ABW Impact Accelerator Program

Challenges for Nonprofit Organizations

With decades of effort, only [17% of the Sustainable Development Goals (SDGs) are on track](#), with just five years left to achieve them. The scale of the challenge is huge: 3.16 billion people cannot reach a healthcare facility within an hour's walk, over 4.4 billion in low-income countries lack access to safe drinking water, and climate change has inflicted $525 billion in losses on the world's most vulnerable economies in just two decades. Meanwhile, the economic cost of plastic pollution reaches up to $19 billion each year. **Analytics for a Better World (ABW)'s last three years have shown that applying analytics can play a crucial and accelerating role in combating these challenges, we see much potential and opportunities for positive impact.**

At the same time, the context for mission-driven organizations is tough: funding is under increasing pressure, with major donors like USAID and the EU reducing their support. This means nonprofits should do more with less, whilst the complexity and urgency of global challenges grow. Simultaneously the [speed of AI developments](#) is increasing. Yet, most nonprofits lack the skills ([3.5M data for social impact jobs are needed](#)), tools, and [capabilities](#) to harness these technologies.

Especially for mission-driven organizations, a major barrier is the significant disparity in access to, use of, and ownership of digital technologies, limiting equitable participation and the realization of technology's potential benefits. Common challenges for mission driven organizations include inconsistent or fragmented data collection, weak data governance, and weak data quality. These organizations often hold valuable data but lack the resources and expertise to harness it full potential, limiting their ability to make evidence-based decisions.

Analytics and data science offer a path forward. Organizations that prioritize data-driven innovation are [four times](#) more likely to achieve their goals, and every dollar invested in data systems can yield a thirtyfold return in social value ([an ROI of US$32](#)). **The opportunity is clear: we cannot afford to leave the power of analytics untapped. If we fail to act now, we miss a big opportunity to help millions more people in need, and the world will miss its chance to achieve the SDGs. We believe applying analytics to accelerate our progress promises substantial potential.**

ABW is transforming how mission driven organizations leverage data science to amplify their social impact. Our vision is clear: unlocking the potential of analytics for people who make the world a better place.

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*Traditional approaches are falling short. The **Impact Accelerator Program** offers a game-changing opportunity to embark on a data-driven journey to maximize impact.*

Our Story

Analytics for a Better World (ABW) is a non-profit organization that collaborates with mission-driven organizations worldwide to use cutting-edge analytics and data science to maximize their impact. Founded in 2022 by the University of Amsterdam (UvA) and ORTEC, ABW harnesses academic and industry expertise to bridge a crucial gap: while analytics and AI have revolutionized business, their transformative potential for social good remains largely untapped in the nonprofit sector.

Over the past three years, ABW has delivered substantial improvements across diverse sectors. For example, our work with The Ocean Cleanup **increased plastic collection rates by over 60% and halved the time and cost to reach their mission. ABW's analytics have saved billions in climate adaptation, expanded healthcare access for hundreds of thousands** in countries such as Timor-Leste, Kenya, Armenia and Vietnam, and **vastly improved pandemic response for millions** in Nepal with the World Health Organization. Beyond projects, **we have trained hundreds of nonprofit fellows and built a thriving community of changemakers.**

In the past three years, we've proven that analytics can unlock powerful, measurable impact for nonprofits. From strengthening community health programs to informing crisis response strategies, our work has demonstrated that data, when used with intention and equity, is not just a tool—it's a catalyst for change.

Now, we stand at a pivotal moment. The foundation has been laid, the potential is clear, and the demand is growing. What lies ahead is an opportunity to scale this impact more strategically, more inclusively, and more sustainably. **We are dreaming big: by 2035, we will have created a worldwide movement, where every nonprofit can harness the power of analytics and AI to deliver transformative, scalable impact on society's biggest challenges, accelerating progress towards the SDGs and improving the lives of hundreds of millions.**

The Potential of Analytics for Nonprofits

Data analytics is the process of examining raw data to derive meaningful insights and make informed decisions. It involves collecting, cleaning, and interpreting data using various statistical, machine learning and optimization techniques. Insights gained through analytics can be used to optimize processes, predict trends, and increase efficiency and achieve impact.

Analytics offers nonprofits the ability to:

- **Optimize decision-making. How?** For example, a nonprofit focused on food security uses analytics to determine which neighborhoods have the highest rates of food insecurity. The insights gained through analytics help leadership decide where to open new food distribution centers, ensuring efforts are targeted to areas of greatest need.
- **Predict and respond to emerging trends**. **How?** For example, a local nonprofit focused on youth leadership analyzes data from social media, local statistics, and school performance to identify communities at risk of increased youth disengagement. This allows them to proactively launch intervention programs before problems escalate.

- **Improve resource allocation and transparency, enhancing efficiency**. **How?** For example, an organization working on disaster relief uses real-time analytics to track inventory and delivery of supplies during emergencies. This minimizes waste, prevents stockouts, and enables more accurate reporting to donors on how resources are being used.
- **Achieve impact at scale**. **How?** A global health nonprofit uses data from multiple regions to identify which vaccination campaigns are most effective. They apply machine learning to forecast demand, streamline logistics, and replicate successful models in other countries—significantly increasing the number of lives protected.

Analytics as a Solution - Case Study
Delivering Emergy Food Aid After Climate Disasters Occur
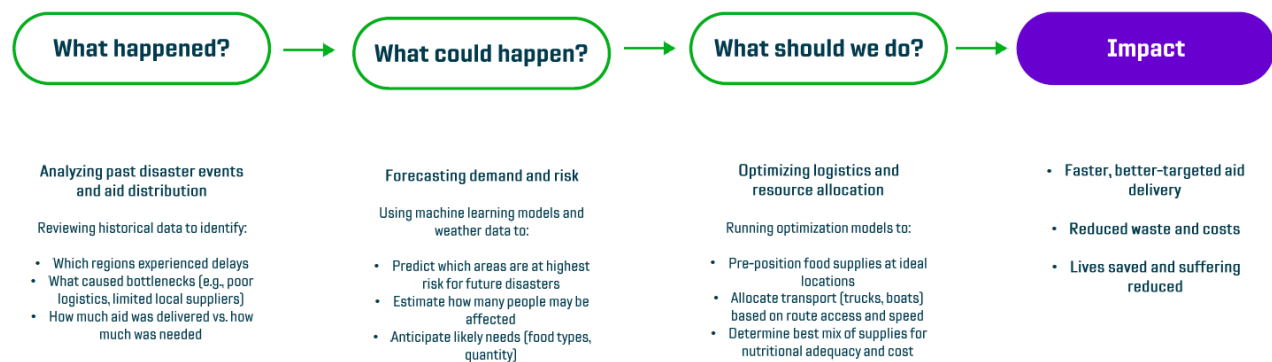
Data analytics— the process of cleaning, analyzing, and interpreting raw data using statistical and machine learning techniques—is no longer a 'good to have' for nonprofits. It's a necessity.

ABW Impact Accelerator Program – A Solution

The **ABW Impact Accelerator Program** is a gateway to expert *networks, tools, and training* designed to accelerate progress toward the SDGs through data and analytics. The **Impact Accelerator Program** unlocks the potential of analytics for mission driven organizations, to support reaching the SDGs. Whether focused on healthcare (SDG 3), climate change (SDG 13), or clean water (SDG 6), the **ABW Impact Accelerator** helps mission driven organizations unlock the potential of analytics, ultimately accelerating their impact.

The program has two goals:

1. **Solving a challenge** in alignment with the organization's mission using analytics;

2. **Building long-term analytics capabilities** within organizations to ensure that future challenges can be addressed by organizations themselves in a sustainable manner.

The Impact Accelerator Program

The **ABW Impact Accelerator Program** is structured in four phases, organized in sequential order, for a period of 14 weeks, in the period January 19-April 30 2026[1]. The program takes a two-pronged approach: **direct analytics support** and **organizational capability development**. Organizations that join the program have access to hands-on support, state-of-the-art tools, and ABW's purpose-driven global network.

Phase 1: Application Process and Selection of Cohort Applications
25September 2025 - 10 December 2025
The journey begins with identifying bold, mission-driven organizations ready to harness the power of analytics to accelerate their social impact. Phase 1 focuses on finding the right partners and teams committed to solving real-world challenges and that are eager to build sustainable data capabilities.

Program Costs and Support
The ABW **Impact Accelerator Program** is designed to be inclusive and accessible for mission-driven organizations tackling some of the world's most pressing challenges. We recognize that nonprofits often face (financial, technical, and human) resource constraints are and have therefore structured the program to maximize impact while minimizing financial barriers.

For the 2025-2026 cohort, **five organizations** will be selected to participate. The total value of participation per organization is estimated in **€120.000**. We understand that some organizations may have the ability to contribute resources toward their participation. Therefore, **we ask all applicants to indicate in their application whether they can allocate funding or in-kind contributions**, such as access to existing technology infrastructure.

While ABW may be able to offer (full or partial) sponsorship to selected organizations, this will be determined during the selection process based on need, commitment, and the potential for impact. Indicating your organization's ability to contribute, whether in-kind[1] or financially, will help us allocate support where it is most needed and build a cohort that is both diverse and deeply engaged.

What do we mean by *right* partners and teams? Whether you're already experimenting with data or just beginning your journey, this is your opportunity to unlock new potential. We'll guide you through a clear and collaborative application process. You don't need to have everything figured out; what matters most is your commitment, your openness to learning, and your drive to create meaningful change.

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[1] The Phase 2 and 3 of Impact Accelerator Program last 14 weeks (January 19th – April 30th 2026). The fourth phase focused on positioning and visibility is has no time bound

Co-investment demonstrates organizational commitment, fosters ownership, and strengthens internal momentum for data-driven change. Most importantly, it lays the foundation for sustainability beyond the program, helping organizations continue to build and apply analytics capabilities long after program ends.

Here's how the application process works:

Step 1: Get Ready

Are you a mission-driven organization ready to harness the power of analytics to scale your impact? Great! We're looking for bold, passionate teams working on real-world challenges who are eager to learn, collaborate, and innovate.

Before applying, take a moment to check that:

- Your **leadership team** is fully behind this initiative and excited about joining;
- Your organization is **committed** to growing your data and analytics capabilities;
- You can bring a **real, impactful challenge directly contributing to accelerating your mission** and the SDGs. A challenge is a real-world problem the organization is facing. It should be:
    - Specific
    - Impact-oriented
    - Relevant to the organization's mission
    - Framed in a way that invites solutions
    - It can be approached with an analytical or AI solution
- The focus of the challenge in one or more **Low- and Middle-Income Countries** (LMICs);
- You want to **use advanced analytics** (predictive, prescriptive) or **AI** to make a real difference;
- You have a **multidisciplinary project team** (and supporting stakeholders) ready to join the program, ensuring effective knowledge transfer and sustainability;
- You're open to sharing a brief update 3–6 months after the program ends, so we can understand what **changes** the Impact Accelerator helped trigger in your organization.

Step 2a: Explore What's Possible – Join an Inspirational Online Session

Now that you've confirmed your organization is ready to take this next big step, it's time to spark your imagination and deepen your understanding of what's possible. Before you apply, we invite you to attend a dynamic online session where mission-driven teams like yours can explore how data, advanced analytics, and AI are being used to solve real-world problems across the globe. This session is designed to inspire and inform, helping you shape a compelling, impact-driven challenge that aligns with your mission.

The inspiring online session designed to help you[2]:

- Understand what kinds of challenges can be addressed using data, AI, and optimization in the nonprofit context;
- See real examples of how mission-driven organizations have used analytics to:
  - Optimize program delivery and logistics using geospatial analytics;
  - Analyze large volumes of unstructured text data to improve service quality;
  - Use machine learning models to forecast needs and design scalable interventions;
  - Explore case studies from ABW, including:
    - Improving healthcare access in Timor-Leste and Vietnam
    - Increasing plastic collection efficiency with The Ocean Cleanup
    - Enhancing pandemic response using AI-powered tools in Nepal

This session is open to all prospective applicants and is especially valuable for teams still refining their challenge ideas or exploring how analytics could apply to their work.

Step 2b: Submit your application by October 24th (yes, it is simple and fun!)[3]

Our short and friendly online application form will open on **September 25th**, with a submission deadline of **October 24th**: be sure to apply on time! **Due to the limited number of spots in the program, we strongly encourage you to apply as early as possible, as selections will be made on a rolling basis.**

There's no need to wait until the form is live to get started: we've listed below the information we'll request so you can begin preparing in advance.

- Your organization's mission and focus areas
- A brief description of how analytics are currently used in your organization, and how joining this program could potentially advance your organization's mission
- Description of the challenge that you would like to solve
- Why now is the right time to act
- Who will be on the project team
- Letter of support from leadership
- What capabilities you need (optional)
- Contribution in-kind (if any)
- Financial contribution (if any)

Bonus points for bold ideas, focus on scalability, and collaborative spirit!

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[2] The session will be held online. The date and time of the session will be established when the program is launched, and it will be shared with interested organizations

[3] Please check the information included in Annex 1 where we describe what is required from nonprofits

Step 3: We Review and Select

Our team will carefully review all applications with the help of our global network of experts. We'll convene a selection committee composed of experts from our global network spanning different geographies, sectors, lived experiences, and areas of expertise. **This diversity is intentional: we believe it leads to more effective, innovative, and just decisions.**

Applications will be assessed against a set of criteria, focusing on potential for impact, feasibility of the proposed challenge, and organizational readiness to engage. We'll also give consideration to equity, diversity, and inclusion, recognizing the importance of amplifying voices and solutions from underrepresented communities, particularly those based in LMICs.

Shortlisted organizations will be invited to a virtual conversation, giving us the opportunity to learn more about your team and ambitions, while also giving you the chance to ask us questions and explore how the program can best support your goals.

Step 4: Join the Cohort!

We'll invite a diverse, mission-aligned group of organizations to join the Impact Accelerator Program. Your journey begins with an energizing onboarding session: an opportunity to connect with fellow participants, meet our network of experts, and get inspired by the collective ambition. While the program starts on January 19th, 2026, we'll host a few early sessions in **November** to kick-start the work, build relationships, and ensure everyone is aligned and ready to hit the ground running in January.

The goal of Phase 1? **It is more than applying for the program; it's about aligning vision, ambition, and readiness. We're looking for organizations working on critical issues that are motivated to embed analytics into their DNA.**

Phase 2: Solve a Challenge Using Analytics & Strengthen Organizational Capacity
19 January 2026 – 17 April 2026

Once selected, each organization will embark on a structured journey to tackle one of their most pressing challenges using analytics. **This is not meant to be a theoretical exercise: from day one, you will collaborate closely with our network of analytics and AI experts to move your challenge from *idea* to *actionable solution*.** We start by conducting a 'Baseline' to identify the greatest needs and to be able to track change once the program has been completed.

Based on the outcomes of the baseline, and taking the challenge as a concrete opportunity to drive change, we co-create a roadmap for growth that aligns with your organization's strategy: we believe that as much as possible the use of analytics should be linked to the mandate of the organization as this increases the likelihood that over time it is seen as the standard way of operating and as an enabler of the organizational strategy.

Our ambition is not to just solve one problem, but to build long-term capabilities, ensuring that changes and skills sustain beyond the program. To do this, we help set up the systems, teams, and skills needed to continue using analytics beyond the **Impact Accelerator Program**. Based on your organization's needs and the outcomes of the data maturity scan, we co-design a tailored capability-building roadmap. This may include training, leadership alignment, team upskilling, and support with tools and systems.

If the challenge is addressed by co-designing and developing a digital solution (e.g., a software tool, predictive model or a chatbot), we will collaboratively create a clear action plan for its maintenance and potential scale-up. We do not want to "*reinvent the wheel*" so we also explore opportunities to position the solution as a digital public good. This means ensuring that the technology, where appropriate, is accessible to and reusable by other organizations facing similar challenges, therefore maximizing collective impact and enabling the nonprofit sector to build on shared progress.

In this phase, we work closely with you to co-develop practical, high-impact solutions to the challenge identified in Phase 1. Experts from the **Impact Accelerator Program** will be deeply involved (often working nearly full-time) to support your organization throughout the process. While we don't expect your team to be fully dedicated to the project, active engagement is essential. **Your availability to validate assumptions, provide insights, and collaborate meaningfully with the project team will be key to designing a solution that is not only effective but also relevant, feasible, and sustainable within your organizational context.** Just as important as solving the immediate challenge is strengthening your internal capacity to continue leveraging data and analytics well beyond the program: our focus is on embedding skills, systems, and practices that enable long-lasting change, ensuring that analytics becomes a core driver of your organization's impact over time.

Main activities in this phase include:

- Assess the current and future analytics maturity of your organization;
- Collaborate with research and industry experts to solve the selected challenge by applying analytics together;
- Equip your organization with the necessary analytics capability, advanced data science skills and a tailored strategy to grow into a data-driven nonprofit;
- Training in leadership positions to lead the change and transformation towards a data-driven nonprofit;
- Hands-on training for staff to execute data science projects themselves.

The goal of Phase 2? **To make analytics a lasting part of how your organization creates impact.**

Phase 3: Learning Together and Closing the Program
20 April2026 – 30 April 2026

Change doesn't happen in isolation. It happens when we learn, reflect, and grow together.

Phase 3 is a moment to pause, reflect, and share. As we close the program, we come together as a cohort to consolidate learnings, celebrate progress, and explore how each organization's journey contributes to broader impact. This is more than a wrap-up; it's a space to distill what worked, what didn't, and what's next, both individually and collectively.

In this phase, we host an interactive learning and reflection session that brings together all participating teams, experts, and facilitators. In this session you'll hear how others approached their challenges, what insights they gained, and how they plan to move forward. These conversations foster peer-to-peer learning, helping everyone leave the program not just with a solution, but with a stronger understanding of how to lead data-driven transformation in the impact space.

We also support each organization in articulating their key takeaways and lessons learned insights that will feed into Phase 4's storytelling and thought leadership activities.

Main activities in this phase include:

- Participating in a reflection and learning session with the cohort and expert community;
- Sharing your journey, solution, and lessons learned in a collaborative environment;
- Engaging in peer learning to surface cross-cutting themes, common challenges, and strategies for sustainability;
- Identifying the next steps to continue your analytics journey beyond the program;
- Preparing key insights and takeaways to inform storytelling and dissemination in Phase 4.

The goal of Phase 3? **To transform experience into insight, capturing what we've learned, building community knowledge, and setting the stage for ongoing growth, collaboration, and impact**.

Phase 4: Sharing Your Story – Showcase Impact to Drive Change
No time bound

In Phase 4, we focus on transforming analytics success into compelling stories that inspire action and build momentum. By crafting compelling narratives grounded in data and real-world outcomes, you'll help build credibility, attract support, and inspire broader adoption of analytics for good. Whether through blogs, videos, case studies, or speaking engagements, your story becomes a catalyst, showing what's possible and helping shape a more data-driven, mission-aligned future for the sector.

We work closely with each organization and as a cohort to translate complex analytics into accessible narratives that resonate with funders, partners, and communities. Whether it's optimizing healthcare access, improving climate resilience, or enabling clean water delivery, the goal is to demonstrate the tangible, human-centered impact of data.

By amplifying these stories across our global network, we increase the visibility of your organization, build credibility with donors, and advocate for analytics as a powerful tool for social change. These stories

become proof points for what's possible, helping attract new resources, build stakeholder trust, and inspire others to adopt similar data-driven approaches.

Main activities in this phase include:

- A challenge highlighting the analytics approach, and impact;
- Joint visibility through ABW's global platforms, publications, and events including opportunities to showcase your work across our international network;
- Exploration of research opportunities that if materialized could result in the development of case studies or academic publications;
- Positioning your organization as a thought leader in analytics for social good, enhancing visibility and credibility with donors, researchers, and future collaborators;
- Peer learning and storytelling sessions within the ABW community.

The goal of Phase 4? To amplify impact by turning insights into influence. This phase is about sharing your story — not just what you did, but why it matters.
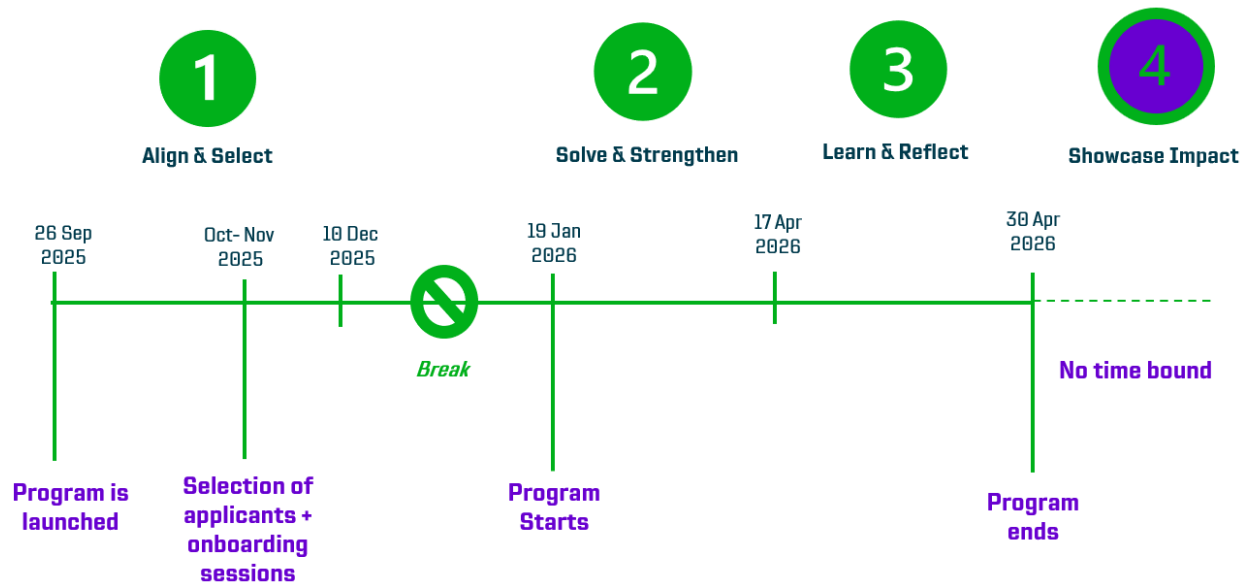
Possible research track (optional)

We pride ourselves on bringing academia, the private sector, and nonprofits together to co-create sustainable, high-impact solutions. If when solving the challenge and learning together (Phases 2 & 3) research questions emerge, this can be taken beyond the **Impact Accelerator Program**. **Adding a research dimension can not only deepen the understanding of the problem but also generate evidence-based insights that can inform decision-making within your organization and beyond.** It creates opportunities to document learnings, evaluate outcomes rigorously, and contribute to broader knowledge in the field, amplifying the impact of your work and enabling others to benefit from your experience.

By capturing rigorous, evidence-based insights from your analytics challenge, your organization can go beyond internal learning to shape external perception. When research is conducted, the resulting insights can be translated into case studies or academic publications, positioning your organization as a leader in data-driven social innovation. Publishing in respected academic journals or being featured in university curricula (such as the University of Amsterdam's Advanced Analytics for a Better World course) extends your visibility to global audiences, including future practitioners, researchers, and potential partners. This builds your credibility within both academic and practitioner communities and reinforces your role as a thought leader advancing analytics for social good.

The Impact Accelerator Program at a Glance

Impact Accelerator – Timeline

1 Align & Select
2 Solve & Strengthen
3 Learn & Reflect
4 Showcase Impact

| 26 Sep 2025 | Oct- Nov 2025 | 10 Dec 2025 | *Break* | 19 Jan 2026 | 17 Apr 2026 | 30 Apr 2026 | No time bound |

Program is launched

Selection of applicants + onboarding sessions

Program Starts

Program ends

How will the Impact Accelerator Program Drive Change?

Our Approach

At ABW, we believe that data science alone doesn't create impact—people do. That's why our approach is rooted in deep collaboration, long-term capability strengthening, and a relentless focus on real-world outcomes. We don't just deliver analytics solutions; we help organizations embed them into their DNA.

We bring together nonprofit leaders, data scientists, academics, and corporate professionals in a dynamic ecosystem where knowledge flows across sectors and disciplines. By fostering and nurturing this community, we ensure that good practices, innovative tools, and proven methodologies are not just shared but applied meaningfully in context. We provide hands-on support, open-source tools, strategic advice, proven methodologies, and customized training.

What are our key principles of our approach?

- **Co-creation**: We work with organizations, not for them, ensuring ownership, reducing 'guesswork', applying contextual relevance, and focusing on sustainability.
- **Dual focus on applying analytics and increasing capability**: Each project solves a high-impact analytics challenge and builds the internal skills and systems needed for lasting transformation.
- **Agile and iterative**: We use a flexible, step-by-step way of working on data science projects. We build and test small pieces of work quickly, get feedback often, and keep improving until the solution works well to remain flexible, responsive, and outcome oriented.
- **Collaboration**: Every actor in the ecosystem brings an essential piece of the puzzle. Mission driven organizations bring the challenge and the data, businesses bring their expertise in implementing analytics solutions and capability, and researchers bring their ability to find new models and solutions to the new and big challenges we face. Together, we find solutions and create long-lasting change.
- **(Scalable) Impact focused**: We don't apply technology for the sake of it, we apply it for impact. And we focus on solutions that contribute significantly to accelerate the mission of nonprofits.
- **Equity, diversity and inclusion**: We believe that equitable access to data and technology is essential to creating meaningful, sustainable impact. Our work centers on amplifying voices and solutions from underrepresented communities, especially in LMICs. We intentionally designed the Impact Accelerator Program to be inclusive: removing barriers to entry, supporting localized solutions, and building capacity where it is most needed. We recognize that diversity—in perspective, geography, gender, experience, and expertise—is a strength that leads to more effective, innovative, and just solutions. Consequently, inclusion isn't a side goal: it's embedded in how we co-create, how we build partnerships, and how we define success.

How Will We Carry Out the Work?

By combining short-term project outcomes with long-term capacity strengthening activities, we ensure that change is sustainable and scalable. This approach not only addresses immediate needs but ensures lasting digital transformation.

We will:

- Host inspirational sessions to structure and scope your organizations' challenge;
- Use research and industry proven methodologies to go from an idea to impact (scoping workshop, research methods, agile data science development process);
- Count on the support of data science experts from academia and business;
- Contribute to the development of staff through leadership and technical training.

What results will the ABW Impact Accelerator Bring to Your Organization?

By participating in the **ABW Impact Accelerator,** your organization will:

- Develop organizational self-sufficiency in data and analytics
- Have the ability to launch high-impact, data-informed initiatives with measurable outcomes
- Build trust with stakeholders through transparency and accountability
- Create replicable, scalable solutions for broader system impact
- Increase your ability to use data strategically for better decisions and operational efficiency
- Create systemic change by embedding analytics into the DNA of your organization

*Organizations joining the **Impact Accelerator Program** work with world-class experts, connect with fellow changemakers, and gain the momentum needed to scale your solutions.*

We are offering more than resources. We are offering a partnership in impact.

Annex 1: Requirements for Nonprofits

To ensure the success and sustainability of each project, participating organizations should demonstrate the following:

1. **Organizational Readiness & Strategic Alignment**
   a. Clear commitment from leadership to embed data and analytics into the organization's mission and operations.
   b. A challenge that aligns with the organization's core mission and has strong potential to accelerate progress on one or more SDGs.
   c. Strong interest in building long-term internal analytics capabilities, beyond solving a one-off problem.

2. **Minimum Skills and Expertise**

Project Team: A multidisciplinary project team ready to participate actively throughout the program, including:

   a. A program/operations lead with deep knowledge of the mission area.
   b. Minimum 2 staff members with analytics literacy - this means team members who are comfortable working with data. Typical profiles may include: Data Analysts, M&E Officers, Statisticians, Program Evaluators, or staff with training in Excel, Power BI, Python, R, or other analytics tools. *They do not need to be advanced data scientists but should be capable of engaging with technical work and contributing to project development.*
   c. A decision-maker or leadership representative to ensure alignment and enable change.

Openness to learning: Willingness to learn, adapt, and integrate new tools and practices into daily operations.

3. **Time Commitment: On average, participating organizations should allocate:**
   a. **Phase 1 (October-December 2025) – Application & onboarding**
      ~3 hours/week per team member (application preparation, team coordination, onboarding sessions)
   b. **Phase 2 (12 weeks) – Challenge delivery & capacity building**
      ~6-12 hours/week per team member
      i. Weekly working sessions with ABW and experts
      ii. Hands-on collaboration (e.g., co-developing solutions, data sharing, validation)
      iii. Participation in tailored training (leadership & technical)
      iv. Internal coordination with stakeholders
   c. **Phase 3 (2 weeks) - Learning Together and Closing the Program**
      ~2,5 hours per team member
      i. Learning & Reflection session
   d. **Phase 4 – Sharing insights & visibility**
      ~2 hours/week (for 2 months post-project)
      i. Co-create storytelling materials, impact briefs, or case studies
      ii. Contribute to cohort peer learning and knowledge sharing
      iii. Participate in global dissemination activities (optional)
   e. **3-6 months after the program ends:** ~3 hours to share so we can understand what changes the Impact Accelerator helped trigger in your organization

Annex 2: Step-by-Step Journey Through the ABW Impact Accelerator

To truly understand how the ABW Impact Accelerator Program works, we believe it's more powerful to show than just tell. That's why we're walking you through the program using a real-world-style example, one that brings each phase to life in concrete terms.

Rather than outlining the Impact Accelerator Program abstractly, this step-by-step journey follows *AquaReach Uganda*, a fictional nonprofit with a very real mission: to bring safe drinking water to underserved rural communities in East Africa. By highlighting their path through the Impact Accelerator Program, we demonstrate how organizations like yours can go from a complex data challenge to a sustainable, scalable solution — with support at every step from ABW's global network of experts.

Let's follow AquaReach Uganda as they navigate the ABW Impact Accelerator, from defining their challenge to amplifying their story on a global stage.

Mission: Provide safe drinking water to underserved communities in rural East Africa.

Challenge: Determine the most effective locations to install new water filtration units across Northern Uganda, considering population needs, water quality, and logistics.

Phase 1: Apply and Join the Program (Timeline: 25 September – 10 December 2025)

1. Submit Your Application by October 26th (remember that we will review applications on a rolling basis, so we encourage organizations to submit their applications as soon as possible once the window is open)

AquaReach Uganda learns about the ABW program through a webinar. They:

- Define their challenge: "Where should we place water filtration units in Northern Uganda to serve the most people efficiently?"
- Gather their core team (Operations Lead, M&E Officer, and Program Manager)
- Write a short application, include a letter of support from their Executive Director, and indicate they can offer access to GIS data and basic analytics capacity
- The confirm that they cannot allocate financial resources to the program

2. Participate in Virtual Interview

ABW reviews AquaReach Uganda's application and invites them for a conversation. They discuss:

- The organization's mission and analytics readiness
- Details about the challenge and team structure
- Their openness to learning and building internal capacity
- Their availability to participate actively in the program

3. Accepted into the Program

AquaReach Uganda is selected as one of five organizations to join the ABW Impact Accelerator Program. ABW fully funds their participation. AquaReach Uganda's team joins a welcome orientation and meets other cohort members during pre-program onboarding sessions in **November-December 2025**.

Phase 2: Solve a Challenge & Build Capabilities (Timeline: 19 January– 17 April 2026)

1. **Week 1–2: Kick-off & Scoping**

- Attend a Challenge Scoping Workshop with ABW mentors and data experts
- Together, they refine the problem: "Optimize the placement of 25 water units to maximize reach while minimizing costs"
- ABW conducts a Baseline Data Maturity Assessment: AquaReach Uganda has GPS-tagged well locations, census population data, and limited internal data cleaning capacity

2. **Week 3–4: Co-Design the Roadmap**

- AquaReach Uganda and ABW co-develop a solution roadmap:
    o Data gathering & cleaning
    o Use of geospatial analytics & route optimization
    o Develop a prototype tool for decision-making
    o Train AquaReach Uganda staff on the tool and process

3. **Week 5–10: Develop the Solution + Train the Team**

- Weekly agile development sprints begin
- AquaReach Uganda and ABW work together to:
    o Merge data on population, roads, water sources
    o Apply optimization algorithms to find the best filtration unit locations
    o Build a simple dashboard for planning and decision making
- Capacity Strengthening activities include:
    o Dashboard training for the operations team learns how to use the dashboard geospatial mapping training for M&E Officer
    o Leadership training to embed a data-driven culture

Week 11–12: Finalize Solution & Sustainability Plan

- The tool is tested, finalized, and shared across the organization
- ABW supports AquaReach Uganda in:
    o Documenting results
    o Creating a sustainability roadmap
    o Identifying internal data champions
- AquaReach Uganda prepares for Phase 3: sharing their learnings

Phase 3: Learning & Reflection (Timeline: 20–30 April 2026)

Reflection & Learning Cohort Session

- AquaReach Uganda shares their journey: "We went from rough Excel files to a real-time tool guiding $200K in infrastructure investment"
- Learnings exchanged with peer organizations tackling challenges in areas like healthcare and education
- Team reflects on key enablers, challenges, and future priorities

Internal Lessons Captured

- AquaReach Uganda captures takeaways like:
  - Importance of data governance
  - Upskilling frontline staff
  - The value of cross-functional collaboration

Phase 4: Share and Scale Your Story (No fixed time – ongoing support)

1. **Amplify the Impact**

- ABW and AquaReach Uganda co-author a case study on the solution
- The tool is published as a Digital Public Good, reusable by other water nonprofits
- AquaReach Uganda presents their story at ABW's annual showcase event
- ABW and AquaRech identify a research question that can be answered through in partnership with the University of Amsterdam

2. **Visibility and Partnerships**

- AquaReach Uganda is featured in an article in a development journal
- The story inspires a funder to support Phase 2 rollout in Kenya
- The organization is invited to co-lead a session on analytics in WASH at an international conference

By the end, AquaReach has:

- A working, data-driven solution to optimize water distribution
- Internal capacity to replicate and maintain the system
- Increased credibility and visibility in the global social impact space
- A clear roadmap for scaling their solution to more regions
- A role in a global community of changemakers using analytics for good

Ongoing, and applicable throughout the program

- Bi-weekly check-ins with ABW mentors and technical experts

- Access to tools, templates, and ABW global network
- Cross-learning opportunities with other cohort members