NOVAH

No Violence At Home

Annual Activity Report

2024 – 2025

Using radio dramas to prevent domestic abuse in East Africa.

Legal name	Stichting NOVAH (No Violence At Home)
KvK	94902844
RSIN	866930863
Website	www.novah.ngo
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By 2036, NOVAH aims to have helped protect 10 million women across 10 countries by empowering couples to adopt lasting behaviour change and build healthier, thriving relationships.

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1. Message from the Founders

When we founded NOVAH in 2024, we set out with a clear and ambitious goal: to combine research and mass media to prevent domestic abuse in East Africa, one of the regions in the world where it is most prevalent.

This report covers our first two years of operations, from NOVAH's founding mid 2024 through the end of 2025. In this period, we produced two seasons of our radio drama Twubakane ("Let's Build Together") in Rwanda, reached 30,000 listeners with our first season, conducted rigorous qualitative and quantitative evaluations, and gathered early evidence that our approach is working.

This period was about building the foundations: with no existing blueprint, we researched how to design an entertainment-education radio show that would actually lead to behavior change and violence prevention. The organization focused on setting up an operating model, establishing partnerships and learning and documenting along the way. A lot of resources were spent on iterations, to ensure the program would be effective.

2026 will be about moving to the next step, both for evidence generation and for impact in Rwanda. We believe we are now ready to rigorously test effectiveness through our ongoing RCT. Having avoided airing nationally to avoid biasing the RCT, 2026 will also be the year for our first national broadcast.

We are deeply grateful to our team, partners, funders, advisors, and the communities in Rwanda who trusted us and participated in this work. The encouraging results we share in this report are theirs as much as ours.

Ivy van Regteren Altena & Alexis Atlani

Co-founders

2. About NOVAH

NOVAH (No Violence At Home) is a Dutch ANBI-registered non-profit organisation co-founded by Ivy van Regteren Altena and Alexis Atlani in 2024, following incubation by Charity Entrepreneurship. We use edutainment (radio dramas that combine entertainment with education) to prevent intimate partner violence before it happens.

NOVAH envisions a scalable, cost-effective model to prevent domestic violence through radio edutainment that can be replicated globally. Our long-term goal is twofold: to directly expand to other countries and to empower other NGOs, especially those focused on edutainment or gender equality, to adopt our model. With the right support, we believe this approach could be implemented anywhere with access to media, making a long-term dent in entrenched patriarchal norms.

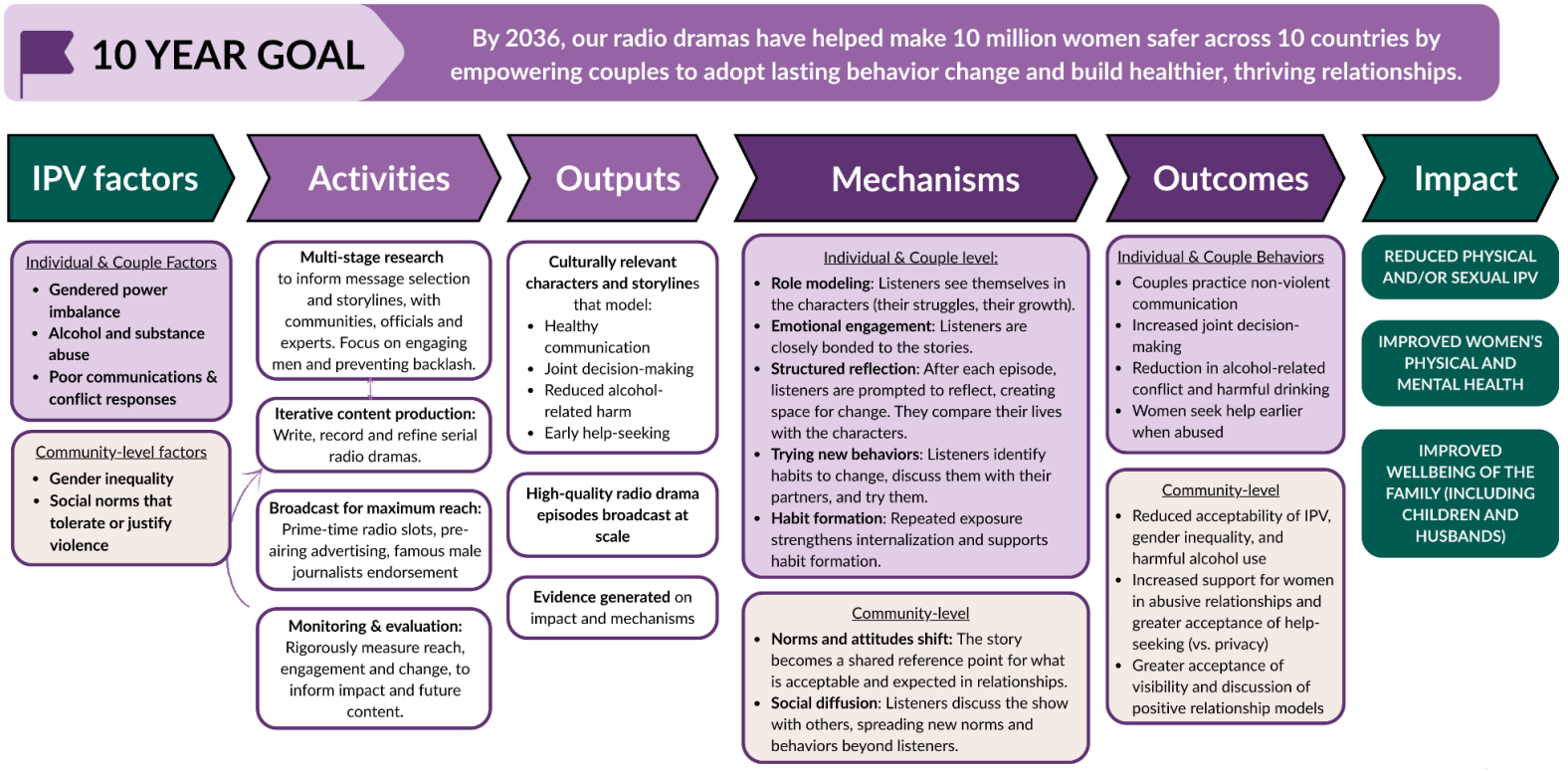
Our current operations are based in Rwanda, where IPV prevalence is high and radio reaches over 80% of the population daily.

3. Our Theory of Change

NOVAH's approach is rooted in the science of entertainment-education and evidence-based IPV prevention. Intimate partner violence has many drivers: economic, structural, and individual. We focus on the ones a radio drama can meaningfully address: poor communication, alcohol abuse, and social norms that tolerate or justify violence.

In Rwanda, our radio drama, *Twubakane*, meets people where they are: a compelling drama, broadcast at prime time, that couples listen to together at home. Through relatable characters navigating real relationship challenges, listeners experience healthier ways of communicating, resolving conflict, and making decisions together. Reflection prompts after each episode encourage couples to put these lessons into practice, and repeated exposure over a full season gradually shifts both individual behavior and community norms.

The result is fewer women experiencing violence, and improved (mental) health for women and children as well as more decision power for women.



4. One year and a half in review

Month 2024	Key highlight
April	End of the Charity Entrepreneurship incubation program
May	NOVAH's Start: Scoping visits in Kenya and Rwanda, EAG
June	Literature review
July	Partner's search & contracting in Rwanda
August	Twubakane Season 1 program design
September	Formative research
October	Script Writing: short scenes for testing
November	A/B Message testing, SVRI
December	Final Script writing & Production

Note: we registered in Sept. 2024 in the Netherlands, and before that operated through our US fiscal sponsor.

Month 2025	Key highlight
Jan	Qualitative pre-airing evaluation
Feb	Season 1 Broadcast starts
March	Season 1 Broadcast monitoring
April	Quantitative Season 1 evaluation design, Skoll Forum
May	Season 2 Strategic plan, Fundraising, EAG
June	Season 2 Formative research, Season 1 quantitative evaluation
July	Season 2: Short scenes for message testing
August	Season 2 synopsis
September	Season 2 script writing
October	Randomized Control Trial (RCT): Contracting with IPA, Season 2 audio production
November	Season 2 qualitative evaluation: data collection
December	Season 2 qualitative evaluation: analysis Airing features production (jingles, etc.) RCT design finalization

5. Program Highlights 2024: Twubakane Season 1

Production & Broadcast

Between September and December 2024, NOVAH produced the first season of Twubakane ("Let's Build Together"), a six-episode radio drama set in rural Rwanda. Each episode runs approximately 20 minutes. The season was produced in partnership with RWAMREC and Urunana Development Communication, and was broadcasted on RC Musanze, a regional radio station in northern Rwanda.

The drama was created following an iterative process that consisted of:

1. Formative research: This step included in-depth interviews and focus groups, designed to inform both the storylines and the most effective mechanisms of change for the transitional character in the radio drama. It helped to pre-select promising mechanisms of change to explore. Read about the findings.
2. Iterative scriptwriting: A team of scriptwriters developed different storylines, which were reviewed by experts and government officials. Three mechanisms of change were then A/B tested with focus groups to identify the most promising storyline. Read about the A/B test.

The final drama follows Jeanine and Kazimiri, a young couple whose marriage faces strain due to unilateral decision-making, financial tensions, and escalating conflict. Through the guidance of positive role models and community mediators (IZUs: Inshuti z'Umuryango, or "friends of families"), Kazimiri undergoes a transformation as he takes responsibility, asking for forgiveness, and committing to shared decision-making.

Key Messages

- **Shared Decision-Making:**

Decisions (especially financial ones) should be made jointly by both partners. This benefits men, women, children, and the community. This message was primarily directed at men.

- **Seeking Help Early:**

Seeking help early and through appropriate channels (family friends, IZUs, community mediators) can prevent escalation and promote safer resolutions in cases of IPV. This message was primarily directed at women.

- **Family peace is beneficial:**

Avoiding conflicts results in improved wellbeing, better decisions and household development, for the whole family.

Qualitative Evaluation, January 2025

In January 2025, NOVAH conducted a qualitative in-person evaluation of the drama with 51 participants from rural Rwanda (a mix of couples, married individuals, and community leaders)

using 8 focus group discussions, 11 listening sessions, and 20 individual in-depth interviews conducted one week after listening.

Key qualitative findings (view the infographic)

- The drama was universally found relatable and engaging. Participants gave it an average rating of 9.3/10.
- Around 80% of interviewees discussed the drama with others, including partners, family, and neighbours.
- Half of respondents shifted their view on the importance of shared decision-making, mostly men. Two-thirds of male respondents showed some change in decision-making behaviour.
- Half of respondents became more confident seeking help in cases of IPV.
- Nearly all couples (90%) reported improved relationships, especially those who listened together.
- No major risks (e.g. backlash) were identified.

"I used to think that if a man made a financial decision, that was final. Now I understand it's a form of control that can be harmful."

- Male participant, Twubakane Season 1 evaluation

"This drama is like medicine for Rwandan families."

- Male participant, focus group

Broadcast Reach

Following the qualitative evaluation confirming the drama's safety and appropriateness for broadcast, Twubakane Season 1 aired on RC Musanze, a regional branch of the government-owned radio station. A post-broadcast quantitative survey of 500 people found approximately 27,000 active listeners in the coverage area (representing 7% of the total adult population in the catchment area). Among married listeners (note: small sample size), 39% reported a significant improvement in their relationship since listening to the show.

6. Program Highlights 2025: Twubakane Season 2

Research & Development Process (see infographic)

The development of Season 2 was grounded in a multi-stage research process conducted between June and September 2025:

- 8 focus groups and 20 in-depth interviews to deepen knowledge on previously identified complementary messages
- An internal workshop generating 7 candidate messages
- A stakeholder validation meeting with government officials and Rwandan NGOs, narrowing to 5 messages
- A message-testing phase with 5 short test scenes that were evaluated in 4 focus groups and 20 in-depth interviews to make the final selection

Three Key Messages for Season 2

- **Shared Decision-Making through Healthy Communication:**

Adding healthy communication skills to the season 1's shared decision making message: choosing calm moments to talk, being transparent, listening respectfully, as a way to improve household outcomes and prevent conflict.

- **Reducing Alcohol Consumption:**

Drinking more than 1–2 times per week harms finances, health, and family wellbeing. Community members should support those who want to reduce.

- **Seeking Help Early:**

Seeking help early and through appropriate channels prevents escalation. Even one incident of violence is not acceptable (same as Season 1)

(Implicit/ Transversal, same as Season 1) Family peace is beneficial: Avoiding conflicts results in improved wellbeing, better decisions and household development, for the whole family.

Production

Season 2 was produced from June to September 2025 in partnership with RWAMREC and Urunana Development Communication. It consists of 12 episodes of 15–20 minutes each.

The drama follows three couples Karinda & Mbabazi (transitional characters), Munyanziza & Iribagiza (negative characters), and Hakiza & Mwamini (positive role models), as well as Dorosera, a widowed single mother. Episode intros and outros were hosted by a nationally recognised Rwandan sports journalist.

Qualitative Evaluation, November 2025 (View the infographic)

In November 2025, NOVAH conducted a mixed-methods evaluation with 64 participants (full report). Methods included observation, quantitative surveys, focus group discussions, and in-depth individual interviews.

4.9/5 Avg. rating, men	**4.8/5** Avg. rating, women	**7/8 men** Reported positive change in decisions/ communication	**6/6 women** Reported positive change in communication

Results by message:

- **Message 1: Shared Decision-Making (++):**

Strongly positive results. Most men and women reported attitude and behaviour change, including consulting spouses before decisions, greater financial transparency, and more frequent communication.

- **Message 2: Reducing Alcohol Consumption (+):**

Moderately positive. Participants recognised the harms of alcohol; several men reported cutting back or stopping entirely. However, participants rarely reported encouraging others to reduce.

- **Message 3: Seeking Help Early (mixed):**

Participants endorsed help-seeking in principle, but some women interpreted the message as calling for patience and endurance before seeking help. This risk was addressed through script revisions before airing.

"It made me happy and gave me a lot of knowledge and reflection. I even went home and discussed it with my wife […] I felt happy and well because it was guiding us in a good direction"

- Male participant, Season 2 evaluation

Script Revisions & Follow-Up

Based on evaluation findings, seven targeted script adaptations were made prior to airing, addressing three key risks: (1) portraying patience as an appropriate response to violence; (2) framing IPV around fault or victim blame; and (3) misreading shared decision-making as women's obedience. A follow-up mini-evaluation in February 2026 confirmed these revisions successfully mitigated the identified risks.

7. Research & Evidence

Quantitative Pilot Study, Season 1, 2025 (read the 2-pager)

In 2025, NOVAH conducted a baseline-endline pilot study with 200 couples (140 in intervention villages, 60 in control villages) in Rwanda's Eastern Province, using a difference-in-differences methodology. Data was collected at baseline (June 2025) and endline six weeks after listening (August 2025), with a 99.5% follow-up rate.

As this study was a pilot, the sample size limits statistical power. Results should be interpreted as suggestive of potential impact rather than definitive causal evidence.

-40%	-6pp	+15pp	+0.5 SD
Relative reduction in physical/sexual violence	Absolute reduction in IPV prevalence	Women's involvement in financial decisions	Relationship quality improvement

Key findings from the pilot:

- 6 percentage point (pp) lower prevalence of physical or sexual violence in intervention villages (40% relative decline)
- +15pp increase in women's involvement in decisions regarding their spouse's earnings
- Nearly +0.5 standard deviation improvement in relationship quality scores (emotional support, honesty, empathy, joint problem-solving)
- 11pp drop in acceptance of wife-beating
- Improvements in life satisfaction and reductions in depression symptoms
- Larger effects found for less-educated couples and women who had already experienced violence, precisely the groups most at risk

Upcoming: Large-Scale RCT with IPA (2026)

Building on the pilot, NOVAH is partnering with Innovations for Poverty Action (IPA) Rwanda and researchers affiliated with the University of Rwanda, Columbia University, Lafayette College, African School of Economics and Université Laval for a full randomized controlled trial (RCT) with 2,400 couples in Rwanda. The RCT began in early 2026 and will measure impact on IPV prevalence, relationship quality, mental health, and women's wellbeing. Results are expected before the end of 2026. Read updates (1) (2) (3).

8. Partners & Advisors

Rwanda

Partner	Role
RWAMREC	Rwanda Men's Resource Centre. Rwanda's leading IPV prevention NGO. Leads research, gender expertise, and in-country implementation.
Urunana DC	Urunana Development Communication. Rwanda's leading edutainment production organisation, reaching 25% of the population weekly. Responsible for scriptwriting and audio production.
IPA Rwanda	Innovations for Poverty Action. Research partner for the large-scale RCT. Expertise in impact evaluation design, data collection, and analysis.
RBA	National broadcaster in Rwanda that manages both the most famous national radio station (Radio Rwanda) as well as provinces branches (e.g. RC Musanze).

Advisors

NOVAH's team is supported by an advisory board composed of:

- Anna Christina Torsheim (Family Empowerment Media)
- Barachou Barada (Social and behavior change expert on gender issues in Rwanda)
- Gisèle Umutoniwase (Director of Programs at RWAMREC)
- Ana Maria Buller Soto & Marjorie Pichon (LSHTM, research & script review)
- Bill Ryerson (Population Media Center)
- Cécile Delculvellerie (Evaluation expert for the Spotlight Initiative)
- Patrick Stadler (Co-founder of New Incentives)
- Sarah Eustis-Guthrie (GiveWell senior associate)

We are also thankful to all our volunteers and community members from the incubator Ambitious Impact

9. Governance & Organisation

Legal structure

NOVAH operates as Stichting NOVAH (No Violence At Home), registered in the Netherlands since September 2024 as a Dutch ANBI stichting (charitable foundation with fiscal benefit status). KvK number: 94902844. RSIN: 866930863.

Board composition

Name	Role
Françoise Perrick	Chair
Matthijs Tiemens	Secretary
Frank Leerdam	Treasurer

Remuneration policy

The board members of Stichting NOVAH do not receive any financial remuneration for their activities as board members.

Team

Name & role	Background
Ivy, Co-Founder	Combines behavioural science expertise with startup scaling experience. Based in Amsterdam.
Alexis Atlani, Co-Founder	Brings robust Monitoring & Evaluation skills and development sector experience. Based in Amsterdam.
Laurien Iyakaremye, Head of Operations Rwanda	Oversees project implementation in Rwanda with extensive experience in community engagement and research coordination. Employed by RWAMREC and working in close collaboration with NOVAH.

10. Financial Overview 2024 to 2025

How NOVAH is structured financially

NOVAH's funding flows through two channels.

- Stichting NOVAH, a Dutch ANBI registered foundation (KvK 94902844), has been NOVAH's legal entity since September 2024 and publishes audited annual accounts (jaarrekening) in line with Dutch reporting requirements.
- Since May 2024, NOVAH has also held a fiscal sponsorship with 501(c)(3) Players Philanthropy Fund (PPF), which is itself also audited and enables donors in the United States to give tax efficiently.

Donations received and spent through the fiscal sponsorship do not appear in the annual accounts of the Dutch foundation. To give a complete and fair picture of NOVAH's finances, the overview below combines both channels and covers the period from NOVAH's founding in May 2024 through 31 December 2025. The figures are based on NOVAH's management accounts and differ in scope from the audited Dutch jaarrekening, which remains the authoritative statement for Stichting NOVAH and is published separately on our website.

Income

Across both channels, NOVAH raised a combined total of approximately €512,000 (about $553,000) between its founding and the end of 2025. Roughly half came from foundations, just under a third was seed funding from the AIM network that launched the organisation, and the remainder came from individual donors.

Source	Stichting NOVAH (EUR)	Fiscal sponsor PPF (USD)	Combined (EUR equiv.)
Seed funding	53,776	102,500	148,683
Foundations	217,079	64,000	276,338
Individuals	79,946	7,170	86,585
Total donations	**350,801**	**173,670**	**511,606**

Expenses

Combined expenses over the period totalled approximately $247,940 (about €229.574). Spending closely follows NOVAH's programme phases: country scoping and the Season 1 proof of concept in 2024, followed in 2025 by Season 1's broadcast and evaluations and the Season 2 pilot with preparation of the large scale randomised controlled trial (RCT). Salaries cover the two co-directors, who carry out programme design, research coordination, partnerships and fundraising; the in-country costs of our partners RWAMREC, Urunana DC and IPA are included in the Season 1 and Season 2 lines.

Expenses by category	2024 (USD)	2025 (USD)	Total (USD)
Salaries (two co-directors & international subcontractors)	33,397	80,013	113,410
Season 1: production, airing and evaluations (proof of concept)	24,457	15,530	39,987
Season 2: production, evaluation and RCT preparation (pilot)	0	65,478	65,478
Country scoping (Kenya, Rwanda)	6,905	0	6,905
Conferences, co-working and events	7,015	5,445	12,460
Admin, finance and audit fees (including 6% fiscal sponsorship on USD income)	2,566	7,134	9,700
Total expenses	**74,340**	**173,600**	**247,940**

The large difference between income & expenses is mainly explained by (i) constituting reserves (as the organization started during this period, it needs to maintain a runway) (ii) the RCT schedule (most funds were collected right before spendings for data collection & implementation started in 2026).

Notes

1. Amounts are converted between currencies at 1 EUR = 1.08 USD, the approximate average exchange rate over the reporting period. Figures may not sum exactly due to rounding.

2. Each donation is counted once and attributed to the account in which it was ultimately received. The Dutch jaarrekening recognises income of €295,349 for its first financial year (September 2024 through December 2025); the difference with the Stichting EUR column above is mainly the €55,661 in donations received in advance for 2026 activities.

3. Expenses are shown on the basis of NOVAH's transaction records across all accounts, converted at transaction date exchange rates, and are categorised by programme activity rather than by the Richtlijn 650 categories used in the jaarrekening.

11. Looking Ahead to 2026

Randomised Control Trial with Innovations for Poverty Action

See above: Upcoming: Large-Scale RCT with IPA (2026).

National Broadcast in Rwanda

Season 2 of Twubakane is planned to air on Radio Rwanda in Q4 2026. This will be NOVAH's first national broadcast.

Burundi Expansion (contingent on funding)

We found a reliable partner to extend Twubakane to Burundi. Burundi has a potential reach of 14 million people with limited script adaptation from the Rwandan version.

Season 3 Rwanda (contingent on funding)

We aim to produce a third season of Twubakane in Rwanda. Season 3 will build on the evidence generated from the RCT and the learnings from Seasons 1 and 2.

12. Legal & Contact Information

Legal name	Stichting NOVAH (No Violence At Home)
KvK number	94902844
RSIN number	866930863
ANBI status	Yes, registered in the Netherlands since September 2024
Registered address	IJplein 67, 1021 LB Amsterdam, The Netherlands
Email	info@novah.ngo
Website	www.novah.ngo

US Fiscal Sponsorship

NOVAH has had a fiscal sponsorship since May 2024 with Players Philanthropy Fund (Federal Tax ID: 27-6601178, ppf.org/pp), a Maryland charitable trust with federal tax-exempt status as a public charity under Section 501(c)(3) of the Internal Revenue Code.