



Annual Report 2024/2025
Femmy O Foundation

Empowering Entrepreneurs, Sharing Knowledge & Supporting Cancer Awareness

April 2024- April 2025

Contact us

Femmy O Foundation

- ✉ info@femmyofoundation.com
- 🌐 www.FemmyOFoundation.com



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1. Foreword

Dear Friends and Supporters,

We are so proud to share our first annual report on behalf of the Board of Femmy O Foundation and reflect on our first year as a not-for-profit organisation. Founded in memory of our wonderful sister Femmy who passed away in 2023, it is early days for us but we know she is with us at every stage of our journey.

As a passionate entrepreneur, Femmy built and managed her own nail business while pursuing her studies. Even as she bravely battled gastric cancer, she remained determined graduating with a Business degree from the National College of Ireland. Remarkably, she was already developing her next business idea while receiving treatment in hospital – a true testament to her perseverance, resilience, and ambition.

Our Aim

Lack of money and professional advice are the top reasons entrepreneurs feel discouraged, according to a study by the Department of Enterprise, Trade & Employment. Alongside that, Irish statistics on delayed cancer diagnoses highlight the urgent need for better awareness and information access.

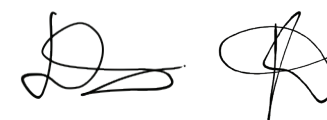
Our focus is twofold. We believe every aspiring entrepreneur deserves the resources to succeed, and that everyone should have access to the knowledge that empowers them to take charge of their health.

Incredible Commitment

None of this would have been possible without the incredible commitment of our volunteers, donors, and community partners. The support we get from every single one of these incredibly hard-working people truly sustains our foundation and enables us to make a real difference in the lives of the people we help.

We've made huge progress but we're only getting started. With your continued support, we can deepen our impact, reach more people, and keep giving opportunities to the aspiring entrepreneurs who deserve it, while pushing the message of overall health promotion as much as we can.

Warm regards,



Dammy Olaniyi & Kenny Olaniyi

1. CEO/Director's Report



2.1 Operational highlights

In our formative year, we are delighted to report that we have achieved so much in so short a time.

From new programmes and initiatives to partnership development, volunteer recruitment and more, our first year was one to remember.

Our Highlights

- ✓ Successfully launched our own not-for-profit in memory of our inspirational sister
- ✓ Developed and set up mentoring partnership programmes designed to help entrepreneurs to launch or sustain their small business
- ✓ Founded and established grant programmes offering direct financial support to entrepreneurs who demonstrate financial need and have a clear plan for how it will be used to develop or expand their business
- ✓ Showcased our service at the RCCG SFAN career day, reaching over a hundred young people as they learned about different careers
- ✓ Held our first annual function in the Dublin Airport Hilton hotel, where our 2024 grant award winner was announced.
- ✓ Participated in Wellbeing Week at Ballbriggan Community College, reaching over 200 students with our talk on cancer prevention and self-health advocacy

Key Achievements

Supported **three** entrepreneurs through our mentoring partnership programme

Awarded one grant of **€1000** to an ambitious local entrepreneur

Held two x Empowering Entrepreneurs seminars and one webinar, facilitating **25 entrepreneurs**

Recruited and retained over 10 part-time volunteers who provided almost **100 hours** of their time

Raised over **€6,000** in our first year

2.2 Strategic challenges and opportunities



Sustainable funding:

Like many non-profits, we must ensure not to depend on short-term or restricted funding like one-off donations or intermittent grant payments. This can make long-term planning and programme delivery difficult.



Capacity constraints:

In a world where people are working longer hours and personal time is reduced for many, finding the right volunteers can be difficult. And this impacts on our ability to scale, manage projects, or develop new services.



Regulatory and Compliance:

As a small team, our resources are stretched. And navigating requirements in terms of GDPR, governance, and other administrative areas can put an extra strain on our already limited resources.



Digital Transformation:

Adapting to technology needs with limited budget or skills is a real challenge. Technology already plays a key role in what we do through our webinars and use of social media campaigns. We must choose our digital tools carefully and deploy technology that helps us improve service delivery, communications, and fundraising.



Building brand awareness and presence:

Many charities are competing with each other for attention, positioning, and donors. We need to persuade more people to engage with our services, whether that's webinars, workshops, or day-to-day fundraising. Getting our name out there and building a solid profile is a challenge for our Foundation but one we look forward to taking on.



3. About the Organisation

3.1 Vision and mission

At Femmy O Foundation, we want to empower entrepreneurs, share knowledge, and support cancer awareness.

Our mission covers two key areas

1. **We believe that every aspiring entrepreneur should have the resources to succeed.**
We want to help business people from minority and underserved communities who lack traditional access to business education, networks or finances, by providing support and offering access to helpful resources.
2. **We want to see every single person get access to the knowledge that helps them take charge of their health.** We offer education that is culturally relevant, helping people connect through the digital platforms and in other ways that reflect their daily lives, no matter what their age or background is.

3.2 Governance structure

Femmy O Foundation is committed to maintaining high standards of governance.



Legal Structure

Femmy O Foundation is a Company Limited by Guarantee and a not-for-profit organisation.

Company Reg.
No. is 762539



Board of Trustees / Directors

The charity will be governed by a voluntary Board of Trustees or Directors, which is currently under formation.

By the end of Q3 2025, we expect to have our board established which will oversee our charity's strategic direction, compliance, and financial management.

The key responsibilities of our Board will include:

- Setting and reviewing the strategic direction of the charity
- Ensuring compliance with all legal and regulatory requirements
- Overseeing financial controls and approving annual budgets
- Monitoring organisational performance and risk management

Board members will serve in a voluntary capacity and will not receive any payment for their work.



3.3 Volunteers and Staff

3.3.1 Volunteer contribution and numbers

Volunteers are at the heart of everything we do. Their dedication, time, and skills make it possible for us to meet our goals.

In 2024, we were supported by a committed team of 10 active volunteers, who gave us 100 hours of their time across a wide range of activities...

- Assisting with events
- Offering administrative and IT support
- Supporting our social media efforts
- Fundraising campaigns
- Developing educational content for our website and social media channels

Volunteer Impact

- Volunteers helped to make a difference in the lives of **25 aspiring entrepreneurs** who benefited from our Empowering Entrepreneurs Workshops.
- Reached over **6,189 people** through our social media health campaigns
- Their contribution represented an estimated value of **€2,077.5** based on Volunteer Ireland's national average volunteer hour rate



3.3.2 Staff structure and development

Our Team

At the time of writing August 2025, our foundation is run by two part-time staff members on a voluntary basis. Our small team is supported by a network of passionate volunteers, who continue to play a vital role in helping us deliver our services effectively and compassionately.

Our current staff structure



Kenny Olaniyi
Founder

A graduate of Trinity College where he completed a degree in Business & Law, Kenny is a driving force within our organisation. Today, he is a Snr Global Campus Coordinator at Guidewire Software. Kenny is passionate about helping students and graduates find their career paths and believes in the potential of every person when given the right tools and environment.

Additionally, Kenny is involved with Black & Irish and BNI Media, supporting the creation of black-owned media and empowering black and mixed-race people in media production.



Dammy Olaniyi
Founder

Dammy is a co-founder along with Kenny and runs the organisation on a day-to-day basis. Also a Trinity Alumni and foundational scholar, she is a registered children's and general nurse and holds a masters in management. Dammy has a passion for healthcare and the transformative impact education has on people and especially in underserved populations.

Volunteer roles

Event & Marketing Coordinator	-	Tasha Zunga
Social Media Coordinator	-	Tinu Alawiye
Secretary	-	Emma Cummins
Social Media Design	-	Precious Onibokun

3.3.3 Diversity and inclusion efforts

At Femmy O Foundation, we believe that diversity and inclusion are essential to our mission and impact. We are committed to fostering a culture where everyone feels respected, heard, and empowered, regardless of their background, identity, or ability.

Our Commitment

In 2024–25, we worked hard to embed diversity and inclusion into every aspect of our work.



Inclusive Service Delivery:
Our programmes are accessible to people of all backgrounds, including marginalised and minority communities.



Staff and Volunteer Awareness:
We spoke regularly with our teams on the importance of better understanding unconscious bias, inclusive language, and how to create welcoming environments for everyone we engage with.



Policy Review:
We reviewed and updated our Equality, Diversity & Inclusion Policy to align with the best practices and ensure compliance with Irish equality legislation.

We are proud of the progress we've made, but we know there is always more to do. Our goal is to be an organisation where everyone feels welcome, valued, and included.



4. Governance and Compliance

4.1 Board of Trustees/Directors list and roles

Founders & Directors		
Kenny Olaniyi	-	Finance, Mentorship programme & grant oversight
Dammy Olaniyi	-	Operations, Fundraising, Marketing, HR, events
Volunteer roles		
Event & Marketing Coordinator	-	Tasha Zunga
Social Media Coordinator	-	Tinu Alawiye
Secretary	-	Emma Cummins
Social Media Design	-	Precious Onibokun

4.2 Governance practices and updates

At Femmy O Foundation, we are committed to maintaining high standards of governance to ensure transparency, accountability, and effective delivery of our mission. During the reporting year, we continued to strengthen our governance framework.

4.3 Risk Management

As trustees, we are responsible for ensuring that our Foundation identifies and manages the key risks it faces. In our first full year of operations, we identified the following areas of risk...



Finance and funding:
Because we rely on a small number of funding sources, there is a risk if any one of them is reduced or removed. To try and deal with this, we hope to diversify our income streams and plan to apply for the various grant opportunities available.



Volunteer availability:
Like many organisations our size, we depend on a small group of committed individuals. We need to reduce the risk of volunteer shortages and to do this, we are trialling new volunteering options and investigating how we can attract and maintain volunteers.



Compliance:
We handle personal information of our donors and supporters. We have updated our data protection policy and provided basic GDPR training to our volunteers and staff.

5. Strategic Objectives and Impact

5.1 Key goals for the year

- To set up our Foundation which is dedicated to empowering entrepreneurs, sharing knowledge, and supporting cancer awareness.
- Review our grant-award system to ensure it rewards and incentivises ambitious entrepreneurs from underserved communities.
- Organise a mentorship programme to help entrepreneurs to launch or sustain a business.
- Develop educational content on starting a business, accessible for all with expert help from seasoned entrepreneurs and industry veterans.
- Design and deliver impactful services to aspiring entrepreneurs from minority and underserved communities who lack traditional access to business education and networks.
- Increase understanding around the areas of cancer awareness and health advocacy.
- Empower people to take charge of their own personal health journey, especially those in underserved or at-risk communities where access to preventative health education is limited.

5.2 Outcomes achieved

Set and launched our own Foundation dedicated to empowering entrepreneurs, sharing knowledge, and supporting cancer awareness

Awarded one grant of €1,000 to our first Femmy O Foundation grant recipients – read the story below

Reached over 25 aspiring entrepreneurs through our custom-built Empowering Entrepreneurs workshops.

Participated in our first annual Wellbeing Week, **engaging with over 200** members of the public

Reached over 31k people with our launch video across our social media platforms

Achieved an average of 20k views across our social media and website every month

Attracted 12 applicants for our grant programme last year

5.3 Personal stories

"Earlier this year, at just 21, I was diagnosed with non-Hodgkin lymphoma after ignoring an array of serious symptoms. I just assumed I was too young for anything severe. Treatment is going well thankfully, and I've learned how crucial health awareness is, and not just about diet and body image. Seeing your work with the Femmy O Foundation reminded me how powerful education and empowering individuals can be. Thank you so much for educating and empowering individuals as it is a fantastic initiative and gift to the world. I believe raising awareness about health like you do is so important."

– Jazz, Dublin.



5.4 Case studies

2024 Grant Recipient – Tolu Asemota, Ibílè West African Restaurant

"The help we got from the Femmy O Foundation was incredible and came at a time when we really needed it. Our business Ibílè is a dining experience centred around food, culture, and art and we're aiming to change the narrative around African cuisine. From stock to equipment, the grant allowed us to invest in many areas across the business. It was an absolute game-changer for us while the mentorship programme gave us access to great people with really insightful and helpful advice."

– Tolu Asemota, Ibílè



6. Activities and Programmes

In 2024, we began to deliver essential activities, programmes and services to support our mission of empowering entrepreneurs, sharing knowledge, and supporting cancer awareness.

6.1 Mentoring

This is our foundational programme which provides 1-to-1 mentoring to qualifying entrepreneurs to help launch or sustain small businesses.

- Business owners, marketing specialists and technical expert volunteers deliver mentorship.
- Mentorship sessions take place online and in person
- Areas covered include:
 - Marketing
 - Grant support
 - Leadership
 - Business management
 - Idea development
 - Market research
 - Business plans

6.2 Grants and Financial Support for Small Businesses

This programme offers direct financial support alongside the mentorship to help qualifying entrepreneurs launch or sustain small businesses.

Applications are processed online. Awardees are awarded at the foundation's annual function.

Our primary service is designed for entrepreneurs over the age of 18 who demonstrate financial need and a clear plan, this grant was used to develop or expand one business, Ibile.

Successful awardees for 2024

Company
IBÍLÈ

Value (€)
1000

6.3 Workshops, Webinars & Talks

These activities are both online and in-person learning sessions focused on entrepreneurship, business planning, financial literacy, marketing, scaling up, and more.

- Delivered a range of both online and in-person sessions at co-working spaces, and partner venues across Ireland.
- Established a panel of experienced entrepreneurs, business mentors, and members of our Foundation's network of professional volunteers and advisors to deliver the material.
- Reached hundreds of aspiring entrepreneurs aged 18 and over, particularly from minority and underserved communities who lack traditional access to business education, networks or finances.

6.4 Digital Library on Starting a Business

Educational content distributed digitally through our website, social media platforms, and through community partners.

- Our content team worked closely with subject matter experts and was supported by communications volunteers to develop accessible educational materials that help aspiring entrepreneurs understand the fundamentals of starting and managing a business.
- Produced and shared a wide range of materials including articles, guides, video series, and templates. Articles and guides include titles like *Launching your start up*, *Essential resources for starting a business in Ireland*, *The 7ps of marketing* – and more.
- Engaged successfully with our target audience of first-time entrepreneurs who have been operating for less than three years.
- Our digital library on 'Starting a Business' includes educational content distributed digitally through our website, social media platforms, and community partners.



6.5 Digital Health Promotion Resources

Through our own website, blog and social media channels, we have developed a suite of digital resources designed to engage the public on key health concerns like cancer awareness, general wellness, and more.

- For health promotion, our content team produces and shares a wide range of materials including articles, guides, video series, and templates. These resources are designed to equip people with the knowledge and insights to help them take charge of their own health.
- Developed a digital library on our website with titles including *Men's health & Movember*, *Sun safety*, *Pfas*, *12 ways to reduce your risk of cancer as developed by the European Code Against Cancer*, amongst others.
- Our social media library covered issues including Bladder cancer, Testicular self-examination, Bowel cancer, Ovarian cancer, Breast cancer, National walking week, and more.

6.6 Health Promotion and Awareness Activities

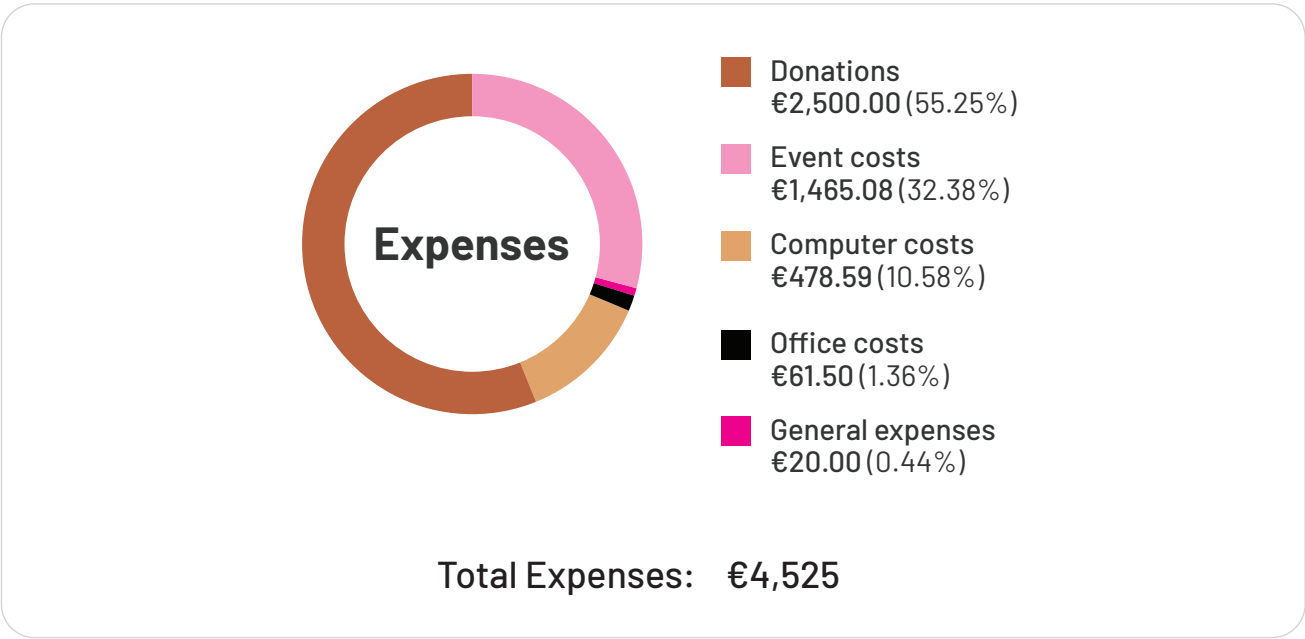
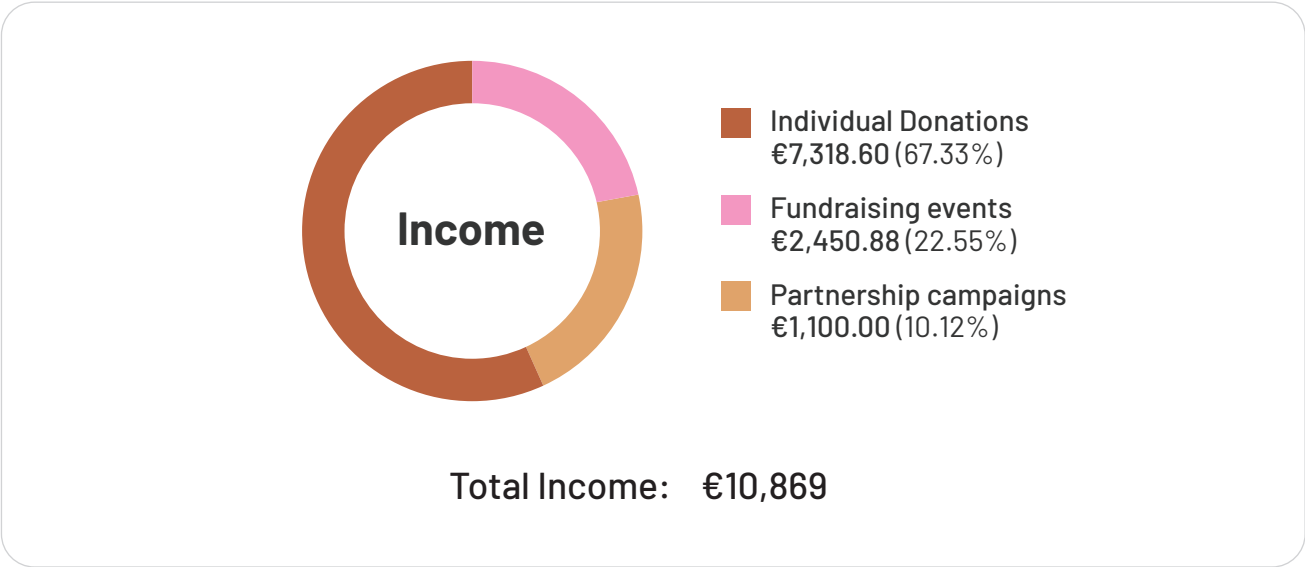
We organize interactive sessions and educational activities that teach the public about cancer prevention, early detection, self-health checks, and general wellness.

- Organised and delivered events in community centres, schools, faith-based organizations, public spaces, and online platforms with the aim to equip communities with knowledge, tools, and confidence to manage their health proactively.
- Our outreach team worked closely with a wide range of trained health educators, guest medical professionals, and volunteers with experience in community health promotion to develop these materials.
- Material for the activities was developed in consultation with a panel of trained health educators, guest medical professionals, and volunteers with experience in community health promotion.



7. Financial Overview

Income & Expenditure Statement
For the period 22nd April 2024 to 30th April 2025



Total Income	-	€10,869
Total Expenses	-	€4,525
Total	-	€6,344

Balance Sheet Statement as at 30th April 2025

Current assets	€6,433
Creditors: amounts falling due within one year	-
Net current assets	€6,433
Total assets less current liabilities	€6,433
Creditors: amounts falling due after more than one year	-
Net assets	€6,433
Reserves	€6,433

Directors Note:

Statement on Audit & Abridgement Exemption

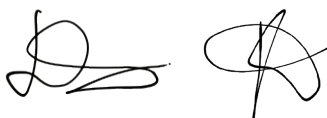
As a small company under the Companies Act 2014, the directors have availed of both the audit exemption and the small company abridgement exemption. This means that:

The company’s accounts are not required to be audited under Chapter 15, Part 6 of the Companies Act 2014.

The company has filed abridged financial statements with the Companies Registration Office, in accordance with Section 352 and Section 353 of the Companies Act 2014.

Full accounts have been prepared and are available to members.

On behalf of the board



Dammy Olaniyi & Kenny Olaniyi

8. Funders and Supporters

List of sponsors		
IBILE	-	€50 voucher for dining
Ajike	-	free hair installation and makeup
McKay	-	€200 voucher
Creative Innovations	-	€250 voucher
Tomi Tic Suits	-	free 2-piece suit
Yems Fitness	-	coaching deal with 1st month free
Awesome Creations	-	€850 voucher
Butlers Chocolate Factory	-	chocolate factory family pass
Preshnique Nails	-	€50 voucher
Jungle Beam Studios	-	2 hour studio session
African Gospel Choir Dublin	-	€1100 voucher
Hair By Adii studio	-	€300 voucher & €1100 donation for breast cancer awareness month
Fundraising Events		
Balbriggan Community College	-	€934.80 from non-uniform day & cake sale
Maynooth Law Society	-	€200 from paint and sip event
VHI WMM	-	€977.70 raised by our FOF runners
Winter Fundraiser	-	693.87
Quiz Fundraiser	-	1207.01
In kind contribution		
Use of RCCG SFAN premises		

9. Looking Ahead

9.1 Strategic goals for the next year

- Recruit another 10 volunteers and develop a wide range of training and retention programmes to maintain volunteer numbers.
- Extend our existing programmes to reach more aspiring entrepreneurs around Ireland
- Organise key health promotion events.
- Improve digital transformation and in particular assess the potential of key technologies like LMS systems
- Recruit fundraising ambassadors

9.2 Anticipated challenges

Next year is shaping up to be another exciting year for us here at Femmy O Foundation. At the same time, we are mindful of the challenges that lie ahead in 25/26.



Funding Uncertainty

We understand that every organisation is competing for the same grants and every organisation is often trying to engage the same donor base. We aim to try and diversify our funding strategy to try and deal with this uncertainty.



Rising Costs

Like every household and small business or organisation all over Ireland, we know that costs are rising all the time. From energy and transport to insurance and more, increased costs are putting pressure on our already limited budget. This may affect our ability to run events, and impact daily operations.



Volunteer Recruitment

Our volunteers are at the heartbeat of everything we do, but like so many in our sector, recruiting new volunteers is a challenge. People live busy lives in today's society and ever since 2020, there has been a noticeable decline in post-pandemic volunteering which could affect programme delivery in the future.

Despite these challenges, we are committed to proactive planning, collaboration, and innovation to ensure that we continue to deliver meaningful support where it is needed most.

9.3 Calls to action

Our work is only possible because of people like you. As we look to the year ahead, we're asking you to stand with us once again.

Here's how you can help



Donate:

Every cent counts. Your contribution helps us provide direct support where it's needed most.



Volunteer:

You have plenty to offer. Share your time or skills, whether it's helping out at events, supporting admin work, or lending your expertise.



Fundraise:

There's so much you can do. Host a coffee morning, run a 5K, or get creative to raise funds and awareness.



Partner with Us:

Local businesses, schools, and community groups play a vital role in helping us reach more people.



Tell somebody :

Pass on our message. Follow us online, share our story, and tell a friend about our work.



With your help, we can continue to bring opportunity and knowledge to those who need it most. Visit femmyofoundation.com to learn more or get in touch. Thank you for being part of our journey.



Contact us

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