



2025 Year in Review

Advancing a
Sustainable and
Inclusive Society,
Together



Our Vision

A world where coaching empowers people and societies to thrive.



Our Purpose

Promote social impact and expand access to coaching.

Advance the UN Sustainable Development Goals (UN SDGs) by empowering change-makers.

Harness the power of coaching through driving systemic change.



Our Mission

Advancing coaching standards, excellence, and impact worldwide.



What Is Social Impact?

The ICF Foundation defines social impact as “the measurable positive outcome of a specific intervention, such as coaching, on the well-being and development of society as a whole aimed at addressing social challenges and promoting social systemic change.



“Supporting this work helps ensure coaching reaches those who need it most and contributes to a healthier, more connected, thriving society.”

– Beth Flanagan, ACC, Foundation Society Donor

Dear Friends and Supporters,

Everything the ICF Foundation made possible in 2025 began with people who believe in the power of coaching and chose to put that belief into action.

This past year, we have watched that choice manifest in so many beautiful ways. Some of you gave financially. Others offered your time, your expertise, or the quiet mastery of your own coaching presence. Some opened doors to education, while others simply did the heavy, quiet work of holding space, when someone needed to return, and begin again. Each contribution was different, but each carried the same message: You are not alone, and the work you are doing matters.

The full impact of that generosity may never be visible to any one of us. It moves outward, often quietly, creating a ripple effect of good around the world.

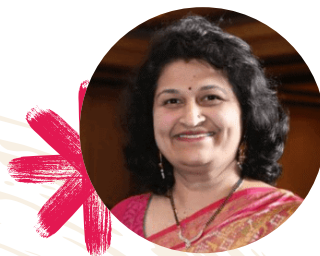
The stories in this report offer a glimpse of that ripple. They reflect people finding clarity, renewing their confidence, and carrying what they received forward to others. Together, they show what becomes possible when people choose to believe in this work and help move it forward.

“I alone cannot change the world, but I can cast a stone across the waters to create many ripples.”

We dedicate these words of Mother Teresa to each one of you, who has supported this mission, in any form and at any point along the way. Thank you. We hope you find comfort in knowing that the impact of that support continues long after the original gift of time, resources, opportunity, or care.

We are deeply grateful for the community surrounding this work and honored to continue it alongside you.

With gratitude,



Rashmi Shetty,
PCC
*Chair, ICF Foundation
Board of Trustees*



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

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Executive Summary

Coaching as a Force for Good



In 2024, we built momentum.
In 2025, we demonstrated scale.

As the philanthropic arm of the International Coaching Federation, the ICF Foundation advances social impact by expanding access to coaching for individuals and organizations working to strengthen communities worldwide. This work is made possible by a global community of donors, volunteers, coaches, chapters, and partners who share a belief in coaching as a force for good.

Because of this collective commitment, 2025 became a year of greater reach, stronger partnerships, and deeper impact. Through the Ignite Initiative, Scholarships, and Special Projects, coaching supported nonprofit leaders, aspiring coaches, front-line professionals, and mission-driven organizations addressing some of the world's most pressing challenges.

This year, the Foundation supported 77 Ignite projects, touched all 17 United Nations Sustainable Development Goals (UN SDGs), engaged more than 900 credentialed coaches, and served more than 1,400 coaching clients. The Scholarship Program also continued to grow, supporting 85 aspiring coaches beginning formal coaching education through 28 participating coaching education providers worldwide.

The Foundation's work in Special Projects also earned external recognition through a Gold ASAE Power of Associations Award, underscoring coaching's growing credibility as a catalyst for social change.

Together, these results show how coaching moved from individual support to community-level impact.

What began as momentum has grown into a powerful force for good, made possible by donors, coaches, partners, and changemakers expanding access to coaching where it can make an impact.

The Impact You Made Possible



The ICF Foundation puts the power of coaching in the hands of people and organizations working to strengthen communities. Through Ignite, Scholarships, and Special Projects, coaching becomes a practical tool for clarity, leadership, resilience, and measurable social impact.

77
organizations

28
countries reached

17
UN SDGs impacted

85
aspiring coaches supported through scholarships

1,400+
coaching clients served

900+
credentialed coaches engaged

Behind each number is a person or organization better equipped to lead change.

In 2024, donors helped expand access to coaching around the world. In 2025, that investment grew in scale and reach by supporting more organizations, engaging more coaches, and strengthening more individuals working to serve their communities.

Your support made this reach possible and helped turn coaching into action across communities worldwide.

“Whether it’s through volunteering, mentoring, or lending an ear... every action, big or small, contributes to building a better future.”

— Pauline Melnyk,
MCC, Foundation Society

Strengthening Those Who Serve

SDG 1: No Poverty

Launched in 2017, the Ignite Initiative is the ICF Foundation's flagship social impact program, connecting nonprofit and mission-driven organizations with ICF-credentialed coaches through structured six-month engagements. Through reduced rate coaching, Ignite expands access to organizations advancing the United Nations Sustainable Development Goals (UN SDGs), helping leaders, staff, and beneficiaries build capacity for lasting change.

Ignite is grounded in a simple belief: when we strengthen the people working to solve society's greatest challenges, entire communities benefit. Coaching helps nonprofit leaders and front-line professionals build self-awareness, resilience, communication, and confidence, strengthening both individual leadership and organizational impact.

By mobilizing hundreds of ICF-credentialed coaches in service of social impact, Ignite makes coaching accessible to organizations that might not otherwise experience its benefits while demonstrating coaching's power to support systemic change.



Family Promise of Hawai'i

One organization supported through Ignite was Family Promise of Hawai'i, a nonprofit dedicated to helping families with children remain together and housed. The organization provides stable living arrangements, resources, and support to families experiencing housing instability; work that became even more urgent in the aftermath of the 2023 Maui wildfires.

Through Ignite, case managers and social workers at Family Promise of Hawai'i received coaching during a time of extraordinary demand. These professionals carry families through some of their most difficult moments, helping them navigate uncertainty while often facing significant challenges themselves.

One participant was experiencing homelessness while continuing to support other families facing the same reality. When she needed to pause her coaching sessions, her coach remained connected and ready to continue when circumstances allowed.



Through coaching, participants strengthened leadership, problem-solving, time management, self-confidence, and self-awareness. These personal shifts translated into meaningful professional outcomes as participants applied new tools, embraced opportunities, and enhanced the support they provided to families in crisis. One participant shared that coaching helped them develop "more confidence and higher self-esteem," while another noted that it enabled them to approach time management in more practical and manageable ways.

As individuals grew, so did their impact. Participants reported feeling better equipped to support the families they serve, creating a ripple effect that

When you invest in the people who serve others, the impact reaches far beyond the individual; it strengthens organizations, supports communities, and advances lasting social change.

ICF Foundation Scholarship Program



Aiding the Next Generation of Coaches

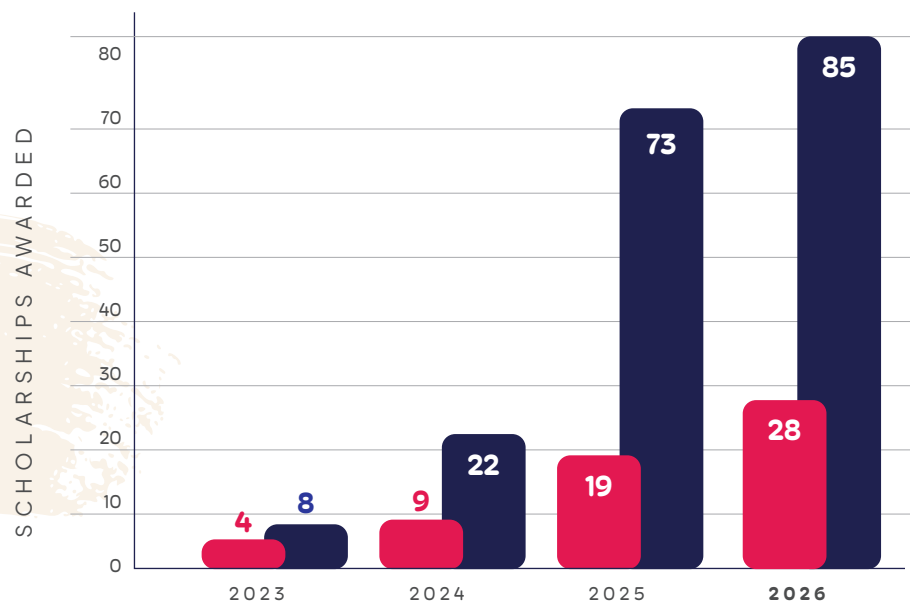
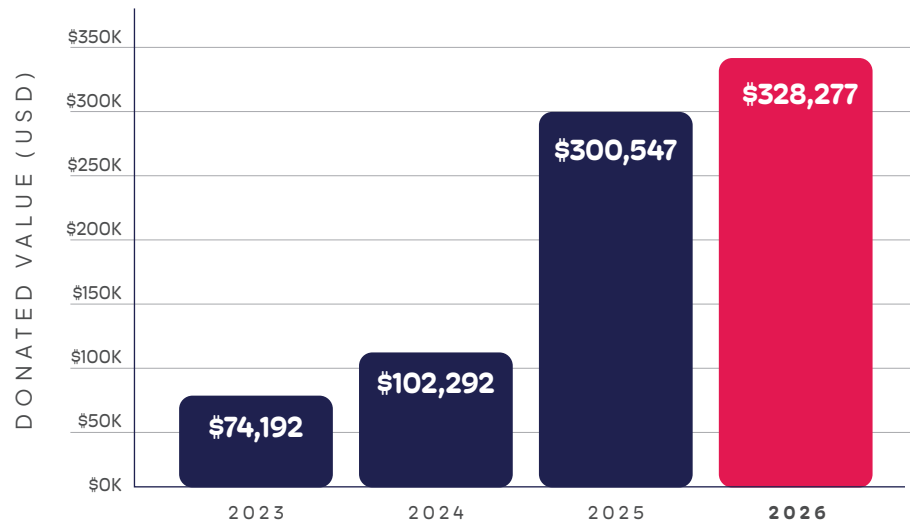
*SDG 4:
Quality Education*

The ICF Foundation Scholarship Program expands access to accredited coaching education for aspiring coaches from underrepresented communities around the world. By helping reduce financial barriers to training, the program supports the next generation of practitioners who will bring coaching into their own communities.

For scholarship providers, giving a seat is more than a donation. It is an investment in the next coach, the next community, and the change that follows.

Impact at a Glance

USD Value of coaching hours donated by providers:



Number of scholarship providers
Number of scholarships provided

A background image of Sophia Casey, a woman with dark curly hair, wearing a dark jacket and a necklace, holding a microphone and speaking. The image is overlaid with a blue tint. In the top left corner, there are two large, stylized red circles with horizontal lines, resembling a globe or a stylized 'G'.

I am forever inspired by that. I am so grateful to the ICF Foundation for making it possible for her to be in that seat. She has since taken her work back to her community and started programs that are going to change lives there. That is what giving back does. You may never see the return, you may never know the ripple effect you set off in someone's life, but it is so rewarding. It fills my heart."

— Sophia Casey, MCC, Founder,
ICLI RISING, and ICF Foundation scholarship provider

Special Projects



Coaching for Systemic Change

SDG 10: Reduced Inequalities

The ICF Foundation invests in mission-aligned organizations to unlock the transformative power of coaching, enabling leaders to create lasting change and build stronger, more resilient communities.

One key partnership is with Special Olympics, a global movement advancing inclusion for individuals with intellectual disabilities. Through the Leadership Academy, volunteer leaders across Africa received coaching to strengthen leadership, communication, decision-making, and self-awareness.

Participants reported greater confidence leading teams, navigating challenges, and advancing inclusion in their countries, creating positive outcomes for athletes, families, volunteers, and communities.

The partnership shows coaching's multiplier effect: stronger leaders build stronger teams, stronger organizations, and greater community impact. In 2025, the project received a Gold ASAE Power of Associations Award, recognizing coaching as both a tool for individual growth and a catalyst for systemic change.

A limited number of Special Projects are selected each year based on available resources and mission alignment.

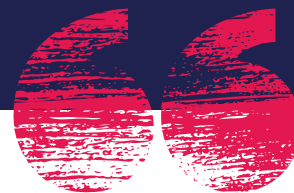
Participating organizations must demonstrate measurable impact, align with at least one UN SDG, understand the value of coaching, show executive buy-in, and have a budget to receive coaching at an agreed-upon rate. This work is strengthened through collaboration with ICF and ICF chapters, which help connect credentialed coaches to volunteer opportunities through social impact projects. These engagements also support ICF members by offering meaningful ways to contribute their expertise, deepen connection to the coaching community, and submit eligible volunteer coaching hours toward earning or maintaining ICF credentials.



**Special
Olympics**

“The leadership coach was great at setting objectives between meetings for completion, which contributed to accomplishing my goals. From our sessions I feel better equipped to handle any situation that is thrown at me and deal with it in a professional manner. I feel I have grown in communication strategies internally and externally to become a better leader. I also feel I have a better grasp on hiring practices and discipline strategy with my team.”

— Participant within the Special Olympics project



Together, Ignite, Scholarships, and Special Projects show what becomes possible when coaching reaches the people and organizations working to create lasting change.

A Year of Momentum: 2025 Highlights

ICF Foundation Scholarships

The Scholarship Program continued to grow in 2025, expanding access to coaching education for aspiring coaches around the world. With 85 scholarship recipients supported through 28 coaching education providers, the program is helping build a stronger, more inclusive pipeline of future coaches.

ICF Converge 2025

At ICF Converge 2025 in San Diego, USA, the Foundation connected with the global coaching community. Coaches visited the Foundation's booth to learn more about the Foundation's impact. Engagement continued at two education sessions presented by the Foundation. The conference ended with a celebration in honor of Foundation Society level donors, with a reception highlighting the Scholarship program and the collective support of donors worldwide.



Gold ASAE Power of Associations Award

The Foundation's partnership with Special Olympics earned a Gold ASAE Power of Associations Award, recognizing coaching's role in strengthening leaders behind one of the world's largest movements for inclusion.

International Coaching Week

International Coaching Week 2025 carried special meaning as ICF celebrated its 30th anniversary. Around the world, coaches offered pro bono sessions and public events to demonstrate what coaching makes possible. The global celebration reached more than 30,000 participants through 1,550 events in 37 languages.

Financial Overview



Stewarding Support for Greater Impact

Every gift helps extend coaching to people and organizations working toward meaningful social change. In 2025, supporters invested in the Foundation through individual giving, corporate sponsorships, in-kind contributions, and volunteer coaching.

Because coaching is delivered by credentialed coaches who generously contribute their time and expertise, donor support helps extend the reach of every dollar invested in the Foundation's mission.

In 2025, supporters invested in the Foundation in several ways:

In-Kind Contributions

\$328,277 USD

including coaching resources and education tools for scholarship programs.

Individual Donations

\$163,000 USD

representing gifts from 3,552 individuals from 100+ countries. Demonstrating the global support of coaching

Corporate Sponsorships

\$7,600+ USD

reflecting collaborations with mission-aligned organizations.

Together, these contributions represent a global force, committed to providing opportunities for individuals and communities to feel the positive effect of coaching. It is only with continued support from current donors, and the addition of new donors each year, that the Foundation is able to help reach more individuals each year and introduce them to the impact of coaching.

Expense Allocation

The Foundation is committed to thoughtful stewardship of the resources donors provide. To maximize reach and effectiveness, funds are strategically allocated to support mission-driven programs, infrastructure, and outreach.

Programs

Directly supporting initiatives that expand access to coaching and help individuals, organizations, and communities create social change.

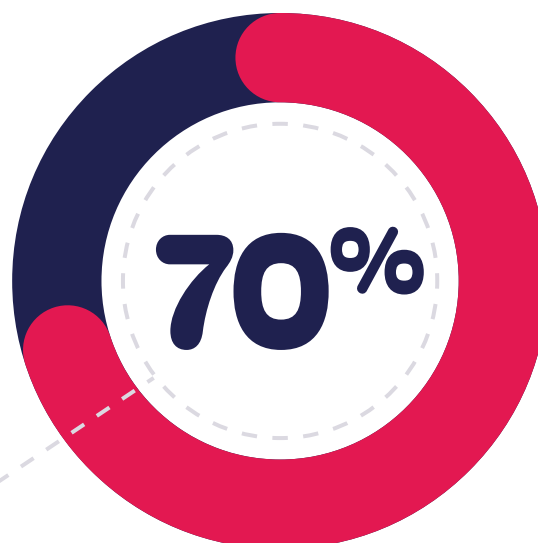
Operations

Supporting the infrastructure needed for effective program delivery, donor support, and organizational sustainability.

Outreach and Advocacy

Building awareness, strengthening partnerships, and expanding the reach of coaching for social impact.

Every contribution unlocks additional social impact. Through donor support and extensive volunteer coach engagement, the Foundation continues to amplify the reach of every dollar invested in its mission.



Honoring Those Who Make the Mission Possible

The achievements highlighted in this report reflect a collective effort made possible by thousands of people around the world. We are deeply grateful to the donors, coaches, scholarship providers, partners, volunteers, trustees, ambassadors, and staff whose time, talent, and support helped shape the Foundation's work in 2025.

Each of you is part of this mission.

Each of you helped extend coaching to people and organizations working to create change in their communities.



Scholarship Providers



Donors and Partners



Thank you to every donor and partner whose generosity helped expand access to coaching in 2025. Your support made this work possible.

Changemakers (\$250+ USD)

Ann Deaton, PCC
Barbka Novak, ACC
Claudia Umana Araujo, ACC
Lisa Finck, MCC
Pearl Alexander, ACC
Stephanie Infante
Suresh MJ, MCC
Todd Hamilton

Foundation Society (\$500+ USD)

Abdur Rahamn Hijazi
Alison Graham
Andrea Updegrove
Angela Ciliberto
Anne Schweppenhaeuss, MCC
Annette Blum Pearson, ACC
Ariane Stalé
Asia Levarity
Barbie Davis
Beth Flanagan, ACC
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Catalina Bajenaru
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Dr. Emma Farr Rawlings, MCC
Farha Siddiqui, ACC
Giannina Perez, ACC

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Heather Rivard
Dr. Jade Kua, MCC
Joel DiGirolamo
Joe Martin
Karen Aavik
Karen Hilton, PCC
Kathaleen Danford
Dr. Kemia M. Sarraf
Kimberley Curtis
LaToya Haynes, PCC
Lori Kiser
Lynn Schaber, MCC
Magdalena Nowicka Mook
Maribel Stikeleather
Ming Ban Tan
MJ Impastato, PCC
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Rashmi Shetty, PCC
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Rodney Flowers
Ryan Peters
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Scott Burns, ACC
Sequoia Houston, MBA

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Sofia Rodrigues
Steven Weiss
Susan Cucuzza, MCC
Tassos Kotzias, PCC
Tensei Yoshida, MCC
Trent Mason, ACC
Wang Hsiu Ching, PCC
Yene Assegid, MCC
Yoon Jiang, PCC

Catalysts (\$1,000+ USD)

Pauline Melnyk, MCC
Cathy Carroll, MCC
Frances Berry, PCC
Jeffrey Nally, PCC
John Caves, PCC
Lisa Gruenloh
Patricia Mathews, MCC
Tracy Sinclair, MCC

Pathfinders (\$2,500+ USD)

Janet Harvey, MCC



Corporate Partners

Associations International
Baycross Foundation
College of Executive Coaching
Moving the Human Spirit

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Anna Chumbley, MS
Director of Donor Engagement

Tricia Louque, MBA
Program Manager, Outreach and Social Impact

Sarah Howard
Program Manager, Fundraising Operations and Scholarships

Looking Ahead: Vision for 2026

Building on Momentum

2025 expanded what is possible. In 2026, the Foundation is building on that momentum with greater focus, stronger systems, and clearer evidence of impact.

As ICF advances its 2026–2029 Strategic Plan, the Foundation will continue supporting the shared vision of a world where coaching empowers people and societies to thrive. The work of the Foundation will align with ICF's strategic focus areas: Sustainable Growth & Impact, Organizational Development & Excellence, and Coaching Excellence & Value.

Pillar 1 Sustainable Growth & Impact

Expanding Coaching
Where It Can Do the Most
Good

Through the Ignite Initiative, Scholarships, and Special Projects, the Foundation will expand access to coaching while strengthening the evidence of coaching's measurable social impact.

In 2026, the Foundation will focus on **SDG 5: Gender Equality, SDG 13: Climate Action, and SDG 16: Peace, Justice and Strong Institutions**. These priorities were selected in response to persistent global challenges where coaching can help create meaningful and lasting change. Gender inequality continues to limit opportunities and outcomes for women and girls worldwide. Climate change is increasingly affecting communities through extreme weather events and environmental disruption. At the same time, strong institutions and effective leadership remain essential to addressing systemic challenges and driving sustainable progress. By focusing on these areas, the Foundation seeks to support leaders, organizations, and communities working toward a more equitable, resilient, and just future.

Pillar 2 Organizational Development & Excellence

Expanding Coaching as a
Force for Global Change

The ICF Foundation is building a future where coaching is recognized as a powerful driver of social progress and sustainable development. Through initiatives such as Ignite and Special Projects, the Foundation expands access to coaching for nonprofit leaders, educators, social entrepreneurs, community organizations, and public sector institutions, equipping them to tackle complex challenges and accelerate positive, lasting impact in communities around the world.

Looking ahead, the focus will be to deepen partnerships with organizations such as the Obama Foundation, World Vision, and Special Olympics while engaging new sectors including philanthropy, education, and global development. The goal is to position coaching as a trusted, scalable solution for advancing leadership, resilience, and measurable social impact.

By combining compelling stories with impact measurement and SDG-aligned outcomes, the Foundation is demonstrating coaching's value as a catalyst for lasting change. Together with donors and stakeholders, it is helping create a world where coaching empowers people, strengthens institutions, and enables communities to thrive.

Pillar 3 Coaching Excellence & Value

Demonstrating the
Power of Coaching

In 2026, the Foundation will continue to elevate real-world stories, outcomes, and data that demonstrate how coaching helps individuals and organizations navigate complexity, strengthen resilience, and create meaningful change.

By pairing human-centered storytelling with stronger evidence, the Foundation will advance a broader understanding of coaching as a catalyst for social progress.

Together, these priorities will guide the Foundation as it expands access, strengthens systems, and continues demonstrating the measurable value of coaching around the world.

Your Support

Help Make the Next Story Possible



Every outcome in this report began with someone who believed coaching could help create change.

A gift to the ICF Foundation puts coaching where it is needed most: with the people holding their communities together, the aspiring coaches working to enter the profession, and the organizations addressing some of the world's most pressing challenges.

There are many ways to be part of this work:

- **GIVE.** A one-time or recurring gift supports coaching across all of our programs.
- **JOIN** the ICF Foundation Society. Ongoing support that sustains this work year after year.
- **COACH.** Credentialed coaches can volunteer their time and skill through our programs.
- **PARTNER.** Organizations and sponsors can help expand the reach of coaching for social impact.

However you choose to support this mission, you become part of someone's story and part of the change that follows.

Thank you for helping make the next story possible.

Support the mission today at
foundationoficf.org/donate.





Foundation

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