



**Realtime Insights**

# EMBARKING ON THE PATH TO 2024:

## A Reflection On Realtime Insights' Achievements in 2023

As we step into the new year, we take a moment to joyfully reminisce about the significant milestones that shaped our journey throughout the past year. Our sincere gratitude goes out to our dedicated community members and esteemed clients whose steadfast support has been the bedrock of our success in 2023.

The year 2023 stands out as a period of remarkable progress for Realtime Insights, marked by key accomplishments that have fueled our unwavering commitment to excellence. Among these, a standout achievement was the successful launch of our second online course, "Unlock Your Fundraising Potential," a milestone that enriched our diverse array of fundraising resources and empowered individuals and organizations alike to soar to new heights.

In addition to this, our dedication to knowledge-sharing and community engagement manifested through the introduction of insightful monthly articles, complemented by our continued presence on YouTube, ensuring a dynamic platform for information dissemination.

Moreover, we take pride in the establishment of meaningful partnerships and collaborations with various non-profits, amplifying our impact and extending our influence to new horizons.

As we stand at the threshold of a new year, our enthusiasm for the possibilities that lie ahead remains unwavering. Realtime Insights is poised for another year of innovation, growth, and making a lasting impact. We eagerly anticipate continuing this journey with you—our invaluable supporters—and are sincerely grateful for the opportunities to effect positive change together.

Here's to another year filled with transformative experiences and shared success.

Warm regards,

Lucy Njue  
Executive Director, Realtime Insights



## 2023 Achievements

### Fundraising Triumphs:

Throughout the year, Realtime Insights collaborated with diverse non-profit organizations to provide exemplary grant proposal development services, achieving remarkable success. Through collective efforts, a substantial sum of at least 13 million USD was directly raised, with Realtime Insights taking the lead in the comprehensive proposal development process. Additionally, an approximate total of 61 million USD was indirectly secured, with Realtime Insights contributing significantly to the review and overall quality assurance processes.

**\$ 61,791,904.90**  
(Indirectly fundraised)

**\$ 13,050,000.00**  
(Directly fundraised)

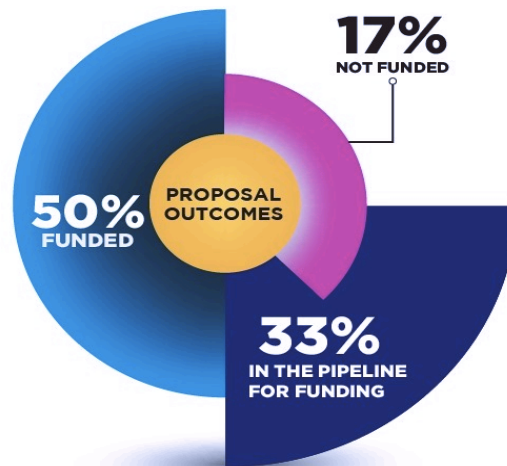


# Proposal Success Rate

In the realm of proposal development, Realtime Insights played a pivotal role in supporting the creation of a total of 7 proposals, an impressive feat showcasing our commitment to excellence. Of these, an outstanding 83% were proved to be successful, with 3 already secured and funded, and an additional 2 currently in the pipeline for funding. These compelling results underscores the efficacy of our collaborative efforts in driving success in the proposal development landscape.

## 83%

Proposal success rate



## Building Fundraising Capacity

This year heralded the launch of our second online course, "Unlock Your Fundraising Potential," a pivotal addition to our educational offerings. This course is designed to provide non-profit professionals with a profound understanding of the fundamental principles of fundraising, empowering them to establish a robust foundation and infrastructure for successful fundraising endeavors.

This strategic enhancement has fortified our diverse array of fundraising resources, enabling both individuals and organizations to ascend to new heights of proficiency. Realtime Insights takes great pride in announcing that we have successfully trained at least 40 non-profit staff members in fundraising-related courses, including "How to Write an Award-Winning Proposal" and the impactful "Unlock Your Fundraising Potential."

For further details, we invite you to explore our website: [Realtime Insights Shop](https://www.realtimeinsights.co.ke/). Together, let's elevate the capabilities and impact of non-profit professionals in the realm of fundraising.

## Knowledge Sharing

At Realtime Insights, our commitment to empowering non-profits to achieve greater impact through effective fundraising is unwavering. To fulfill this commitment, we have curated a wealth of resources available on our website, specifically designed to support and uplift our community members.

Through our YouTube channel (<https://www.youtube.com/@lucynjuetheproposalconsultant>), Realtime Insights actively disseminates valuable insights to keep our members abreast of the latest trends and strategies in non-profit resource mobilization and fundraising. In the year 2023, our dedication to knowledge-sharing extended further through the publication of monthly articles, aimed at imparting impactful insights. Explore the depth of our resources and stay informed by visiting our blog at <https://realtimeinsights.co.ke/blog/>.

*Realtime Insights is committed to being your partner on the journey to success in the non-profit sector.*



# Strategic Partnership and Collaborations:



Realtime Insights proudly engaged in strategic partnerships and collaborations with diverse organizations across various projects, fostering a spirit of mutual growth and success. A special note of appreciation goes out to our esteemed partners, including Action Against Hunger (ACF) USA, Habitat for Humanity Kenya (HFHK), Habitat for Humanity Uganda (HFHU), Lifeskills Promoters (LISP), Kenya Private Sector Alliance (KEPSA), Malteser International, tuiFund and Light Impact.

These collaborations have been instrumental in achieving shared goals and making a positive impact in the sectors we serve. As we eagerly anticipate the future, we look forward to another year of forging even greater partnerships and collaborations that will contribute to meaningful and lasting change. Thank you to our partners for being integral to our journey of success.

## Recognition

- Realtime Insights proudly recognizes the exceptional contributions of Kevin Amuhaya from Amzeal Creatives. As our dedicated Graphic Designer, Kevin has proven to be an invaluable asset in the realms of website design and graphics for all our communication materials.
- Since joining our team, Kevin has consistently delivered excellent services, elevating our brand presence and enhancing the effectiveness of our communication strategies. We extend our sincere gratitude to Kevin for his unwavering dedication and impactful contributions.
- Thank you, Kevin, for being an integral part of our success! Check out his expertise on:  
• <https://amzeal.or.ke>



**Kevin Amuhaya**  
Graphic Designer



- Realtime Insights is thrilled to congratulate our Executive Director, Lucy Njue, for achieving the prestigious Certified Fund Raising Executive (CFRE) status. Lucy's unwavering commitment to excellence, dedication to advancing fundraising environment, and her continuous pursuit of professional growth have culminated in this well-deserved certification.
- The CFRE credential symbolizes a high level of expertise, ethical standards, and a deep understanding of best practices in the field of fundraising. Congratulations once again, Lucy, on reaching this significant milestone. We eagerly anticipate continued success and impactful contributions under your visionary leadership. To read more-about-her-journey,-check-out-here:  
<https://realtimeinsights.co.ke/fundraising-triumph/>



**Lucy Njue**  
Executive Director





# SUMMARY

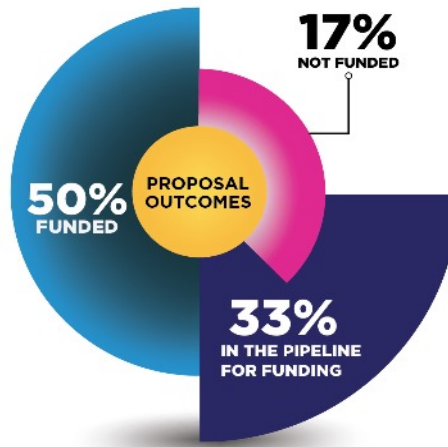


## REALTIME INSIGHTS 2023 ACHIEVEMENTS IN NUMBERS

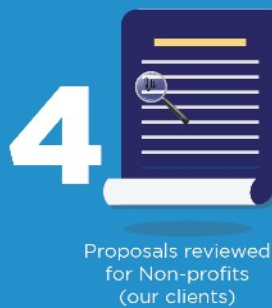
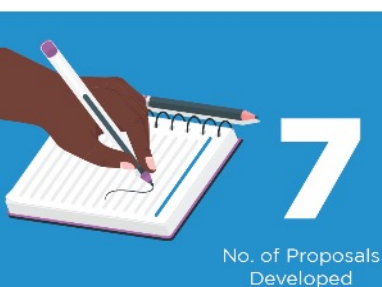
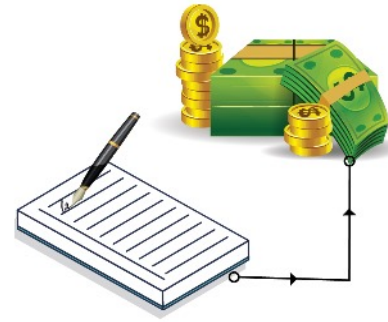
### Funds raised in partnership with Non-Profits Organizations (Our Clients)



### Proposals developed in partnership with Non-Profit Organizations (our clients)



**83%**  
Proposal success rate



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realtime-healthcare

lucynjuetheproposalconsultant

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Contact us

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Social media accounts:

Facebook: <https://www.facebook.com/lucynjuetheproposalconsultant>

<https://www.linkedin.com/company/74487312/admin/feed/posts/>

Youtube: <https://www.youtube.com/@lucynjuetheproposalconsultant>