



2024 Year in Review

Helping coaches and communities thrive



Dear Friends and Supporters,

As we reflect on the milestones of 2024, we are filled with deep gratitude and immense pride. This past year has been a powerful reminder of what's possible when coaching meets purpose, and when people like you — our donors, partners, and volunteers — join us in the shared belief that coaching can drive meaningful social change.

Together, we expanded access to coaching for individuals and organizations advancing the United Nations Sustainable Development Goals. From our growing Ignite Initiative to our rapidly expanding Scholarship Program, every success story was made possible by your generosity and belief in our mission. These initiatives didn't just reach numbers; they reached hearts, unlocking human potential in communities across the globe.

We are especially proud of the momentum we've built through partnerships, pilot programs, and recognition, including the Power of Associations Silver Award—an affirmation of the transformative impact coaching can have on leadership and social progress.

As we look ahead to 2025, we are energized by new possibilities. We are committed to deepening our impact, elevating our storytelling, and continuing to build a coaching movement rooted in equity, compassion, and collective action. With your continued support we can empower even more change-makers to thrive because when one person is coached, entire communities benefit.

Thank you for walking this path with us. We hope you feel inspired by the stories and outcomes in this report. They are, above all, a reflection of you.

With gratitude and hope,



Coura Badiane

Coura Badiane, MA, MBA, CAE
Vice President, ICF Foundation



Wang Ching

Wang Ching, PCC
Chair, ICF Foundation
Board of Trustees (2024)



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EXECUTIVE SUMMARY

We envision a world where coaching is integral to building stronger, more equitable communities and driving sustainable progress for generations to come.

The International Coaching Federation Foundation (ICF FD), the philanthropic arm of the International Coaching Federation (ICF), accelerates and amplifies social system change by harnessing the power of coaching. In 2024, your unwavering support brought this mission to life by expanding access in communities around the world and empowering the next generation of professional leaders in the field. With your help, we expanded the ICF Foundation Scholarship Program, launched impactful initiatives, and strengthened partnerships aligned with the United Nations Sustainable Development Goals (UN SDGs). Together, we leveraged coaching to equip change agents and support mission-driven organizations, igniting a ripple effect of positive transformation.

This past year, we were able to collaborate with local and global partners to deliver targeted support where it could make the greatest difference. Through the Ignite Initiative, more organizations gained access to coaching that fostered clarity, confidence, and greater leadership capacity. We helped individuals begin their professional journeys, building a strong pipeline of future practitioners committed to creating change in their communities. Each of these efforts brings us closer to our vision of a world where coaching is integral to transforming societies.

Thank you for making this work possible.

73

scholarships awarded to aspiring coaches from 25 countries.

5,335

coaching hours provided through the Ignite Initiative, Estimated Value of \$1,301,740 USD.

\$208K

fundraised through Giving Tuesday and other campaigns.

63

organizations partnered with 48 ICF chapters across over 50 countries, driving progress toward all 17 United Nations Sustainable Development Goals (SDGs).

Your continued support makes coaching a cornerstone for social impact. Together, we are shaping a future where every individual has the tools and opportunities to thrive.

MISSION, VISION & VALUES

| The Guiding Principles of the ICF FD

Our mission, vision, and values form the foundation of everything we do.

ICF is the world's largest organization dedicated to advancing the coaching profession and championing coaching's role in building a thriving society. As part of this global ecosystem, ICF FD focuses on bridging coaching and social impact, equipping individuals and organizations working to solve the world's most pressing challenges.

We believe in the transformative power of coaching to address systemic challenges and unlock human potential. Our “why” is clear: to create a thriving society where coaching is a catalyst for positive and sustainable change.

MISSION

We advance coaching excellence, impact, and value worldwide.

VISION

A world where coaching is integral to transforming societies.

GLOBAL PURPOSE



Build awareness about the power of coaching to change the world.



Harness the power of coaching to increase positive social change.



Provide **measurement and data** that proves social impact.






PARTNERING FOR GLOBAL, SOCIAL IMPACT

Coaching for Social Impact by
Supporting the UN SDGs

Coaching is a powerful lever for unlocking human potential and strengthening communities. ICF FD focuses on making that power accessible to the people and organizations working to drive social progress around the world. Through targeted engagements, we help leaders navigate complexity, sharpen their vision, and increase their impact.

Our initiatives support individuals and organizations advancing the United Nations Sustainable Development Goals (UN SDGs), a global framework for addressing urgent challenges such as access to education, decent work, health and well-being, and environmental sustainability. Every coaching relationship contributes to meaningful, measurable outcomes that extend beyond the individual and benefit entire communities.

In 2024, 63 Ignite partner organizations across 50 countries led projects aligned with these global goals, helping create pathways to a more inclusive and thriving future.

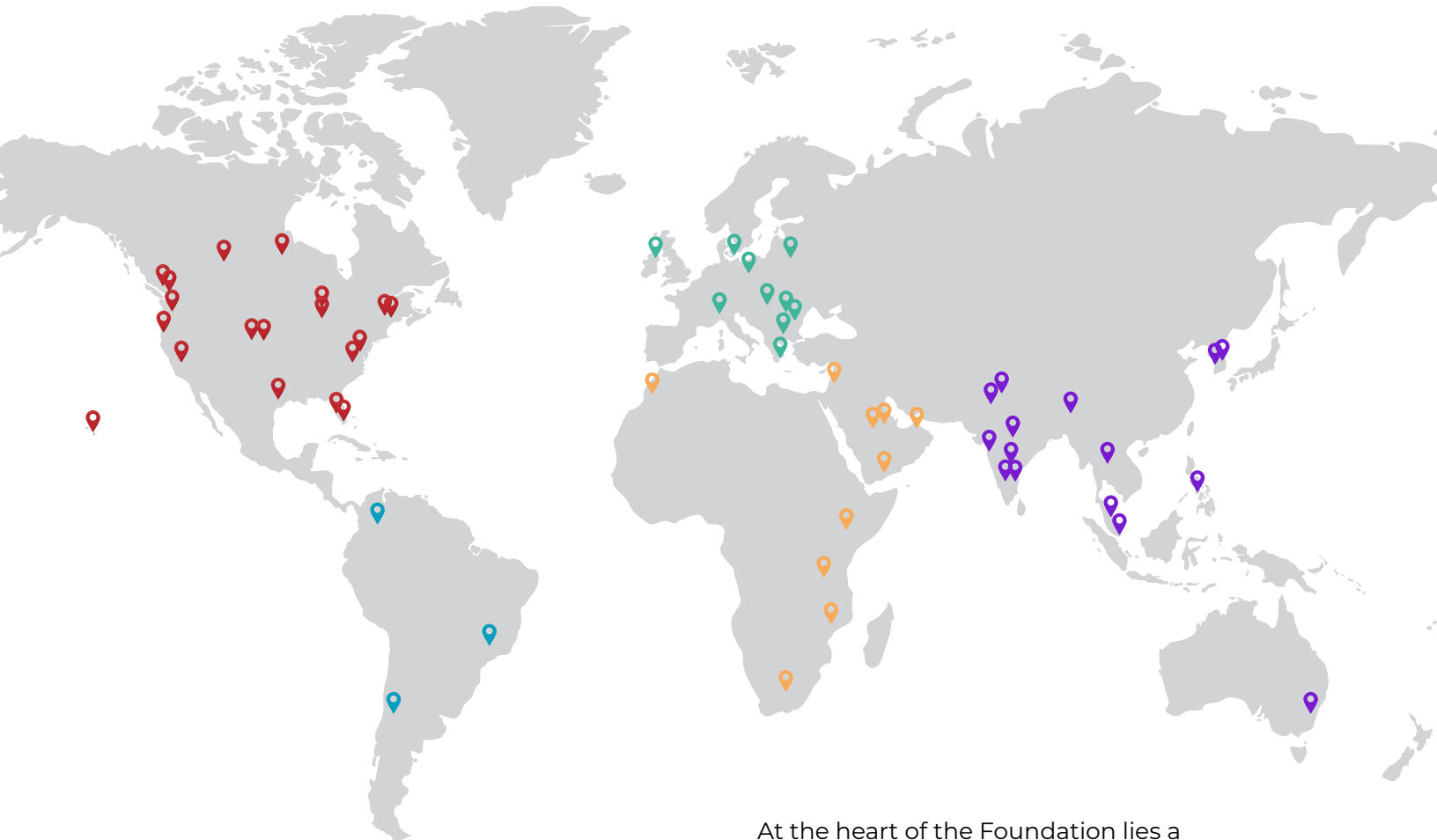
UN SDG	% of Projects Aligned with this SDG
 Gender Equality	46%
 Quality Education	40%
 Reduced Inequalities	36%
 Good Health and Well-Being	30%
 Decent Work and Economic Growth	30%

Source: Sopact








OUR IMPACT

| Coaching Toward Sustainable Development



IGNITE 2024 PROJECTS BY REGION

-  Asia-Pacific - 37%
-  Europe - 23%
-  Middle East & Africa - 11%
-  North America - 23%
-  Latin America - 6%

At the heart of the Foundation lies a commitment to unlocking human potential and fostering social progress through access to coaching and creating meaningful, sustainable impact. Through our work, we are ensuring that coaching becomes a cornerstone of systemic and lasting transformation.

As we continue on this journey, we invite you to join us. Together, we can unlock the full potential of coaching to create a brighter, more equitable future for all.

OUR PROGRAMS: THE IGNITE INITIATIVE

| Transforming Communities Through Coaching

The Ignite Initiative serves as a beacon of hope and transformation, empowering nonprofit leaders and their organizations to tackle some of the world's most pressing challenges.

63
organizations

across 50 countries benefited from Ignite initiatives.

5K+
coaching hours

delivered, an estimated value of \$1,301,740 USD.

17
UN SDGs

supported, including climate action, gender equality, and education.

2024 RECIPIENT OF POWER OF ASSOCIATIONS SILVER AWARD

2022-2023 ICF Foundation, ICF Ukraine Chapter & Academy D.TEK



Empowering Resilience: Coaching Leaders in Times of Conflict

In response to the ongoing war in Ukraine, the ICF Foundation partnered with the ICF Ukraine Chapter and Academy DTEK to provide executive coaching to more than 230 leaders across Ukraine and Europe. These coaching engagements equipped public and private sector leaders with the emotional resilience and leadership strategies needed to support their teams and communities through unprecedented challenges. The initiative focused on enhancing communication, clarity, and decision-making during crisis, reinforcing the vital role coaching plays in enabling leaders to lead with strength and humanity - even in the face of adversity.

2022-2023 UKRAINE PROJECT



HIGHLIGHTS

150 coaches
234 coaching clients
1,310 coaching hours delivered
(\$393,000 USD)

OUTCOMES

90% improvement in ability to communicate well with others

IMPROVEMENTS

40% productivity
36% increasing employee engagement
24% operational efficiency

CASE STUDY:

Save the Children (India)

In 2023, a federal law change revoked Save the Children India's global fundraising license — blocking access to over \$60 million in pledged donations and even its own reserves. Through ICF India's Ignite Initiative coaching, the organization strengthened its leadership, stayed mission-focused, and continues to serve more than 7 million children annually.



“

We could dig into ourselves and find all the resources which we never thought we had ... to start solving problems which we never thought could be solved.

”

– Sudarshan Suchi,
former CEO, Save the Children India

CASE STUDY:

Life Bloom Services (Kenya)

Over 40% of Kenyan women say they've suffered physical or sexual violence from their spouse/partner, according to a 2022 report. Local high school principal Catherine Wanjohi wanted to guide these women not just through healing but toward self-sustaining futures. In 2021, she became an ICF-credentialed coach; in 2023, she and 15 Life Bloom colleagues received pro bono coaching through the Ignite Initiative, which they've leveraged to serve over 13,000 women, men, and children nationwide.



“

Initially, I had the gift of counseling and before that the gift of teaching ... I came to realize that combined with the gift of coaching, the three could become a very powerful force in people's lives.

”

– Catherine Wanjohi, ACC,
CEO of Life Bloom Services International

CASE STUDY:

Bátor Tábor (Hungary)

For 25 years, Bátor Tábor (“Camp of Courage”) has supported children with serious illnesses and their families through hospital visits, online programs, and a summer camp in Hatvan, Hungary — complete with on-site medical care. In 2024, Bátor Tábor staff sought to improve their communication and resource planning skills, along with their work-life balance and confidence. They received all that and more from the Ignite Initiative; 9 ICF-credentialed coaches provided 7 hours of training per staff member.



“

I feel more confident; I can stand up in situations, better separate things that are beyond my control from myself in my personal life, and comfortably take on a leadership role and responsibility.

”

– School program leader,
Bátor Tábor



ICF Foundation awarded 73 scholarships to aspiring coaches in 2024.

OUR PROGRAMS: ICF FOUNDATION SCHOLARSHIP PROGRAM

Transforming Communities Through Coaching, Education, and Social Impact

Training the next generation of coaches

The Coaching Education Scholarship Program is a cornerstone of ICF FD's commitment to diversity and inclusion. In 2024, we awarded scholarships to 73 aspiring coaches, providing access to ICF-accredited education, mentorship, and career development resources.



"Receiving this scholarship has profoundly impacted me in numerous ways. It has not only provided me with the essential foundation of coaching but has also broadened my perspective on its transformative power. Previously, I viewed coaching primarily as guidance and direction, akin to wearing a consultant hat. However, through this scholarship, I've come to understand coaching as a tool for self-awareness and personal growth, enabling individuals to unlock their own potential."

– Ose Sesay,
2024 Scholarship Recipient, United States



"Receiving the ICF Foundation Scholarship benefited me by providing the opportunity to start my own coaching business, access valuable guidance and mentorship, enhance my skills and knowledge, expand my network, and gain increased self-confidence."

– Franklin Kamnang Ngansop,
2023 Scholarship Recipient, Rwanda



ACKNOWLEDGEMENTS

Celebrating the Generosity of Our 2024 Coaching Education Provider Partners

Thank you to our scholarship provider donors. Your generous support made it possible for recipients to begin their coaching education programs in 2025. Together, we empowered individuals and communities through coaching - driving meaningful, lasting change. Your impact is helping shape the future of coaching worldwide.

2024 PARTICIPATING PROVIDERS



OUR PROGRAMS: SPECIAL PROJECTS

| Custom Coaching Engagements to Fit Your Needs

The ICF Foundation offers customized coaching engagements, known as Special Projects, for organizations seeking to build leadership capacity and drive systemic change. These engagements are distinct from our core Ignite and scholarship programs and are designed to expand access to coaching in mission-aligned settings. Special Projects help deepen the value of coaching within organizations while also contributing to the sustainability of ICF FD's work. A limited number of projects are selected each year based on available resources. Participating organizations must meet the following criteria:

- Have an existing measurement procedure to measure impact/success of their programs.
- Align with at least one of the UN SDGs.
- Understand the value of coaching.
- Demonstrate executive buy-in for coaching.
- Have a budget to receive coaching (coaching will be offered at an agreed-upon rate fee).



The Obama Foundation's Scholars program at Columbia University and the University of Chicago empowers individuals with a proven commitment to service with the tools they need to make their efforts more effective, to identify innovative solutions to complex global problems, and to promote change through values-based leadership. Starting in 2023, 30 Scholars program leaders entered a six-month coaching program with ICF-credentialed coaches to enhance skills such as goal setting and problem solving.

FINANCIAL OVERVIEW

Our financial health and transparency are foundational to our success. Every gift is an investment in advancing our mission. In 2024, we demonstrated our unwavering commitment to financial accountability and resource optimization, ensuring every dollar has a meaningful impact.

REVENUE STREAMS

Our diverse funding base is a testament to the strong relationships we have cultivated through grassroots efforts and large-scale partnerships:

\$196K+

Individual donations

Driven mostly by campaigns like Giving Tuesday.

\$12K+

Corporate Sponsorships

reflecting robust collaborations with mission-aligned organizations.

\$304K

Tuition scholarship (in-kind)

for an assigned Level 1 ICF-accredited coaching education program (60+ hours).

EXPENSE ALLOCATION

To maximize our reach and effectiveness, ICF FD strategically allocates funds to ensure the greatest possible impact:

Programs

(Ignite, Scholarships, etc.)

70%

of total expenditures directly support impactful initiatives.

Operational Costs

20%

dedicated to infrastructure, ensuring seamless program delivery.

Outreach and Advocacy

10%

focused on raising awareness and building strategic partnerships.

LOOKING AHEAD

We aim to build on this solid financial foundation by diversifying funding streams. In 2025, our goal is to attract new corporate partners, expand individual giving campaigns, and explore innovative grant opportunities to further scale our impact.

STRATEGIC VISION FOR THE FUTURE

We envision a future where coaching serves as a powerful lever for addressing some of society's most pressing challenges.

In 2025, we are committed to building on the momentum established in 2024 by setting bold and transformative goals. Our vision for 2025 is bold, ambitious, and rooted in our core founding belief that coaching has the power to drive systemic change. Building on the successes of 2024, our priorities focus on three core areas: scaling up our programs, enhancing accessibility, and fostering innovation.

SCALING UP OUR PROGRAMS

IGNITE EXPANSION

Doubling the number of participating organizations to 100 per year, with a special focus on underrepresented regions and vulnerable populations.

SCHOLARSHIP GROWTH

Increasing the annual number of scholarships awarded to 100 recipients per year, with enhanced mentorship opportunities for recipients.

ENHANCING ACCESSIBILITY

VIRTUAL COACHING PLATFORMS

Piloting online coaching tools that help break down geographic barriers to reach remote and underserved communities.

LANGUAGE AND CULTURAL ADAPTATION

Developing multilingual resources to optimize the ICF FD's coaching programs' inclusivity and global relevance.

FOSTERING INNOVATION

IMPACT MEASUREMENT TOOLS

Introducing advanced data analytics to better understand and communicate the long-term impact of our initiatives.

COLLABORATIVE PARTNERSHIPS

Increase partnerships with global stakeholders to amplify the reach and scope of our efforts.

Through these strategies, ICF FD will continue to lead the way in harnessing coaching to create a more equitable and thriving world.

CELEBRATING THOSE WHO MAKE OUR MISSION POSSIBLE

The achievements highlighted in this report are a collective effort, made possible by the dedication of thousands of people worldwide whose contributions fuel our mission and inspire us to aim higher.

We extend our deepest gratitude to the individuals and organizations whose time, talents, and generosity have helped shape the ICF Foundation's work this year. From staff and trustees to donors, ambassadors, and partners, you are the heartbeat of our mission.

ICF FOUNDATION STAFF

Coura Badiane, MBA, CAE
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CELEBRATING THOSE WHO MAKE OUR MISSION POSSIBLE

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**Social Impact Super Star donors*

CELEBRATING THOSE WHO MAKE OUR MISSION POSSIBLE

2024 CORPORATE PARTNERS

Associations International

SurveyMonkey

Mindfulness Based Coach Camp



“I am deeply inspired by the generosity and commitment of our global coaching community. This year, together we brought coaching to those who need it most, advancing social impact worldwide. Your record support fuels the expansion of our efforts, drives the ICF Foundation’s mission of leveraging coaching for a thriving society, and moves us closer to ICF’s broader vision: a world where coaching transforms societies. Together, we show that when we focus on doing good, lasting change follows for all.”

— **Magdalena Nowicka Mook**,
CEO, International Coaching Federation



YOUR CONTINUED SUPPORT

| Ways to Get Involved

Your support is vital to the success of our mission. At ICF FD, we believe that every contribution, gift, volunteer effort, and partnership plays a transformative role in creating a brighter future. By joining the ICF FD community, you help empower individuals, strengthen communities, and create lasting impact through the power of coaching. Together, we can make coaching accessible to more people and unlock opportunities that drive meaningful change.

Please consider:

DONATING

Every contribution, big and small, fuels programs like Ignite and scholarships for aspiring coaches.

VOLUNTEERING

Share your time and expertise to empower others.

PARTNERING

Collaborate with us to expand our reach and amplify our impact.

THE RIPPLE EFFECT

Your involvement creates ripples of change, touching lives and transforming communities. Whether it's through financial support, volunteering, or spreading the word about ICF FD and its programs, every action matters. Visit www.foundationoficf.org to learn more or make a contribution. Together, we can unlock human potential and create a brighter, more equitable future.



ICF Foundation

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