUNE
CHAMPION GROUP
talealimi.com/female-fortunecollective

To our community, partners, champions, and allies—thank you.
Your belief fuels our mission and multiplies our impact.

One year down. A movement rising.



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Thought Leadership & Advocacy

Amplifying Ideas. Influencing Systems. Advancing Women's Economic Power.



The Guardian Nigeria

Column in The Guardian Woman

Through incisive commentary and data-driven insight, we **challenge** narratives and **influence** policy conversations.



Challenge the myth of “gender-neutral” capital strategies.

We dismantle the one-size-fits-all fallacy that erases women's realities.



Expose the “Collateral Conundrum”.

We spotlight the hidden barriers in access to finance.



Address the \$30 trillion wealth transfer.

We advocate for gender-lens solutions to secure women's financial future.



Frame the Shame Tax as the invisible drain on women's economic power.

We name the cultural and systemic costs that quietly compound inequality.



Raising Women International Magazine

A global platform for women's leadership, innovation, and impact.



September 2025 Feature

Dr 'Tale and REAF Africa's work, insights, and solutions for advancing women's economic power will be featured in *Raising Women International Magazine*.



Female Fortune – Rewrite the Rules of Money and Power

A bold new book by Dr 'Tale Alimi leveraging the research at REAF Africa that redefines wealth, power, and possibility for women.



Release Date:
August 8, 2026 (Public Review)

1

The Audit

Name the systems. See the truth.

2

The Rewrite

Redefine the rules. Reclaim power.

3

The New Prosperity

Build a future where women prosper—without apology.



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Executive Summary

In our first year, REAF Africa laid a bold foundation for economic liberation by centering women, amplifying voices, and building systems that last.

1

Our First Public Event



August 22nd, 2025

We launched REAF Africa to the world with our inaugural event—an inspiring gathering of changemakers, partners, and women leaders united by a shared vision of economic liberation.

2

A Growing Movement



300+ Women Reached

Our programs, conversations, and community engagements reached over 300 women across Nigeria, South Africa, Kenya, Uganda, the UK diaspora, and beyond—proving that transformation knows no borders.

3

Influence. Insight. Institutional Legacy.



We launched a thought leadership series in The Guardian Nigeria, shaping national conversations on women, wealth, and power. We also codified our work in our debut book, *Female Fortune – Rewrite the Rules of Money and Power*—turning insight into a lasting blueprint for change.



When women heal their relationship with money, they don't just learn to budget, they learn to believe, to build, and to become. Dr 'Tale Alimi



300+

WOMEN REACHED

Across 6+ countries and multiple communities.



1 YEAR

OF IMPACT

Built on purpose.
Driven by community.
Designed for legacy.



Year Two: Scaling Our Impact

We are deepening our programs, expanding our reach, and building partnerships that unlock opportunity for thousands more women across Africa and the diaspora.

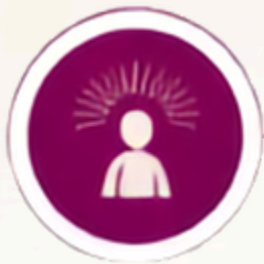
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Our Theory of Change in Action

A connected approach that transforms individuals, strengthens communities, and shifts systems—creating a self-reinforcing loop of empowerment.

THREE LEVELS. ONE PURPOSE.



INDIVIDUAL
Story Clinics

Rewriting narratives.
Building confidence.
Unlocking potential.



COMMUNITY
Norms Disruption
Training

Challenging norms.
Building solidarity,
Shifting mindsets.



SYSTEMS
Gender-Intelligent
Banking

Designing inclusive
products and policies.
Driving structural change.



When systems
change, opportunity
becomes the
new normal.



When individuals
heal and lead,
they inspire
their
communities.



Stronger leaders.
Thriving livelihoods.
Generational impact.



Inclusive economies.
Resilient communities.
Shared prosperity.



CREATING A SELF-REINFORCING LOOP OF EMPOWERMENT



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