



LifeLine Africa Impact Report 2022

"Saving Lives by
Making Transfusion Possible"

www.lifelineafrica.org



WHO WE ARE

LifeLine Cameroon is a non-profit organization founded in 2018 and have been serving the underserved populations in both the US and Africa. We are charting a course to better health care delivery one community at a time.

MISSION

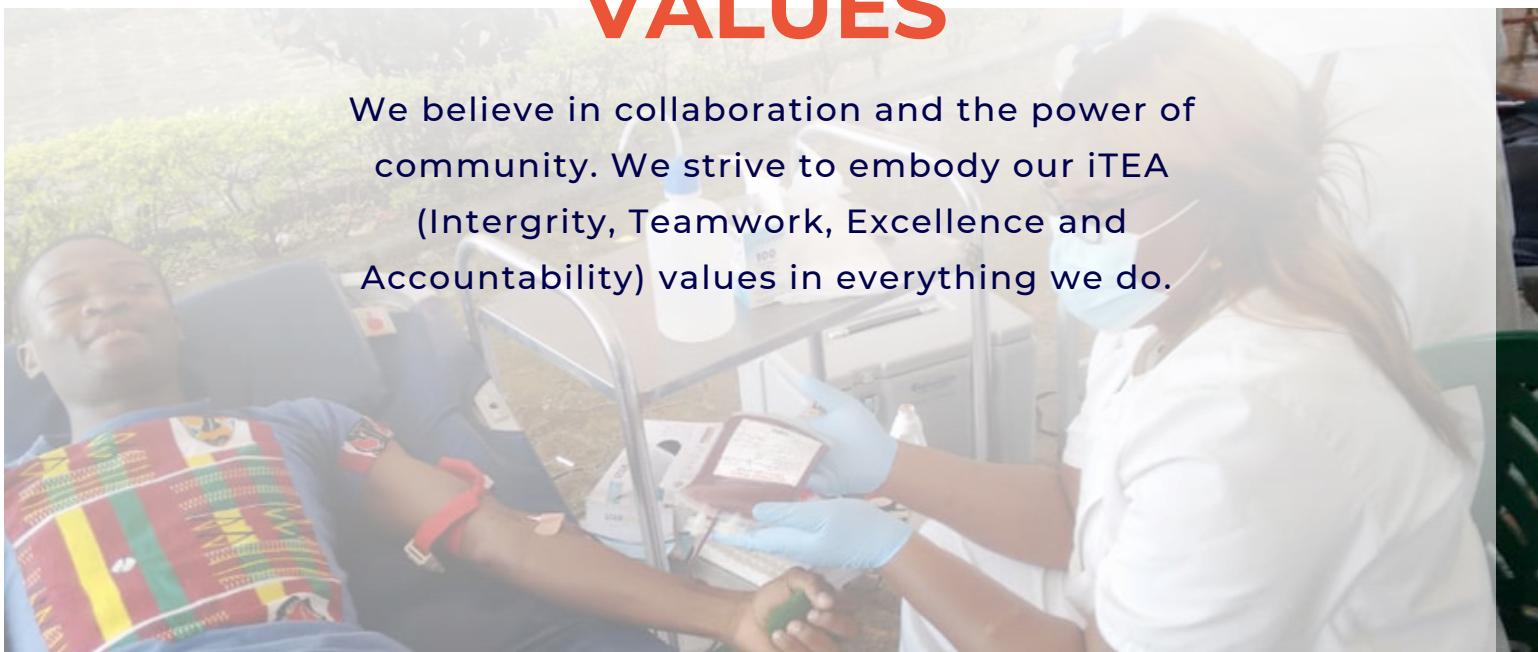
To save lives by making transfusion possible

VISION

A world where every patient has access to health care by making it more accessible.

VALUES

We believe in collaboration and the power of community. We strive to embody our iTEA (Integrity, Teamwork, Excellence and Accountability) values in everything we do.



SUMMARY

2022 was a growth year for LifeLine, we saw a lot of changes towards the attitudes of the people in the communities we serve.

As normal life resumes post pandemic, we continue to see positive responses during our events.

During the year, we had to stop operations in one hospital in Yaounde in Q1 hence losing a team member.

We saw tremendous growth in the lives we saved. +9% versus prior year (2021)



PROGRAMS

LIFELINECARES

This is our benevolent Blood donor recruitment, retention and management Program.

LIFELINEEDUCARES

We have several programs to educate the population on several health topics. Our #LifeLineIntern and #LifeLineClub projects help promote our educational content within the young population who make up 80% of the voluntary blood donor population.

LIFELINEHOST

We invite innovative health products and/or services to our events to promote overall well being at our events for a minimal fee.

LIFELINECONSULT

We provide feasibility studies in the healthcare sector in Cameroon (Africa) at a competitive price.



PARTNER HOSPITALS IN 2022



- CITE VERTE'S CONTRACT ENDED IN Q1 2022.



2022 HIGHLIGHTS



Donors playing games at ENS
Blood drive Yaounde- Feb
2022



Blood Drive at AES Sonel
Douala- Mar 2022



Campaign with Cameroon
Leadership Academy
Douala- June 2022



World Blood Donor Day Douala-
June 2022



Best NGO Award by SBFA (Safe
Blood For Africa Foundation)
Yaounde- Aug 2022



Breast Cancer Walk Douala-
Oct 2022



Training at CHU Yaounde- Oct
2022



The "Gift of Life" Campaign
Yaounde- Dec 2022



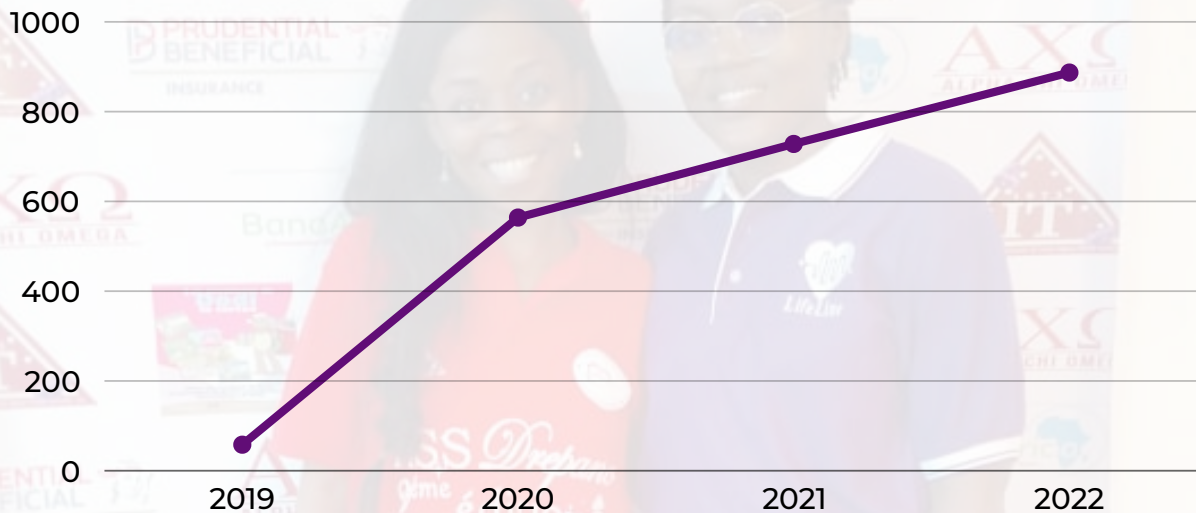
Awareness at Polytech
Yaounde- Dec 2022



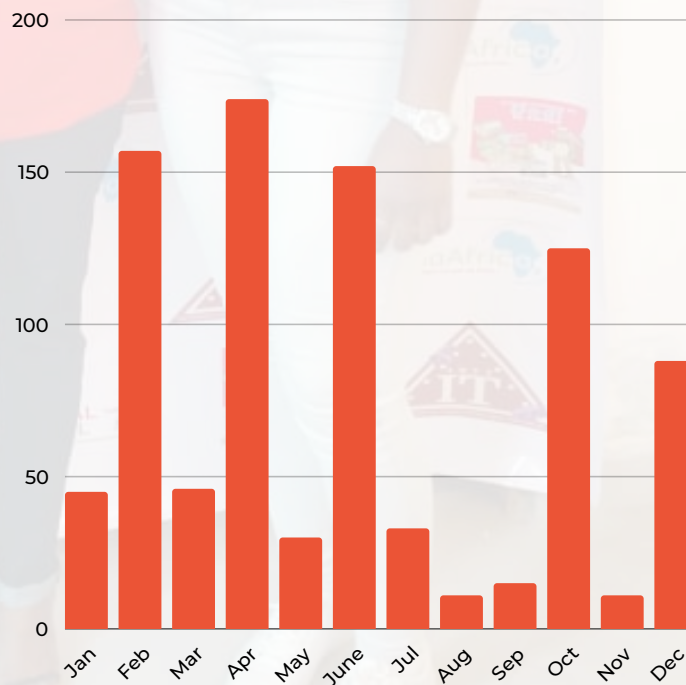
OUR STORY IN NUMBERS

LIFELINE OVER THE YEARS

*Donors Recruited



DONORS RECRUITED BY MONTH



887

*Donors in 2022



OUR STORY IN NUMBERS

*CONTINUES

6942

Lives Saved
*2019-2022

60% OF THE BLOOD COLLECTED IS
USED BY THE PEDIATRIC AND
MATERNITY DEPARTMENTS

8 MAJOR CAMPAIGNS
5 PARTNER EVENTS
3 SPEAKING EVENTS

15

Events Organized

1

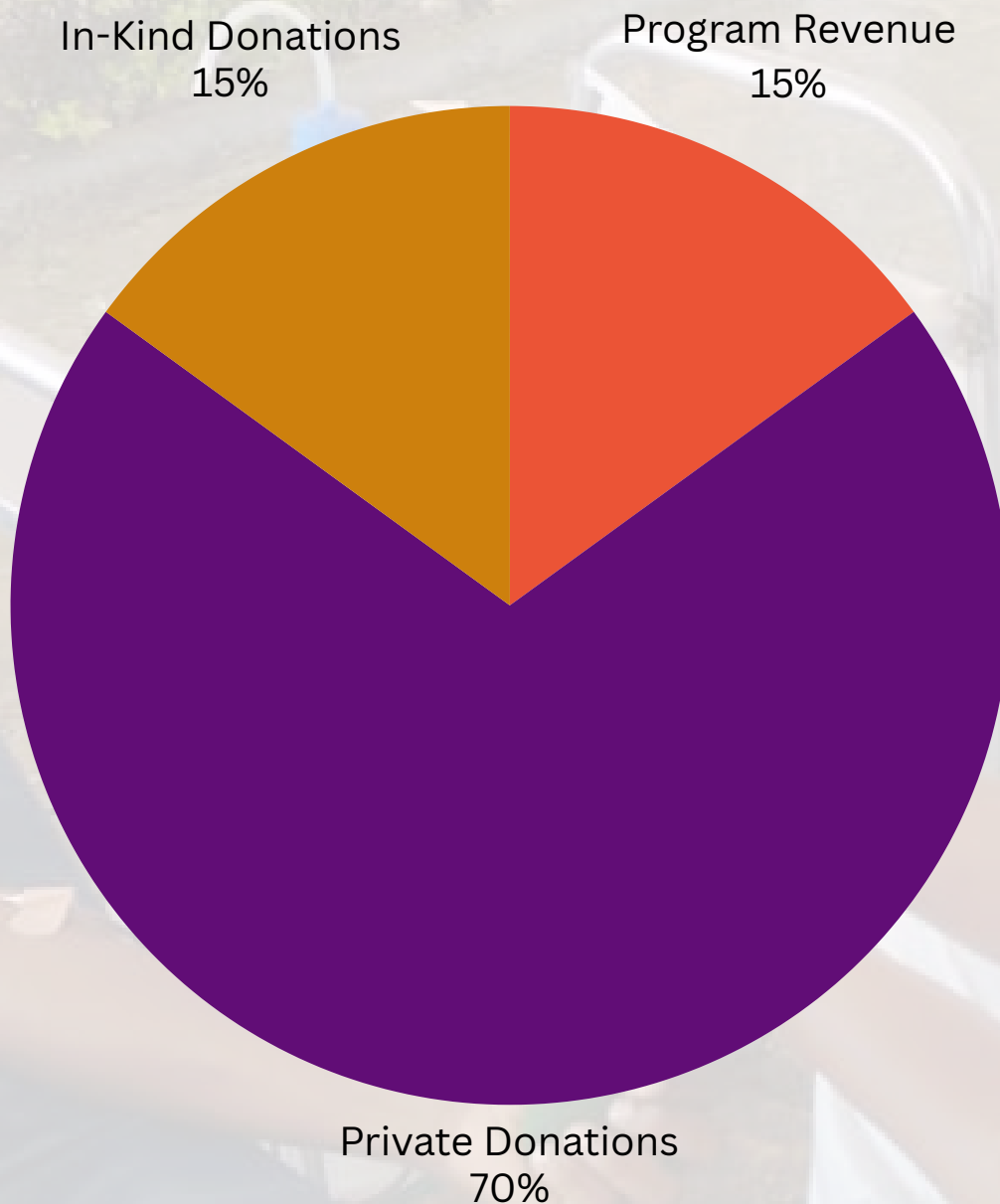
Intern
LIFELINEEDUCARES
PROGRAM

INTERN IN THE SUMMER TO
HELP PROMOTE AWARENESS.



FINANCIALS

\$21,451.00*





CHALLENGES

Technology/Training

We got a grant from Salesforce for our database infrastructure but Implementation is costly and has been put on hold.

The learning curve with the tablets proved to be challenging for the staff and it was decided to provide cell phones to help with data and communication.



Staffing

A Country Manager is needed to support the growth strategy into other regions across the country as well as continuity from an Administrative process.



Gifts

During our events, we give out gifts to our donors like T-shirts, bags, pens, keychains and we are running low on our supplies.



THANK YOU TO ALL OUR STAFF, DONORS AND VOLUNTEERS

We couldn't have done it without your generous support.

SPONSORS

BITLEGENCE
BOJONGO CPA'S & ADVISORY PLLC

STAFF

JACINTA BAFRI
EMMERAN DIMEGNI
CANDY -NOLLA MAKA
CLINTON KENFACK

