



IMPACT REPORT 2024

We create platforms, activate people as agents of change, and scale verified impact.

“ATMA AMPLIFIES LOCAL BRILLIANCE.”

CELEBRATING 8 YEARS OF IMPACT

Friends,

The challenges that we collectively face convince us more than ever that the world needs more ways to unleash the agency of people, especially in communities that have been underestimated.

In April, Atma Connect turned 8, and we would like to take a moment to look back and look ahead.

As you will see in this impact report, 2023 was a year of significant growth for Atma Connect; we concluded major projects including five years supporting civic engagement in Indonesia via the USAID / FHI 360's Madani project. Atma has now reached 13 million people. I'm very proud of our team for doing a terrific job under difficult circumstances and pivoting to serve millions of people during the pandemic with crucial information, hundreds of hours of radio and video segments, and even free telecounseling with trained specialists.

In 2024, we are underway on vital new projects, and we can't wait to show you what our small yet mighty team will achieve this year and beyond! Recognizing the brilliance of people has always been Atma's mission, and we believe it is growing more important. We are animated by the idea of a "Plentiverse," a new infrastructure for society and economy that lets everyone be a changemaker, so we can co-create a more connected, resilient future.

Thank you to Atma's Board of Directors and the Atma team for their energy, integrity, and commitment. A big round of applause to our valued donors and partners who help us to keep this work going. And a special shout out to the communities we are privileged to partner with who are lighting the way to the new world we are ready for.

Warmly,

Meena Palaniappan
Atma Connect CEO



LIFTING PREVIOUSLY UNHEARD VOICES



Sri Sulistiyani

Director, LGPP - Women Care Movement Institution, East Java

"Stories about empowering movements come from stories about ideas that were put into realization. I believed that sharing good practices helps the public to be aware that they have many choices to do good, and writing on AtmaGo has no cost and is ad-free."



Melynda Dwi Puspita

1st place winner, Atma writing contest on Neighbors Helping Neighbors, warga bantu warga

"I joined this writing contest to spread good news to the world. Atma enables communities to amplify their voices and aspirations, and inspires their creativity. I am proud to be part of this."

EARNING RECOGNITION AS A TRUSTED SOURCE



Hans Antlov

Chief of Party, MADANI-FHI360

Civic Engagement and the AtmaGo platform

"In the past two decades, a new trend has emerged, characterized by mutual collaboration between the Indonesian government and citizens. With millions of users, AtmaGo has become one of the most trusted sources for promoting evidence-based policymaking."

ENVIRONMENTAL WORK WITH COMMUNITIES IN THE U.S.

Atma has long been a catalyst for enabling community members in Indonesia to take action on environmental projects such as beach clean ups and mangrove planting. Now we are working with community-based environmental justice organizations across the U.S. to tap into resources, namely technical assistance and federal grants.

Project: Platform and community engagement provider for the Environmental Protection Agency's Thriving Communities Technical Assistance Centers
Five-year project in partnership with the Institute for Sustainable Communities.

"The Institute for Sustainable Communities is excited to partner with Atma Connect, which has a strong track record creating equity-centered, web-based platforms that reach last-mile communities, enable localization, and drive support and funding to smaller organizations."



Sonia Joshi, US Programs Director, IEC



EXPAND OUR IMPACT IN PUERTO RICO



One of our goals was to expand our activities in Puerto Rico, where Atma has been active for several years building community networks. We are now performing work under a grant from the U.S. Environmental Protection Agency to raise community awareness of water contamination stemming from failing septic systems on the island.

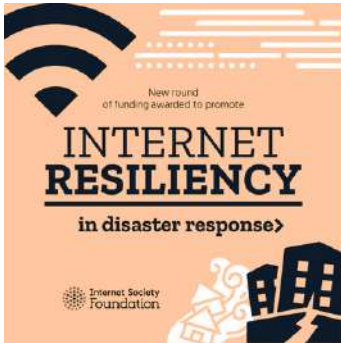
Project: Grassroots Leadership, Education, and a Safe Water Quality Network in Puerto Rico
Two-year program via the the Environmental Justice Collaborative Problem Solving Cooperative Agreement (EJCPS)

Collaborative Problem Solving

"We are excited to work together to address a key unmet need in Puerto Rico to build awareness of water quality issues. We plan to engage residents in septic system testing, and improve water quality through helping residents and small water systems identify threats to water quality and implement solutions, including helping people obtain the resources needed to upgrade septic systems."

*Luz I. Ortiz Barrientos, President,
Asociación Enlace Asuntos Comunitarios de Sabana Seca*

DEEPEN OUR DISASTER RESILIENCE WORK



We help people prepare for, respond to, and prevent disaster.

Atma has been instrumental in promoting mutual aid in Indonesia and Puerto Rico, and strengthening community resilience through community-based disaster alerts and citizen journalism trainings.

Project: Two-year project via the Internet Society Foundation to build a resilient internet capability to ensure internet access to disaster-prone communities in Indonesia.

“As a volunteer, I find AtmaGo really useful in helping me input data, for example, to understand which disaster coordination posts don't have clean water. The data I upload also helps humanitarian agencies work on recovering from quakes, tsunami, and liquefaction impacts.”



Martasono, Volunteer, Association of Islamic Students (HMI), Indonesia

“At Atma Connect, we are committed to helping communities on the front lines of disaster be more resilient, and we're excited about the transformative potential when communities have Internet access that can withstand disaster and can use it during a crisis to help neighbors, save lives, and reduce losses.”



Meena Palaniappan, CEO, Atma Connect





WOMEN AND ECONOMIC EMPOWERMENT

BUILDING FUTURES, TOGETHER

We initiated a program to energize locally led change by empowering women entrepreneurs. Atma “trained the trainers” and is now training 240 women entrepreneurs who live in areas of low digital literacy to use online tools so their businesses can thrive.

Project:

Digital Transformation for the Development of Women’s Small Businesses. 24-month effort, known as SCILLS, funded by the Internet Society Foundation



“I am very happy that my small shop is now on Google Maps and has a catalog on WhatsApp, making it much easier for customers to see my products. This has significantly improved my business visibility. Thank you for helping me set this up. Your support has truly made a difference in my business.”

Mrs. Mae, entrepreneur, Cigoong Village, Walantaka sub-district, Indonesia



“We fully support this initiative as it will undoubtedly boost the local economy. The community here has primarily been selling to neighbors and has not yet tapped into the vast potential of the digital market.”

Khoirunissa, Village Secretary, Luwuk, Gunung Sari-sub-district, Indonesia

ENERGIZE CLIMATE ACTION

Communities everywhere on AtmaGo are energizing climate action, whether it is planting mangrove trees that mitigate both carbon and sea level rise, or creating car-free day campaigns – local people are taking action and Atma is there to support them.

We are working with a new partner in the U.S. -- Pachamama Alliance brought Atma onboard to develop learning and sharing tools for its worldwide climate action network. We also have been engaged in creating Earthshot Initiatives as part of a gathering of Climate Leaders from around the world to move towards more comprehensive and effective climate action. The organizers framed these Earthshots as “shifting the world from human supremacy to Sacred Reciprocity with Earth, one another, and all of life.”

In addition, Atma is exploring joint activities with Ashoka, the largest network of social entrepreneurs, to engage spiritual organizations in coordinated carbon-reduction efforts. Atma CEO Meena Palaniappan is an Ashoka Fellow.



“We saw AtmaGo campaigns in Lombok or Palu about garbage clean-up. That really inspired us. I said, “Why don’t we do it on Car Free Day?” Unlike in Lombok, we are not close to the sea. So we think about locations in Jakarta that contribute a lot of waste. And yes, Car Free Day was a good target. A lot of sellers on Car Free Day do not organize their trash well. So we worked together with AtmaGo to do this activity after seeing their campaign in Lombok.”

Vita, 25 years old, Britzone English Community President, Jakarta



PARTNERS

2023 STRATEGIC PARTNERS

PARTNER ORGANIZATIONS

FHI 360 (USAID Indonesia Civil Society)
Institute for Sustainable Communities (USEPA
Environmental Justice)
Internet Society Foundation
Love, Tito's (Puerto Rico Food Security)
Pachamama Alliance
Shugar Magic Foundation

INDIVIDUAL DONORS

(> \$100)

Adrienne Bloch
Aneema Van Groenou and Sergio Knaebel
Jain Family Foundation
Joe Greenstein Foundation
Joseph Owens
Jyoti Palaniappan
Latha Palaniappan
Lisa Nash and Michael Nash
Meena Palaniappan and Suvi Sharma
Michael Kretchmar
Nicholas Cain
Paolo Narciso
Priya Sreedharan
Rajeev Prasad
Sergio Paluch
Suresh C Gupta

2023 INCOME STATEMENT

SUPPORT AND REVENUE

Grants	\$69,931
Contributions	\$16,481
Government support	\$181,490
In-kind support (legal)	\$9,206
Program service fees	\$23,000
Interest and other revenue	\$28
Support provided by expiring time and purpose restrictions	\$67,443

Total Support and Revenue **\$367,579**

EXPENSES

Program	\$390,033
Management and general	\$74,538
Fundraising	\$11,814

Total Expenses **\$476,385**

Change in Net Assets **(\$108,806)**

2023 BALANCE SHEET

ASSETS

Current Assets	\$494,926
Cash	\$8,977
Prepaid expenses	

Total Assets **\$503,903**

LIABILITIES AND NET ASSETS

Current Liabilities	
Accounts Payable & Accrued Expenses	\$9,521
Deferred Revenue	\$118,510

Total Liabilities **\$128,031**

Net Assets	
Without donor restrictions	\$113,315
With donor restrictions	\$262,557

Total Net Assets **\$375,872**

Total Liabilities and Net Assets **\$503,903**



atma CONNECT

Thank you for working with us to
amplify local brilliance.

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