

2025

ANNUAL REPORT



cuida d'bo
EMPOWERING HEALTH



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1. WELCOME WORDS FROM THE PRESIDENT

2025 was a defining year for Cuida d'bo, a year in which our mission became clearer, our structures stronger, and our commitment to women's health even more deeply rooted. It brought us closer to the purpose that inspired this initiative: ensuring that every woman in Cabo Verde has access to healthcare.

While 2024 focused heavily on community outreach and direct engagement with women, 2025 marked a deliberate strategic shift towards institutional consolidation, professionalisation, and long-term sustainability, enabling Cuida d'bo to scale its impact and build long-term partnerships.

Throughout the year, we focused on formally establishing the association in Portugal, strengthening governance, applying for institutional grants, and professionalising its structure, key steps in transitioning from a volunteer-driven initiative to a more robust and scalable organisation. As a result, awareness campaigns and field activities continued within a framework that prioritised quality, data collection, and system level impact over scale alone.

One of the year's most important milestones was securing our first corporate donation. Beyond its financial value, this support recognised the relevance and credibility of Cuida d'bo's work in Cabo Verde. It also enabled a strategic shift that marks a new chapter for the organisation: moving from relying primarily on private sector responses to actively strengthening the public health system. This transition is essential for long-term impact, as true equity in healthcare depends on a strong, resilient, and accessible public system.





Thanks to these donations, we were also able to hire local professionals in Cabo Verde for the first time. Bringing Cabo Verdean women into operational roles, from nursing to coordination and communication, reflects our belief that sustainable change must be led by those who know their communities best. Their leadership ensures our actions remain culturally grounded, community-led, and transformative.

These achievements were made possible by the collective effort of our volunteers, partners, and community. Throughout 2025, highly skilled professionals joined the movement, strengthening the quality of our programmes and improving our capacity to secure resources. Their dedication has allowed us to expand our vision and scale our actions with confidence and responsibility.

As we look ahead, Cuida d'bo is better positioned than ever to deepen its impact by expanding partnerships, reinforcing its presence across other Cabo Verdean islands, and focusing on solutions that strengthen systems and empower communities.

My heartfelt gratitude goes to every volunteer, team member, and partner who contributed to this year of growth. Together, we are building something lasting that will continue to protect, uplift, and improve the lives of Cabo Verdean women for years to come.

Joana Dias FERREIRA.

Executive President

2. OUR MISSION

Cuida d'bo means “take care of yourself” in Cabo Verdean Creole. We are an NGO dedicated to supporting Cabo Verdean women through health education and access to essential healthcare services.

How do we do this?

Facilitating access to information.

Making it easier for women to access information about gynaecological diseases.

Educating and raising awareness to encourage women to prioritize their well-being.

Providing support and resources.

Ensuring necessary resources, guidance, and assistance from diagnosis to treatment.

Advocating for inclusive health policies.

Working towards policies that create an inclusive health system capable of providing timely responses at all stages of cancer diagnosis.

These pillars guide all our interventions.

3. HOW WE SUPPORTED OUR MISSION IN 2025

In 2025, we continued advancing our mission through community-based awareness activities, organisational strengthening, partnerships, advocacy, and resource mobilisation. While direct outreach and women’s health prevention remained at the core of our work, 2025 also marked an important phase of institutional consolidation aimed at building the foundations for sustainable and long-term impact. Across Cabo Verde, Portugal, France, and Belgium, we strengthened our operational capacity, expanded collaborations, implemented awareness initiatives, and reinforced our commitment to improving access to health information and preventive care for women. Our approach combines awareness, referral, and partnerships with local health providers to ensure continuity of care. **In 2025, Cuida d’bo played a key role in bridging the gap between underserved women and the healthcare system, ensuring that awareness led to real access to care.**



**AWARENESS
CAMPAIGNS**



**PROGRAMMATIC
& OUTREACH
ACTIVITIES**



**FUNDRAISING
ACTIVITIES**



PARTNERSHIPS

3.1 AWARENESS CAMPAIGNS IN CABO VERDE



In 2025, Cuida d’bo combined continued on-the-ground awareness activities with a stronger strategic focus on institutional strengthening and long-term capacity building. While community outreach remained central to the organisation’s mission, the year also prioritised building the structural foundations needed for sustainable and scalable impact.

Awareness campaigns continued to serve as a core pillar of Cuida d’bo’s approach to reducing health inequalities, particularly among women facing social, geographic, or economic barriers to healthcare access. Grounded in direct, community-based engagement, the organisation prioritised door-to-door outreach and small-scale interventions that enable trust-based dialogue, personalised guidance, and referral to existing health services when needed.

In practice, these activities focused primarily on women’s health, with particular emphasis on breast cancer awareness, early detection, and the importance of timely medical follow-up. In 2025, campaigns were implemented mainly in São Vicente, with targeted actions in Santo Antão.



HOW WE SUPPORTED OUR MISSION IN 2025

Through door-to-door awareness sessions and community-based interventions, delivered by volunteers recruited and coordinated through Volunturismo's volunteer programme - an initiative based in São Vicente that connects trained local and international volunteers with community organisations - Cuida d'bo reached **270 women**, creating safe spaces for dialogue, addressing myths and fears surrounding cancer, and sharing practical information about warning signs, prevention, and available healthcare pathways.

As a result of the field work, **69 women accessed medical appointments through our referral support**, reinforcing Cuida d'bo's commitment not only to inform, but also to facilitate access to care by working in complementarity with local health services and partners.

Geographically, the awareness campaigns reached **21 distinct communities across São Vicente and Santo Antão**, spanning urban neighbourhoods, peri-urban areas, and more remote localities, ensuring outreach beyond central population centres and into communities with more limited access to health information and services.

In São Vicente, activities were concentrated in Mindelo and its surrounding neighbourhoods, including areas with high population density as well as peripheral communities. In Santo Antão, outreach extended across several localities, including Porto Novo and surrounding villages, ensuring that sensitisation efforts were not limited to central urban areas.

HOW WE SUPPORTED OUR MISSION IN 2025

This geographic spread reflects our commitment to equitable outreach, particularly in communities with limited access to health information and preventive services.

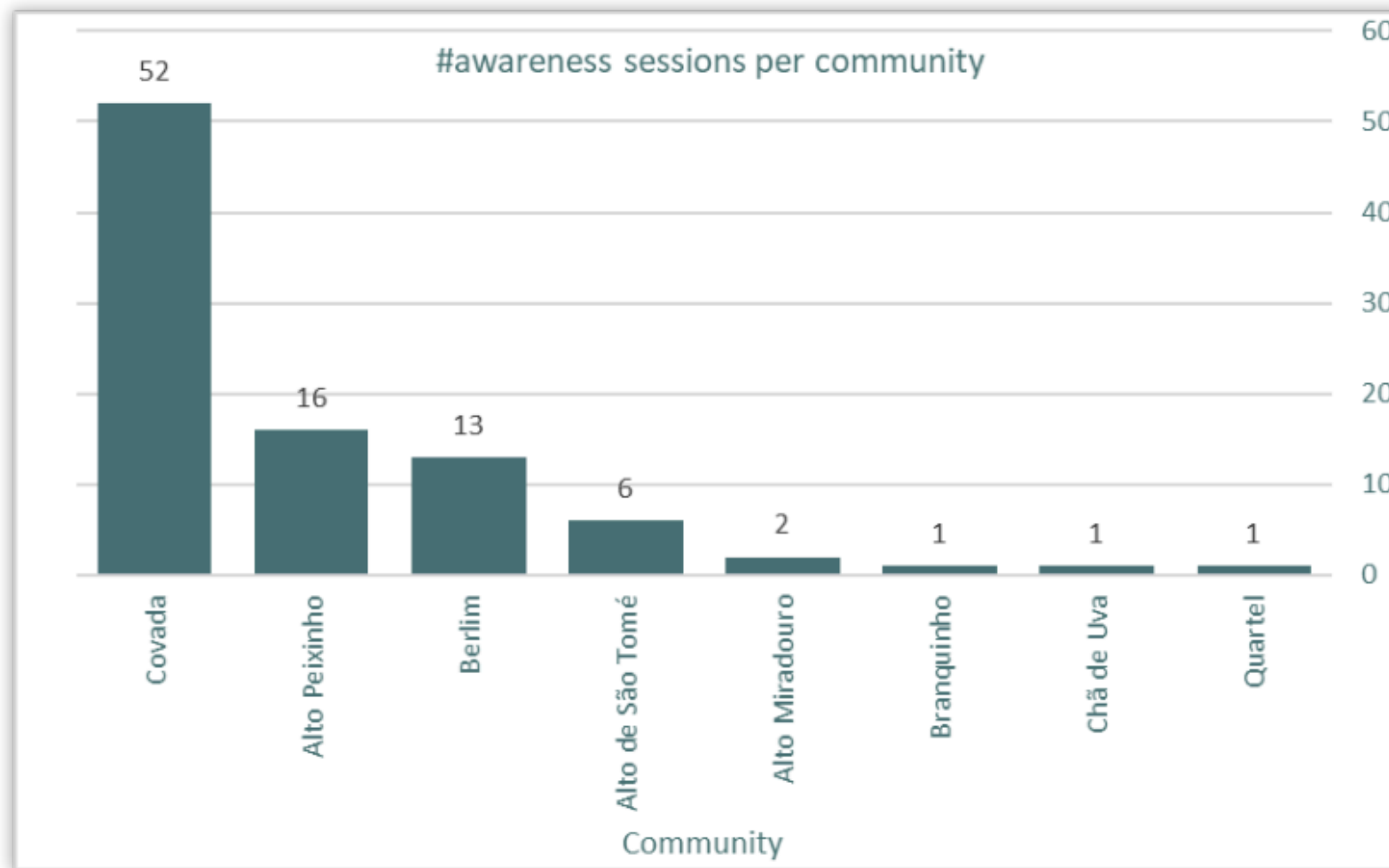
In São Vicente, **Ribeira da Craquinha** emerged as the community with the highest outreach, with **91 women reached**, reflecting the density of engagement and the relevance of targeted awareness efforts in this neighbourhood.

These activities were made possible through a combination of **7 in-the-field Healthcare professional volunteers**, recruited and coordinated through **Volunturismo's programme**, and **23 back-office volunteers** based in different parts of the world who provided strategic, administrative, and operational support throughout the year.

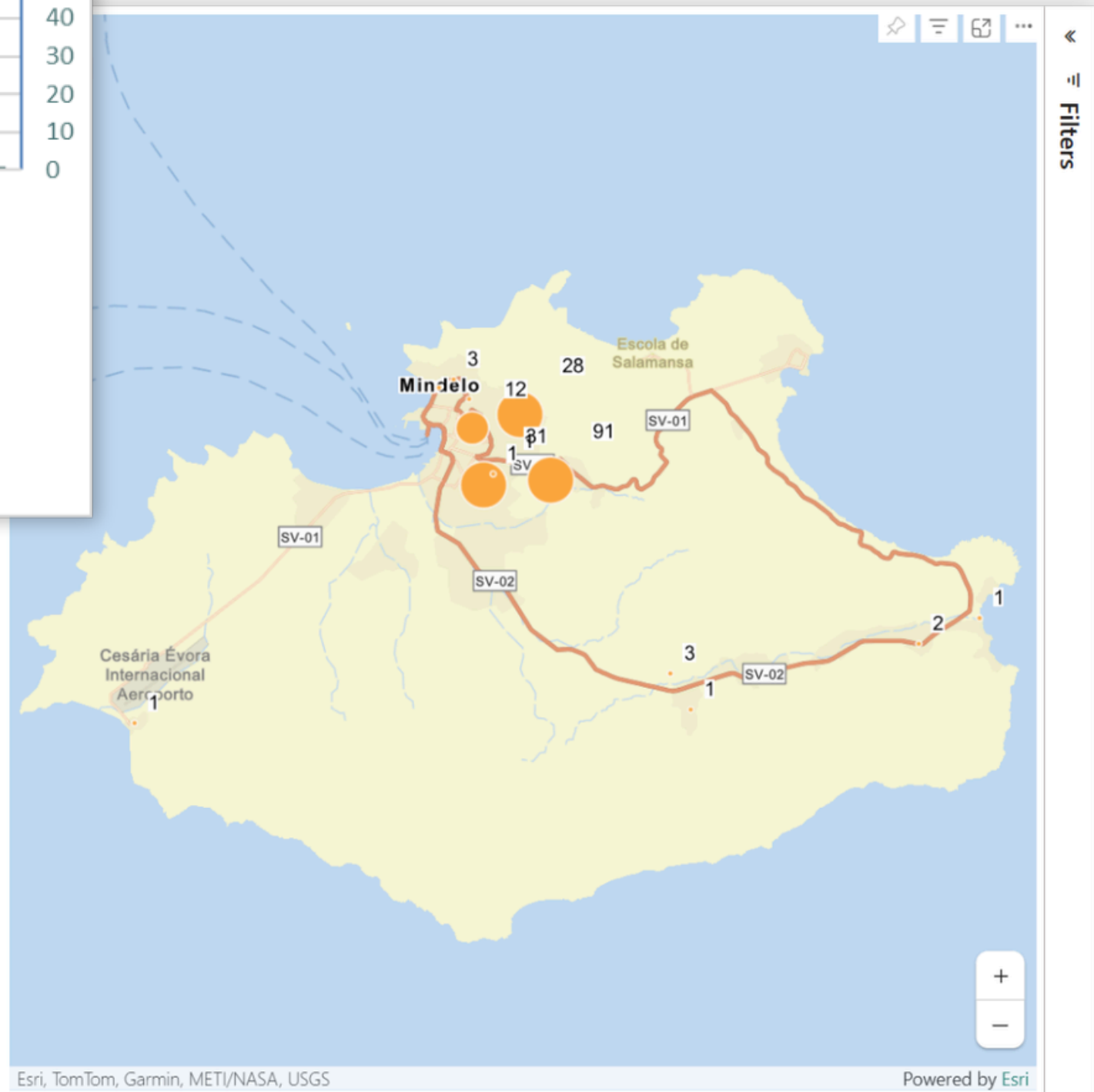
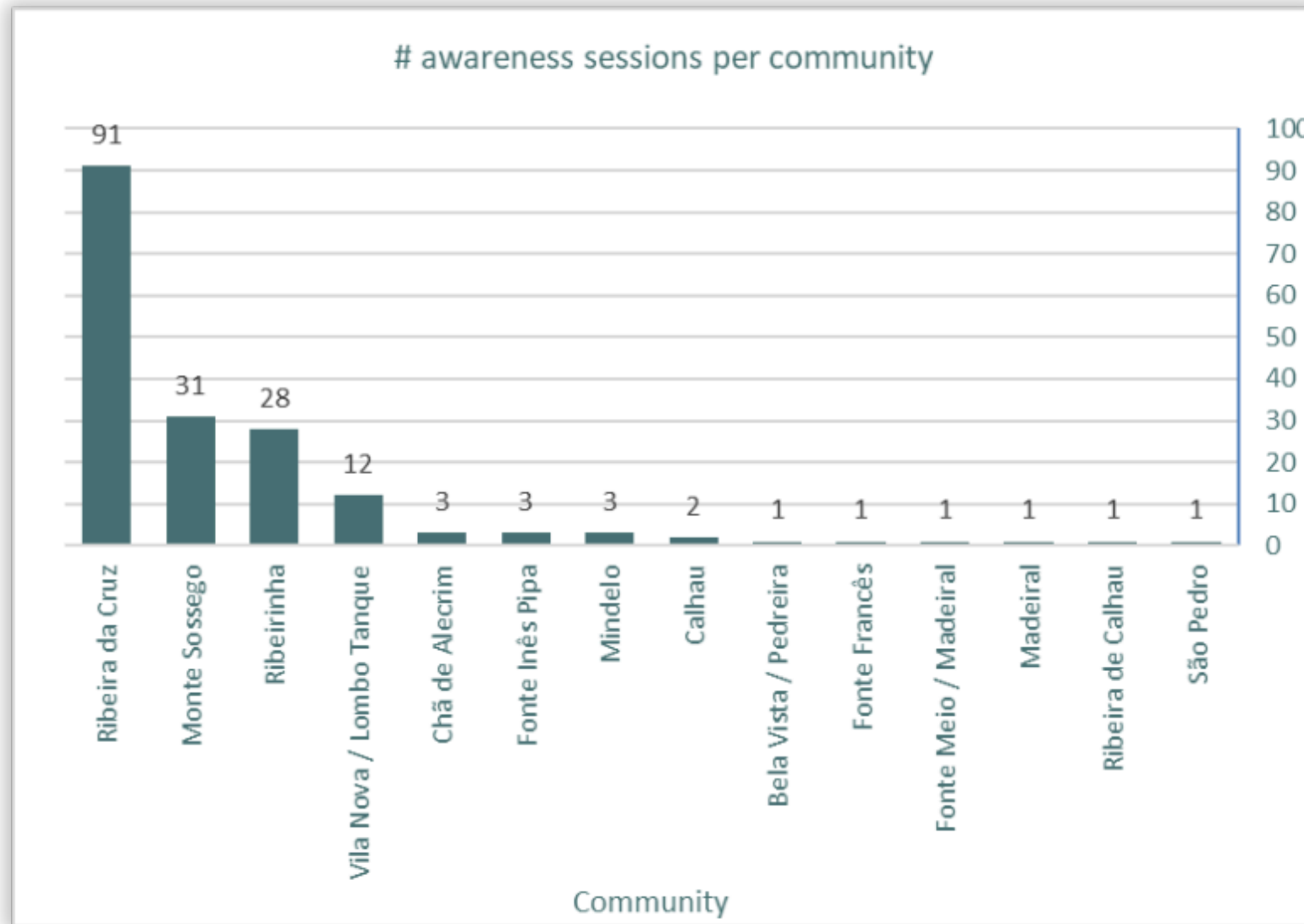
The in-the-field volunteers, mainly Portuguese, received prior screening and training on the local context and worked in close coordination with Cuida d'bo, playing a key role in community engagement, data collection, and referral support. In parallel, the back-office volunteers contributed to programme coordination, data management, communications, and strategic planning, enabling the effective delivery of awareness activities while ensuring organisational continuity and alignment across geographies.



SANTO ANTÃO - 2025



SÃO VICENTE - 2025



2025

HOW WE SUPPORTED OUR MISSION IN 2025

IN NUMBERS

270

women reached through awareness campaigns

69

women supported to access medical appointments with our partners

Following the medical appointments, these diagnostic exams were prescribed:

- 12** mammography exams
- 31** cytology exams
- 19** transvaginal ultrasound exams
- 14** mammary ultrasound exams

KEY INSIGHTS FROM THE FIELD

INSIGHTS FROM THE 270 WOMEN REACHED IN 2025

The data collected during the awareness campaigns provides important insights into the health literacy, preventive behaviours, and healthcare access realities faced by many of the women reached through Cuida d'bo's interventions. Beyond outreach figures alone, these findings reinforce the importance of community-based awareness and referral activities in contexts where access to preventive healthcare and reliable health information remains limited.

Among the **270 women** engaged through the campaigns, many reported limited previous engagements with preventive healthcare services. Among women aged over **40**, **51% had never undergone a mammography examination**. In addition, **16% stated they had never visited a gynaecologist**, while **10% had not had a consultation in more than five years**.

The sessions also revealed important gaps in health literacy related to breast cancer prevention and self-monitoring. **19% of participants were unaware of breast self-examination practices**, and none of the women interviewed reported performing regular monthly self-examinations. At the same time, **10% of women reported current symptoms** potentially linked to breast health concerns, while **14% reported a family history of breast cancer**, underlining the importance of early awareness and timely referral.

The referral component of the campaigns demonstrated the practical impact of proximity-based interventions. Following the awareness activities, **69 women were supported in accessing medical appointments through local healthcare partners**, leading to the prescription of mammography, cytology, mammary ultrasound, and transvaginal ultrasound exams.

Beyond health-related indicators, the field work also highlighted **broader structural barriers affecting access to care, including financial vulnerability, gaps in healthcare registration, limited social protection coverage, and insufficient access to preventive information.**

Together, these findings highlight critical gaps in access to preventive healthcare and underline the urgency of community-based interventions focused on early detection.



2025

HOW WE SUPPORTED OUR MISSION IN 2025

IN NUMBERS

From the 270 women reached:

- 51%** had never had a mammogram (women above 40)
- 16%** had never visited a gynaecologist
- 10%** had not been seen by a gynaecologist in over 5 years
- 10%** reported current symptoms*
- 14%** had family history of breast cancer
- 19%** were unaware of breast self-examination
- 100%** reported not performing breast self-examination on a regular basis

**Reported symptoms are self-declared and may be influenced by increased awareness during the data collection process; they do not necessarily reflect clinically confirmed symptoms*

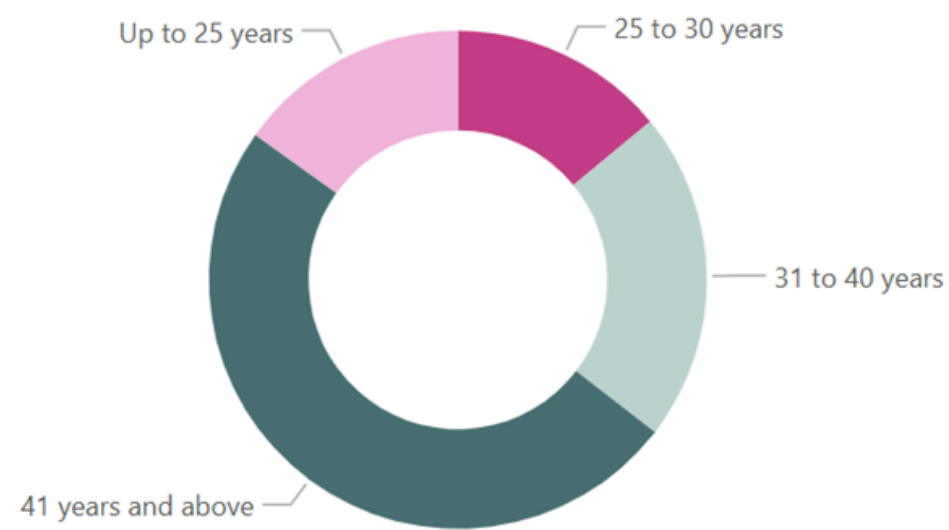
These data are based on self-reported information collected during awareness sessions.

OUR NUMBERS TO DATE

Since the beginning of our activity, until the end of 2025, we reached **953 women**

Women impacted by awareness campaigns **953** Year: All

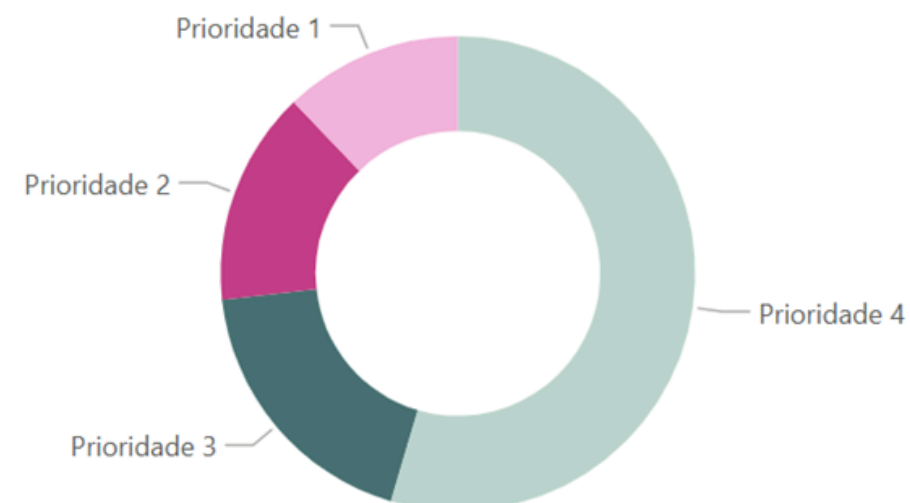
Women distribution by Age



156
women had never visited a gynaecologist

215
have not seen a gynaecologist in more than 5 years

Women distribution by Priority



636
have never had a mammography

99
have familiar history of breast cancer

175
didn't know about self-examination

81
women have symptoms

Clear all slicers

Source: Internal monitoring data collected through awareness activities, compiled and visualized using Microsoft Power BI (Microsoft NGO Program), and stored on the organization's SharePoint environment.

3.2 PROGRAMMATIC & OUTREACH ACTIVITIES

During 2025, we carried out a range of programmatic and outreach activities aimed at **strengthening the organisation's visibility, credibility, and mission-driven impact beyond direct field interventions**. These initiatives focused on advocacy, dissemination, and institutional engagement, contributing to improved access to information on women's health, the development of strategic partnerships, and Cuida d'bo's positioning within professional, academic and civil-society networks.

ROTARY CLUB BRUSSELS CANTERSTEEN, BRUSSELS

On 14 January 2025, we presented our work in the Rotary Club Brussels Cantersteen, an international English-speaking Rotary group composed mainly of expatriate professionals. The session took place at the Stanhope Hotel and brought together around 20–25 members. The presentation highlighted our mission, the health challenges faced by women in Cabo Verde, and the impact achieved so far.

This outreach offered valuable visibility within a global humanitarian network and opened possibilities for future collaboration - whether through advocacy, knowledge sharing, or targeted support. It also reinforced Cuida d'bo's commitment to engaging the diaspora and international partners in improving long-term access to women's health.



RADIOTHERAPY NATIONAL CONGRESS, LISBON

On 8–9 February 2025, we participated in the *Congresso Nacional de Radioterapeutas* in Lisbon, organised by the *Associação Portuguesa de Radioterapeutas* in IDEA Spaces, Lisboa.

Our team delivered a short presentation introducing Cuida d'bo and sharing our mission and ongoing work. An information table was available during breaks, allowing participants to learn more about our initiatives and explore opportunities for future collaboration.



PARTICIPATION IN QUALIFICA-TE PODCAST

Cuida d'bo was **featured in [Qualifica-te](#) podcast** hosted by *Escola Profissional Amar Terra Verde* in Vila Verde, Braga. The discussion focused on women's health education and the organization's work in Portugal and Cabo Verde, reaching a broad audience of students and young professionals.

AWARENESS CAMPAIGNS IN BELGIUM (CORPORATE DONATION-FUNDED PROGRAMME)

We implemented our **first structured breast cancer awareness programme in Belgium**, marking a transition from ad hoc activities to planned, evidence-based interventions supported by corporate funding. The programme aimed to raise awareness around breast cancer prevention, early detection, and self-examination, while fostering informed dialogue and encouraging preventive health behaviours among diverse audiences.

The programme was **financed through a corporate donation from SHEIN, totalling €11,102**, which enabled the design and delivery of awareness activities across Belgium. Funding supported educational content, communication and visibility materials, event logistics, and essential operational costs to ensure effective outreach.

Between October 2025 and January 2026, we delivered a series of **interactive awareness sessions primarily in Brussels and Liège, targeting a broad range of participants, including civil society organisations, migrant women, staff members of European institutions, and private individuals**. Sessions were held in varied settings such as community spaces, yoga centres, NGOs, institutional venues (including the European Commission), and public events, ensuring wide reach and high engagement.

The sessions combined **educational presentations with participatory discussions, quizzes, and real-life examples, and were delivered in collaboration with certified facilitators** using accessible, evidence-based materials, notably those developed by Know Your Lemons. Participants received educational flyers and branded learning materials co-labelled with SHEIN and Cuida d'bo, reinforcing key prevention messages and ensuring project visibility.

This programme represents a replicable model for corporate engagement, combining awareness, employee participation, and measurable social impact, and provides a strong foundation for scaling similar initiatives in partnership with other organisations in the coming years.

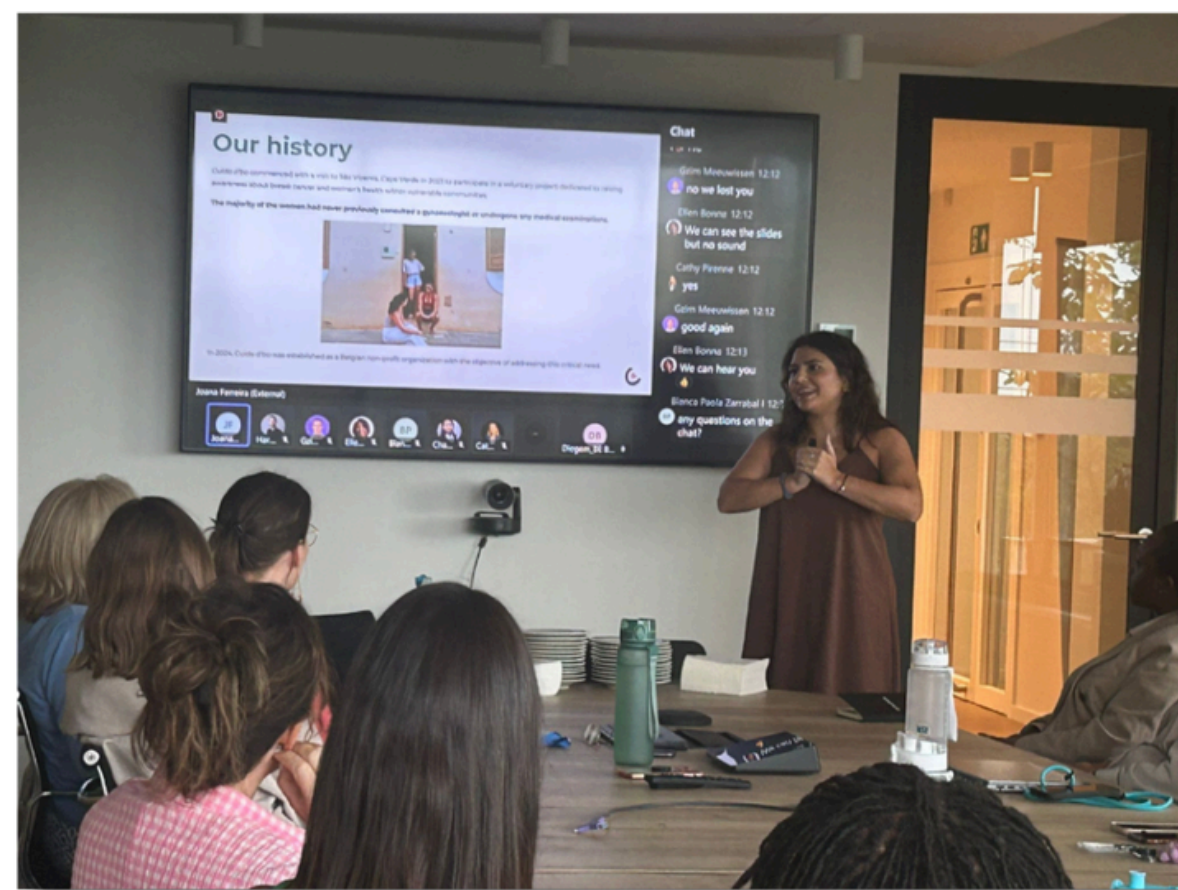


3.3 FUNDRAISING ACTIVITIES

During 2025, we conducted a series of **fundraising activities across Belgium, France, Portugal, and Cabo Verde**, reflecting the organisation’s transnational nature and strategic positioning. These initiatives took place in **diverse contexts, enabling engagement with a wide range of audiences**. Some events were small and intimate, designed to foster personal connection, while others were larger in scale and brought together broader communities and institutional stakeholders. These activities reflect Cuida d’bo’s ability to mobilise diverse communities and build a multi-country support base.

FUNDRAISING ACTIVITIES IN BELGIUM AND FRANCE

Belgium plays a strategic role in Cuida d’bo’s fundraising and advocacy efforts due to its strong ecosystem of international organisations, NGOs, and European institutions. Activities carried out in Belgium not only support fundraising objectives, but also contribute to network-building, visibility, and knowledge exchange within a European policy and civil-society context.



NSF CORPORATE EVENT - BREAST CANCER AWARENESS SESSION ***DIEGEM, BELGIUM - 26 JUNE***

As part of [NSF](#)'s Women's Event, we delivered a breast cancer awareness session for employees. A Cuida d'bo representative provided information on breast cancer, common symptoms, and recommended prevention practices.

SECOND-HAND CLOTHES SALE ***SAINT-GILLES, BRUSSELS FAIR - 6 SEPTEMBER***

Cuida d'bo organised a second-hand clothes sale during a local fair in Saint-Gilles. All proceeds from the sale were fully donated to support the organisation's activities.



CUIDA D'BO BEACH VOLLEYBALL TOURNAMENT *BRUSSELS, BELGIUM - 7 SEPTEMBER*

In partnership with Beach Volley Europe, a full-day beach volleyball tournament brought together more than 85 participants. Registration fees were almost entirely donated to Cuida d'bo, and participants could also make on-site donations and engage with the organisation at an information stand.



“OCTOBRE ROSE” BEACH VOLLEYBALL TOURNAMENT **LILLE, FRANCE - 5 OCTOBER**

To mark Breast Cancer Awareness Month, we co-organised a full-day beach volleyball tournament with the 59ers Beach Volley organisation. All registration fees were donated to the organisation, directly supporting prevention and awareness efforts.



FUNDRAISING ACTIVITIES IN PORTUGAL

In Portugal, selected initiatives were implemented to maintain visibility, engage local communities, and test formats with potential for future scaling. Portugal remains a strategically relevant country for the organisation and a key market for future fundraising and partnership development.



INDEPENDENT SECOND-HAND AND ARTISANAL FAIR BARCELOS, PORTUGAL - 11 JULY

We participated in a local fair in Barcelos dedicated to second-hand and artisanal products, combining modest fundraising with community engagement and awareness-raising.

CHRISTMAS FAIR HITACHI, PORTO, PORTUGAL - 2 DECEMBER

We took part in the Hitachi company Christmas Fair in Porto, promoting Cuida d'bo's mission and raising funds through the sale of branded merchandise, including tote bags.

FUNDRAISING ACTIVITIES IN CABO VERDE

Fundraising activities in Cabo Verde were limited in 2025 to a **single initiative, representing an important first step toward locally driven resource mobilisation and private-sector engagement.**

During **Pink October**, the construction company [Prolar](#) selected Cuida d'bo as a beneficiary of its awareness campaign, committing **0.50% of monthly sales to support breast cancer awareness efforts** in Cabo Verde under the motto *“A melhor obra é a que cuida das pessoas.”*

Although modest in scale, this initiative contributed to strengthening relationships with national private-sector actors and demonstrated the potential of locally anchored fundraising to support the sustainability and continuity of Cuida d'bo's community-based health activities.

3.4 PARTNERSHIPS



In 2025, Cuida d'bo **consolidated and strengthened the partnerships initiated in previous years**, evolving from initial contact to more structured coordination, referrals, and collaboration. These partnerships are **central to expanding the organisation's reach, improving our awareness sessions quality, and ensuring that interventions respond to real community needs.**

LOCAL ORGANISATIONS IN CABO VERDE

This year we put particular emphasis on partnerships with **local NGOs and institutions** that are deeply rooted in the communities served. Their cultural knowledge, proximity, and ongoing presence make them key allies in prevention, education, referral, and support.

Key local partners include:

- [LCCC – Liga Cabo-verdiana Contra o Cancro](#)
- [Kredita Na Bo – Programa Social das Irmãs Adoradoras](#)
- [SOS Aldeias \(SOS Villages\)](#)
- [Volunturismo SV](#)
- [Medicentro](#)
- [Oncomédica](#)
- Ginomédica
- [Hospital Baptista de Sousa](#)

INTERNATIONAL ORGANISATIONS

Cuida d'bo also collaborates with international partners that contribute expertise, visibility, and complementary resources, reinforcing the organisation's prevention and awareness work.

International organisations include:

- [Femme Incroyable NGO](#)
- [Know Your Lemons charity](#)



4. ADMINISTRATIVE AND ORGANISATIONAL MILESTONES



2025 marked a year of institutional consolidation for Cuida d'bo, with important administrative steps that strengthened the organisation's governance, legal standing, and long-term sustainability. These milestones support the organisation's strategic growth and its capacity to access new funding streams and partnerships in the years ahead.

OPENING OF THE PORTUGUESE ASSOCIATION

The formal creation of Cuida d'bo as a **registered association in Portugal in May 2025** represented a significant structural milestone. Until this point, the organisation had operated solely through its legal presence in Belgium. Establishing a Portuguese entity strengthens our institutional footprint and provides a strategic base aligned with the organisation's historical, cultural, and linguistic ties to Cabo Verde.

This step enhances our eligibility for specific national and international funding mechanisms, including public and private support channels available to Portuguese NGOs operating in Lusophone countries. It also reinforces the organisation's **long-term strategy to diversify funding sources and build sustainable partnerships connected to Portugal's development cooperation ecosystem.**

FIRST GENERAL ASSEMBLY

In December 2025, we hosted the **first General Assembly as a Portuguese association**, marking a key moment in the organisation's governance development. During this Assembly, members formally approved the admission of new associates and elected the statutory bodies of the association for the 2026–2028 mandate, including the Board of Directors, General Assembly Board, and Fiscal Council.

The General Assembly also established the annual membership fee. This formalisation of the governance structures strengthens accountability, transparency, and compliance, and provides a solid foundation for future organisational growth and institutional partnerships.



5. FINANCIAL STATEMENT

In 2025, Cuida d'bo strengthened its financial foundations, marking a significant step toward greater institutional maturity. The organisation maintained a strong focus on **transparency, sustainability, and responsible resource management**, ensuring that both funding and expenditures were closely aligned with its strategic and programmatic priorities.

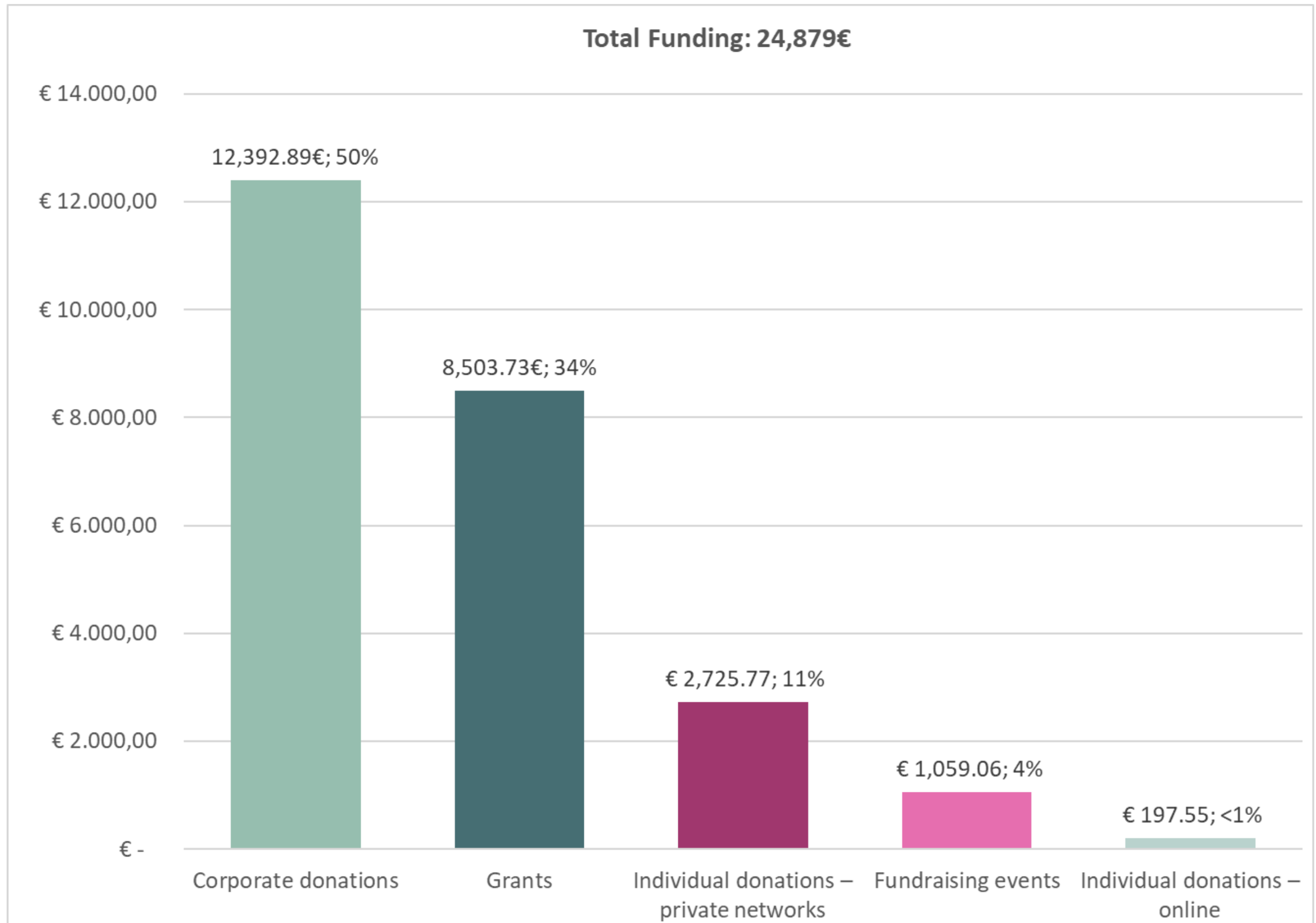
During the year, Cuida d'bo raised a **total of €24,879**, reflecting a diversified funding base across corporate partnerships, institutional grants, individual donations, and community-based fundraising initiatives. Compared to previous years, 2025 marked a clear shift in the organisation's funding structure.

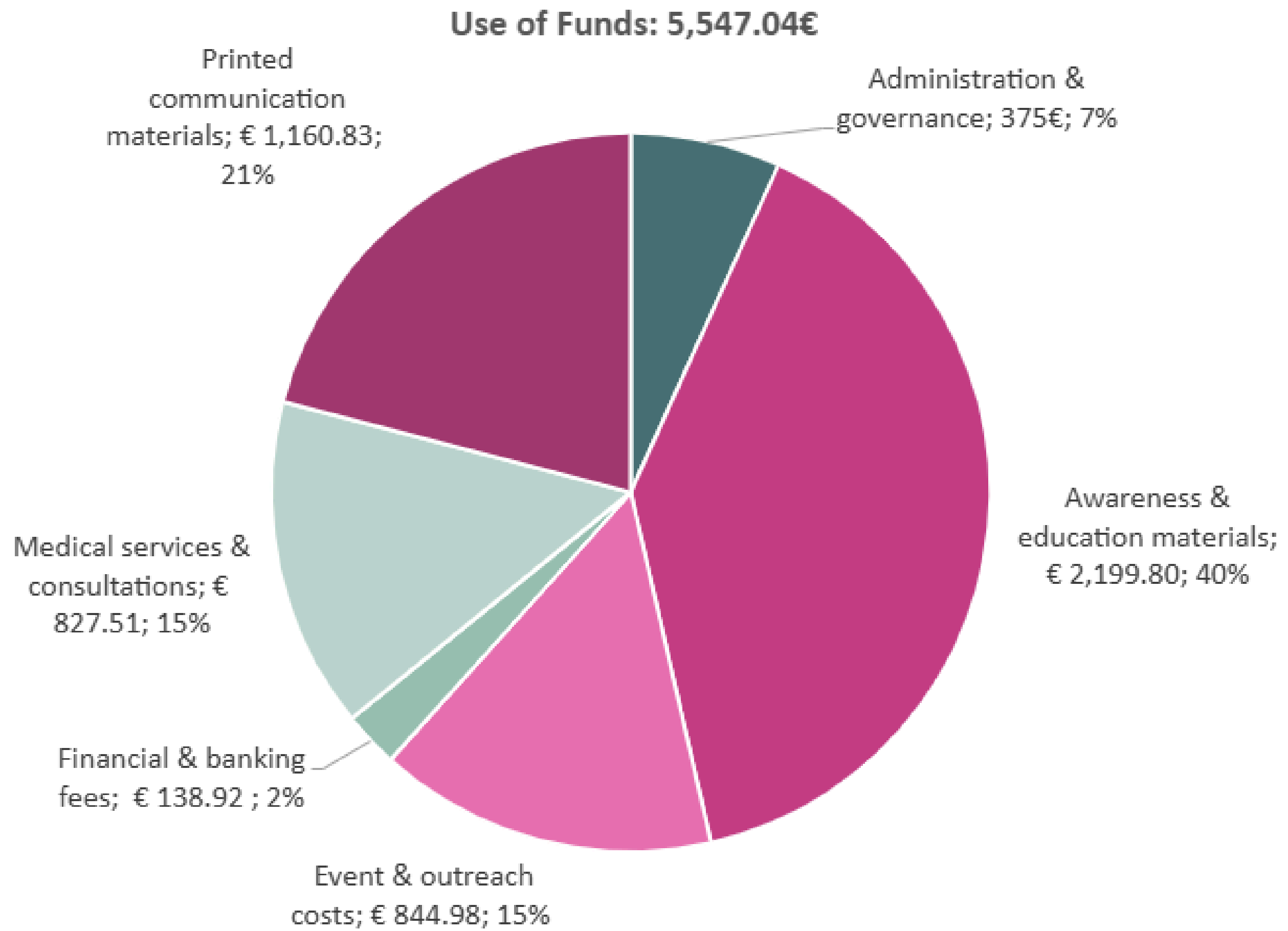
While earlier efforts relied more heavily on individual contributions and events, **corporate donations** emerged as the largest source of funding, accounting for around **half of total funds** raised (€12,392.89), followed by **corporate grants**, which **represented just over one-third** (€8,503.73).

Together, these institutional sources contributed approximately 84% of overall funding, highlighting a growing reliance on structured partnerships and external support.

This shift reflects increased organisational credibility and the ability to secure more stable and sustainable funding sources.

Individual giving contributed a smaller but meaningful share. Donations from private networks represented just over 10% of total funds raised (€2,725.77), while online donations remained marginal (€197.55). **Fundraising events accounted for around 4% of total funding** (€1,059.06), continuing to play an important role in community engagement, visibility, and grassroots support.





Total expenditures in 2025 amounted to €5,547.04, with the majority of spending directed toward programmatic activities.

Investments focused primarily on awareness and education initiatives, which accounted for around 40% of total expenditures (€2,199.80), as well as educational and printed materials, representing approximately one-fifth (€1,160.83). **These play a critical role in community outreach and prevention efforts.**

Additional resources were allocated to medical services and consultations (€827.51) and community outreach and events (€844.98), each representing around 15% of total spending, and directly supporting engagement with beneficiaries.

Operational costs remained low and well-managed. Administration and governance accounted for approximately 7% of total expenditures (€375), while financial and banking fees represented around 2% (€138.92), together representing only a small share of overall spending.

Overall, more than 90% of total expenditures were directed toward programmatic activities, demonstrating Cuida d'bo's strong commitment to maximising impact and ensuring that resources directly benefit the communities it serves.

5. THE TEAM LOOKS AHEAD TO 2026

As we close 2025, we do so with gratitude for everyone who contributed to Cuida d'bo's journey this year. Each awareness session, partnership, and conversation brought us closer to our shared goal: ensuring that Cabo Verdean women have access to the information, care, and support they need to protect their health.

Welcoming Cabo Verdean women into operational roles has been particularly meaningful. Their leadership and connection to their communities strengthen our work and ensure that our actions remain locally grounded and sustainable.

While important progress has been made, we remain aware of the challenges that persist in access to healthcare. These realities continue to guide our commitment to expanding health education, improving access to care, and advocating for stronger and more inclusive health systems.

To our volunteers, partners, and supporters: thank you for



believing in this mission. And as we look ahead, we do so with optimism: 2026 will bring new initiatives, stronger partnerships, and even greater impact.

Looking ahead to 2026, Cuida d'bo will sharpen its focus on awareness, prevention, and the promotion of existing public healthcare resources. Our strategy will increasingly prioritize empowering women with clear, practical information about the services already available to them, helping bridge the gap between communities and the public health system. A strong emphasis will also be placed on structured data collection and analysis, enabling us to better understand barriers to care, measure impact, and build credible, evidence-based partnerships with larger stakeholders, including public institutions. Through targeted on-the-ground interventions, sustained community presence, and the strengthening of strategic partnerships, 2026 marks a shift towards deeper impact, scalability, and long-term sustainability of our mission.

Together, we move forward with a clear goal: ensuring that every woman has both the knowledge and the means to access the care she needs - and to remember the message at the heart of our name: Cuida d'bo, take care of yourself.

With appreciation,

Cuida d'bo team





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@cuidadbo



Cuida d'bo



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