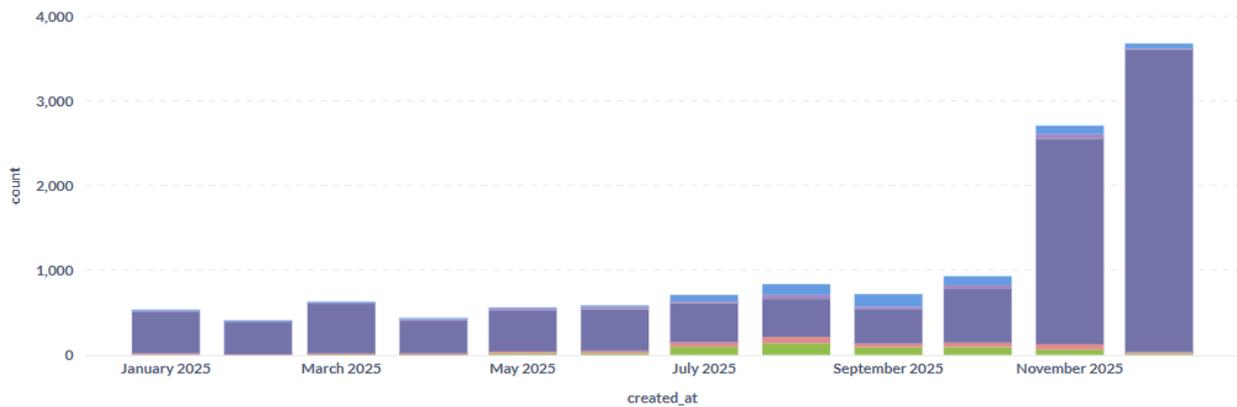# Talk to Loop
Annual Report 2025
Nothing but growth

January 30th 2026

This is the sixth annual report for Our Loop Stichting (operating as Talk to Loop) and covers all of 2025.
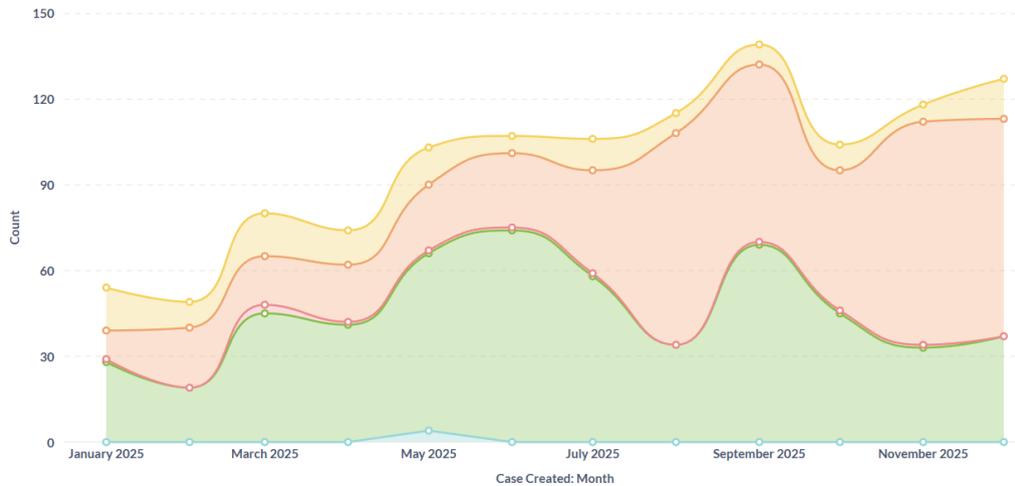
Published feedback by type over time

● Concern ● Information Request ● Assistance Request ● Thanks ● suggestion_opinion

Sensitive Cases Over Time Broken Down by Allegation Type

● Fraud or Corruption ● Non-sensitive reports ● Other misconduct ● Protection ● Sexual Exploitation, Abuse and Harassment

This report is for the Loop Governing Board, the Loop Advisory Board and the partners invested in supporting Loop. There will be a condensed version for wider dissemination which is available on our website.

Executive Summary

After Talk to Loop (Loop) came out of hibernation in late 2024 we went straight into the rapidly changing financial crisis of 2025 with USAID closing in January and other institutional donors significantly reducing their funding to humanitarian, development and peace building work. At the same time civic space continued to reduce and be challenged around the world.

As the consequences of these changes started to show throughout the year, many communities lost services, staff lost their jobs, organisations closed and the whole system was in the process of being restructured. However, while some funding was stopped, Loop maintained our approach and role, and was even more relevant in this changing context by offering a common, cost efficient, collective approach that is nationally owned, accessible and provides remote feedback and safe reporting even when other lines close or projects exit.

Our collective service of raising community voices through local hosts and safely supporting a more accountable system through referrals and trends analysis, continued to be of primary interest to: institutional donors, community members, representatives of marginalised community groups and some civil society organisations.

This is evidenced by the continued rapid growth in feedback received from communities across the year, including for sensitive reporting. The increased numbers of feedback led to more useful and relevant findings and analysis in the monthly snapshot reports and quarterly deep dives. These reports gained wide readership and included case studies of the impact of how feedback and safe reporting can positively influence the lives of people in crisis and project implementation approaches. The unsolicited, collective data showed, among other things:

- The impact of the USAID cuts, affecting the most vulnerable
- The high risk of Gender-Based Violence (GBV) for women displaced to high density IDP camps in Mogadishu
- The slow onset of the drought hitting parts of Somalia, in real-time
- Increased feedback in more languages, mostly from people who are vulnerable
- Increased feedback as other feedback mechanisms closed or were not functional due to reduced funding and closure of many services, and at the same time increasing needs as the impact of the droughts deepened.

The usefulness of the evidenced approach in Somalia led to approved small scale funding for Ethiopia and Kenya, where Loop will open in 2026. Ongoing sustainable funding for Somalia is still being sought.

Going into 2026, Loop has evidence of impact and the ability to scale in Somalia and where there is interest. We are well positioned to provide a common service for communities that both ensures safe open feedback and sensitive reporting as well as generating valuable real-time data and insights on the changing needs of communities, the effectiveness of Aid and the accountability of organisations providing services.

Loop's ability to scale efficiently remains constrained by its vulnerability to changing donor funding decisions and insufficient resources for implementing platform improvements in this volatile context.

In 2026 we want to continue to champion community voices by providing an accessible feedback and safe reporting mechanism, increasing response rates and effective referrals as well as generating robust evidence, and scaling cost efficiently through digital solutions.

To review Loop's Strategy for the 2026 to 2030 period [click here](#).

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How was Loop used in 2025

Numbers of feedback on Loop from January 2025 to December 2025

The majority of feedback in 2025 came from Somalia due to the national Somali teams presence, growing number of local languages and availability for free by voice (IVRR) across Somalia and Somaliland. Loop has been hosted by [Raagsan](#) with offices in Mogadishu, Kismayo and Hergeisa.

However, between June 2025 and December 2025 we also received 1488 pieces of feedback from the Democratic Republic of Congo (DRC) as a result of a voluntary pilot with [Action for Peace and Liberty](#) (APL), a national Congolese organisation advocating for the use of Loop. We published quarterly analysis of the feedback, and APL used the data in their advocacy nationally. Loop and partners have strong interest from NNGOs and some INGOs in the DRC and continue to seek start-up funding.

We also received a few reports from India as a result of another pilot partnership between Loop and Humanity Aid International (HAI) who used Loop Lite service in August 2025.

Figure 1: Total count of feedback handled through Loop during 2025
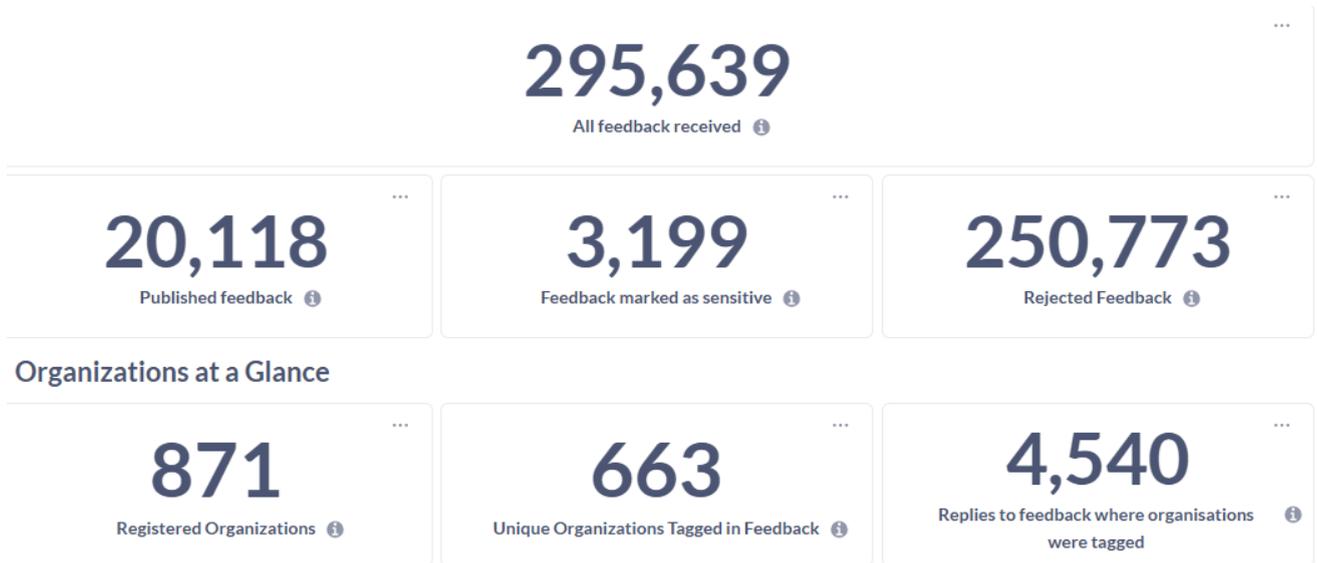
In 2025, 8% of all incoming feedback was either published or handled as sensitive reports. This percentage is consistent across each year to date. The number of rejected feedback in Somalia is also consistent and comes from feedback received via the Voice channel in Somalia where people hang up before recording a message (recordings less than 5 seconds), record duplicate messages on the same day or record inaudible messages[1].

Figure 2: Type of feedback published during 2025
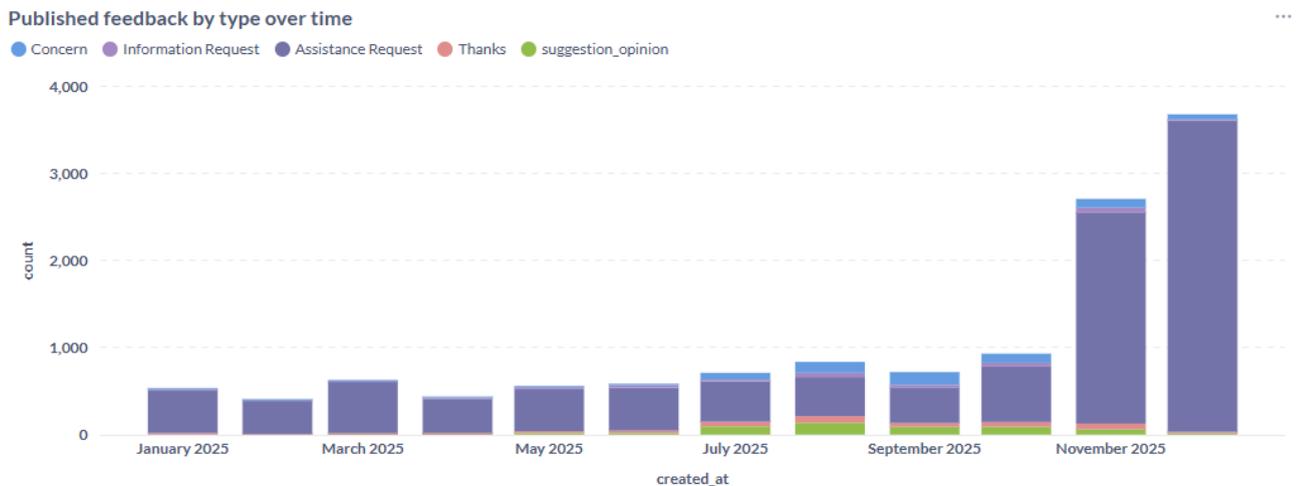
Feedback increased throughout the year for both open and sensitive reports, resulting in

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[1] As an example, in Q4 2025 90% of feedback was rejected due to no messages or poor audio quality; 7% for breaching community guidelines; 3% identified as duplicate feedback received on the same day.

an overload of feedback for our moderators to manage in November and December. Loop experienced a significant increase in calls starting in October due to a combination of internal and external factors.

Internally, this growth was driven by improved connectivity across Somalia, continuous awareness raising activities by key partners, awareness about Loop being spread by word-of-mouth and the blocking of rogue users which resulted in more legitimate calls coming through.

Externally, the increase was fueled by a decrease in available community services, a reduction in feedback mechanisms from closed projects, increased needs caused by severe drought and spikes in conflict and security incidents leading to displacement. Loop received 35,000+ pieces of feedback in December alone and the team of moderators and translators have been working every day of the week to process the feedback. We have had staff surge into moderation roles from other tasks, and engaged additional staff to ensure the timely completion of feedback moderation. This high intensity of work is ongoing.

Demographics and vulnerabilities

The analysis of the feedback shows a wide, and growing range of people using Loop to feedback, including a relatively even number of men and boys vs women and girls.

Figure 3: Gender distribution for open feedback during 2025

Open feedback by authors gender
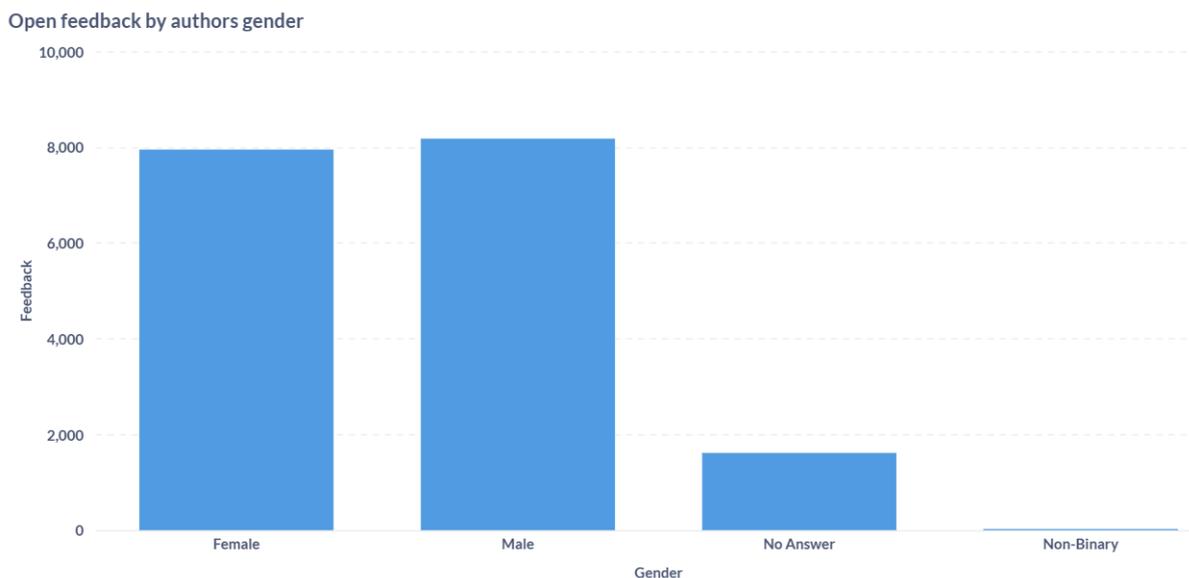
Loop is equipped to receive feedback in 6 languages in Somalia (Maay, Maxatiri, Benadiri Merka, Bujuuni, Barawani Chimini, Kizigua), although primarily in Maxatiri (87%) and Maay (13%). Feedback from the Democratic Republic of Congo was recorded in French.

Loop received feedback from people self-identifying as from a minority clan in Somalia including Bantu, Eyle, Shabelle, Mushunguli, Shiindle, Bajuni, Banadiri including Shanshi.

Loop published feedback from 224 persons living with disabilities (PLWD), with the majority being in Somalia. Many others reported being carers for PLWD. Our team in Somalia now has a dedicated person who helps onboard organisations to share the Loop

feedback mechanism with vulnerable marginalised communities and to reply to communities, support them and learn from the trends in the feedback.

Loop published feedback from 348 children and adolescents (14-17) and 475 older persons (60+) with the vast majority being requests for assistance across the different sectors.

The vast majority of reports in Somalia came in via Voice[2] as people who are not literate, who do not speak a majority language and who do not have access to the internet or a smart phone can give feedback at any time of the day or night, making it accessible and inclusive for people in remote areas.

As a result of the funding cuts in January of 2025, we started to see an increase in feedback coming from people who have intersecting vulnerabilities that compound the difficulties they live in. One of the new tags "Vulnerability Factors"[3] is used to record and track trends in the vulnerabilities that people mention in their feedback. For example, in our Q4 report for Somalia, we note that 58% of users of Loop mentioned one or more vulnerability factors, including: being displaced, families or single parents with many children, being caregivers of PLWD, or female-headed households, etc.

65% of the feedback from the DRC was from men and most (70%) of authors were between the ages of 30 and 59 years of age, indicating that adults of working age are more frequently represented. Feedback from the DRC is strongly shaped by crisis contexts, with a high concentration coming from the eastern provinces affected by conflict, displacement, and service disruption. In the last quarter of 2025, 11% of feedback related to individuals who identified as internally displaced persons. In addition, a small number of reports were collected from people living with HIV, as well as members of marginalised communities such as the Banyamulenge and Indigenous populations, notably Pygmy groups. Although limited in volume, this feedback is significant as it reflects the perspectives of populations who are often excluded and face multiple barriers to services, discrimination, and protection risks

Feedback types and thematic areas

In Somalia, a large amount of the feedback is requests for assistance, specifically in livelihoods and food security as a direct result of sporadic sudden onset floods, the worsening drought throughout the year, and spikes in conflict[4]. A large percentage of the requests are for general assistance (found under cross cutting and mainly coming from Somalia after the dramatic funding cuts), followed by cash assistance (found under livelihoods). These trends highlighting the worsening situation aligns with findings from other research such as Ground Truth Solutions, IOM and ACAPS analysis of the impact of drought on communities in Somalia.

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[2] At the moment, in the DRC, community feedback is collected by volunteers who record the feedback via Loop's web channel. This is because no funding currently exists to integrate Loop fully into the DRC.

[3] In Q3, we grouped several diversity and protection tags under a new category "Vulnerability Factors"; now available on our platform and allows users to filter feedback using this category.

[4] In Q2, Loop's team revised the platform's thematic areas to align them with the IASC Standards for Collective Feedback Mechanisms.

Figure 4: Open feedback by thematic areas in Somalia and Somaliland during 2025

Feedback by thematic areas

Concern ● Request for information ● Request for Assistance ● suggestion_opinion ● Thanks
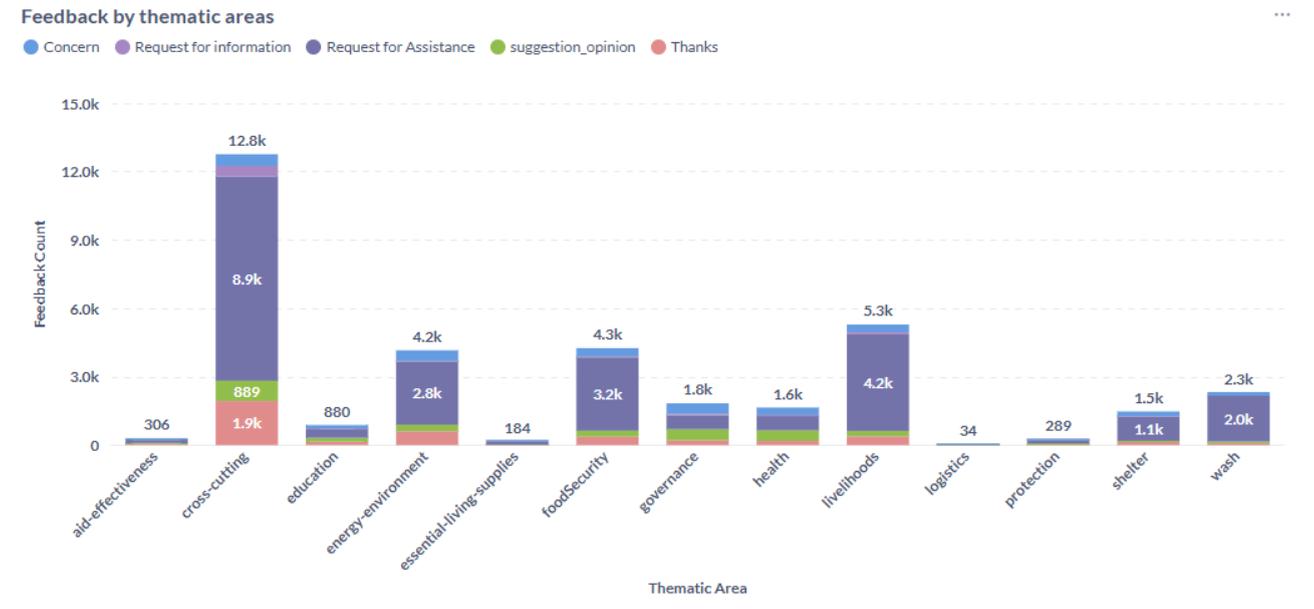
In the DRC, the majority of feedback relates to governance, followed by health, livelihoods and education.

Figure 5: Open feedback by thematic areas in the DRC during 2025

Feedback by thematic areas

Concern ● Request for information ● Request for Assistance ● suggestion_opinion ● Thanks
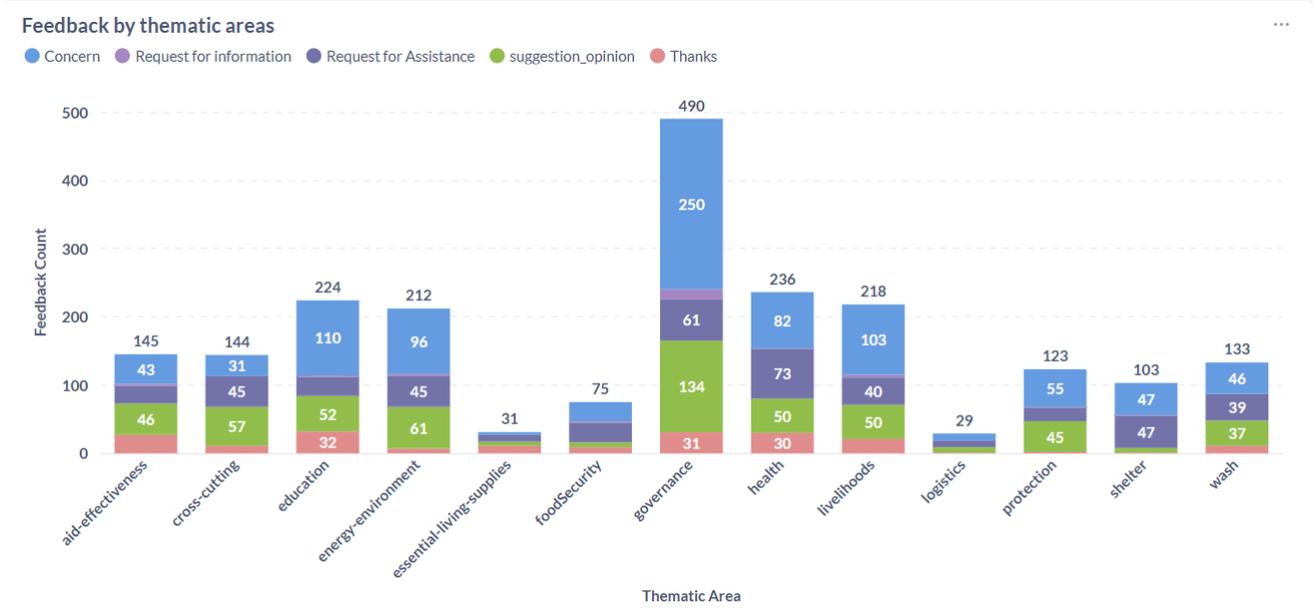
In the last quarter we started to implement further data analysis on community feedback in relation to Aid effectiveness. In total, communities in Somalia and the DRC shared 261 pieces of feedback where they reported issues with Aid effectiveness.

In DRC, communities reported issues (122 pieces of feedback) related to a very wide range of issues including: Aid accessibility, relevance, timeliness, quantity and suspension/ disruption.

In Somalia, the majority of Aid effectiveness reports (139 pieces of feedback) were from communities who reported issues related to Aid accessibility, inclusiveness, fairness, timeliness, quantity, quality and suspension/ disruption across food security, WASH, livelihoods, healthcare, shelter.

Finally it is important to note that 12% of all feedback is thanks, from communities to Loop and to organisations who have supported them. Much of the feedback includes very useful and relevant suggestions for improvements to the approach to the delivery of Aid and raise concerns such as early warning signs for preemptive action. This reinforces the importance of listening to communities about what is working, what is not, how to make improvements and how to have a bigger impact with the funding available.

Figure 6: Type of Open Feedback received during 2025

● Request	70%
● Thanks	12%
● suggestion_opinion	8%
● Concern	7%
● Question	3%
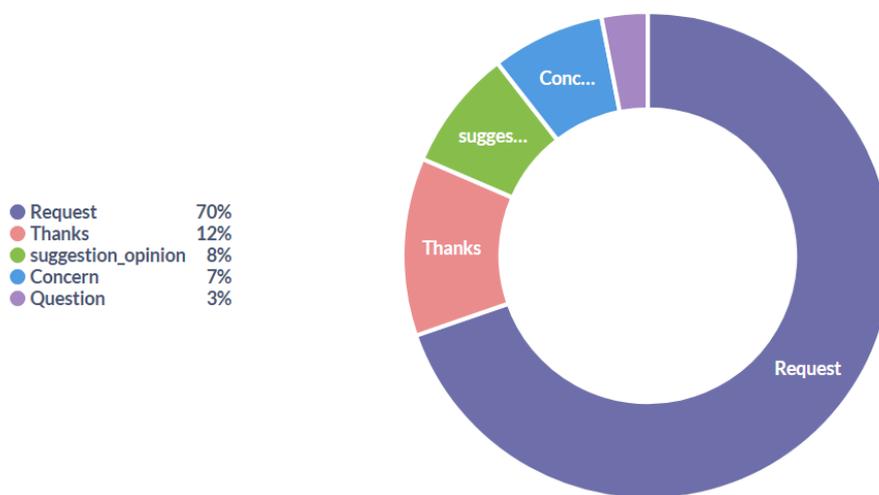
Numbers of sensitive feedback on Loop

Sensitive feedback continued to grow steadily through the year. In 2025, Loop handled a total of 1,142 sensitive cases, with quarterly numbers rising from 174 in Q1 and peaking at 351 in Q3. The sensitive reports included 525 protection-related reports, 201 requests for assistance, 281 service-level complaints, 121 fraud and corruption allegations, 10 misconduct allegations, and 4 Sexual Exploitation and Abuse (SEA) allegations.

Figure 7: Sensitive feedback broken down by type during 2025

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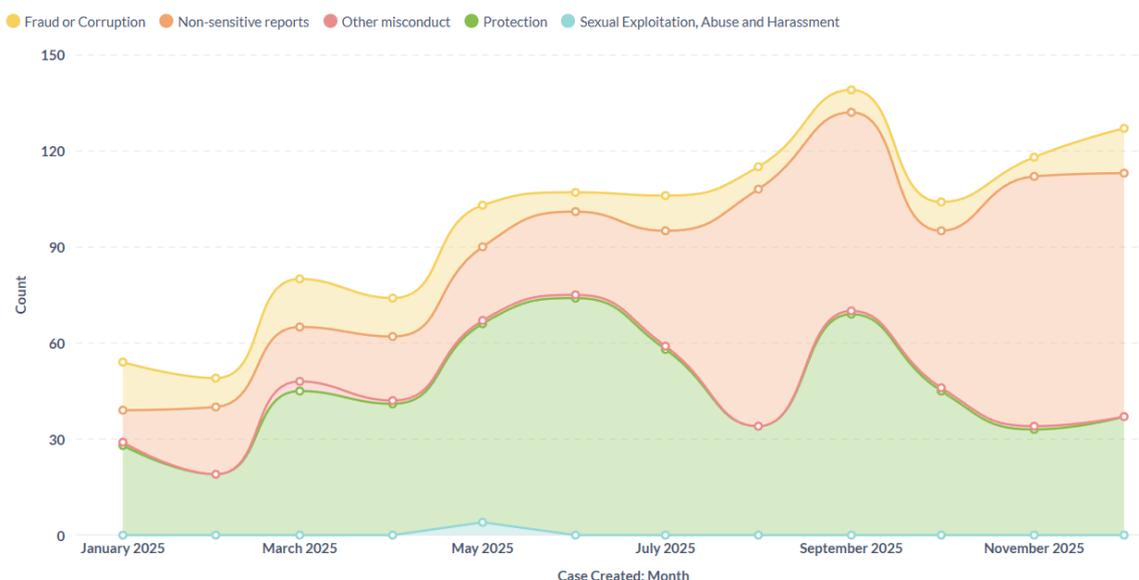
Organisations promoted Loop as a safe and confidential mechanism through their programmes. Some implemented targeted outreach with minority or at risk groups who often face exclusion and additional barriers to reporting and accessing support. Loop was also promoted by the Somalia PSEA Network as a channel for reporting SEA, including through national radio broadcasts. Yet beyond outreach and promotion, the most significant driver of growth of sensitive reports appears to have been through word of mouth driven by community trust in how sensitive concerns are handled.

Analysis of how authors of sensitive feedback learned about Loop shows that most individuals first heard about the mechanism through informal social networks, including friends, neighbours, and other community members. Many people who had previously used Loop and were satisfied with the support obtained by Loop shared Loop numbers with others, encouraging them to come forward. This trust is also reflected in the way sensitive feedback is submitted: 93% of sensitive reports were submitted by individuals on their own behalf, while only 7% were submitted on behalf of someone else mainly by caregivers for their children or by family members. The proportion of self-reported cases increased steadily over the year, from 87% in Q1 to 96% in Q4, demonstrating growing confidence in Loop as a safe and reliable channel.

Figure 8: Monthly Gender trends in sensitive reports during 2025
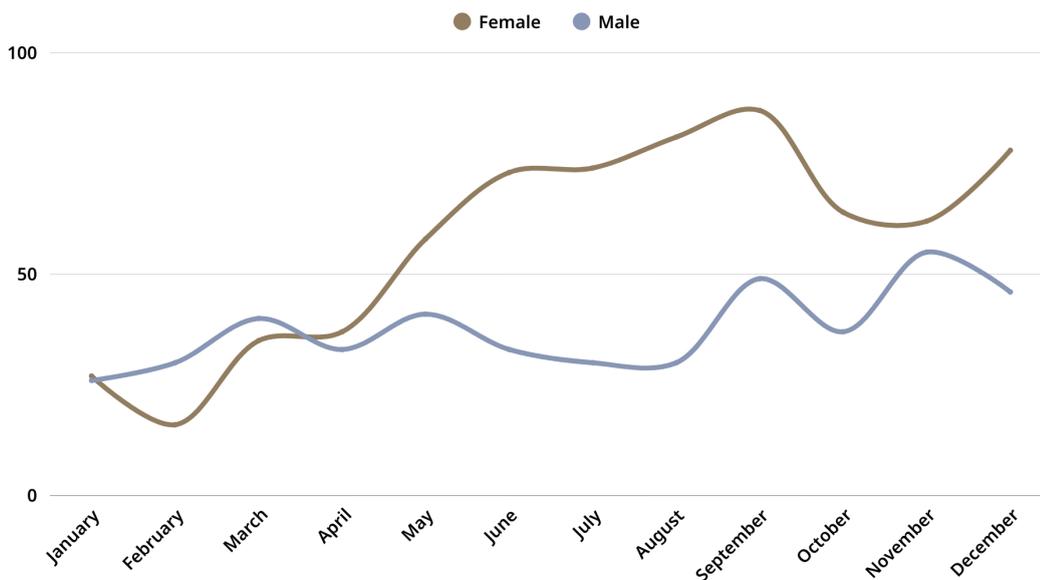
Of the 1,142 sensitive cases received this year, 61% were submitted by women and girls, with their share of reporting increasing over the course of the year. Women and girls most frequently reported protection-related concerns, while men more commonly submitted service-level complaints and allegations of aid diversion. We received reports from all age groups but many choose not to share their age.

2025 case studies: Supporting a survivor of domestic violence

A 32-year-old mother of six reported repeated physical abuse by her husband, resulting in head injuries, dental and tongue pain, and ongoing kidney discomfort. She urgently required medical care and psychosocial support.

Loop Intervention: She didn't know who could help her and had heard about Loop. Loop referred her to a GBV service provider, ensuring confidentiality and survivor-centered follow-up throughout the process.

Outcome & Impact: The survivor received a full medical examination, appropriate medication, and psychosocial counselling. Following treatment, she reported significant improvement in her health and expressed satisfaction with both the services received by the organisation and Loop's referral support. Empowered by her experience, she stated that she would guide other women experiencing gender-based violence to the service center, helping them access the support she received.

This case highlights the critical role of timely, confidential referrals in ensuring survivors of gender-based violence receive medical and psychosocial support, while also empowering them to become advocates within their communities.

Figure 9: Age distribution of authors of sensitive reports (2025)
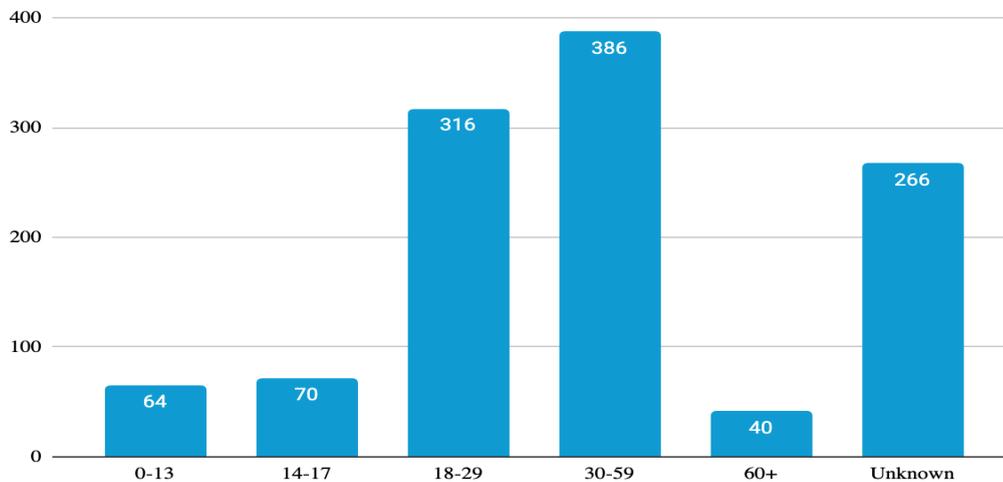
To ensure timely referrals and improve responsiveness from organisations to the referrals, the Loop sensitive feedback team strengthened referral processes by mapping services through networks and coordination mechanisms as well as updating them based on survivors feedback about their experiences of the referral. In addition the Loop team reached out proactively to find and ensure focal points were aware of Loop in advance of referrals.

Over the year, Loop made 311 referrals to partner organisations: 197 for assistance to survivors and individuals in need, and 115 for allegations or complaints referred to the appropriate organisation or coordination mechanism. The number of referrals were between 60 and 114 per quarter (61 in Q1, 76 in Q2, 114 in Q3, and 60 in Q4). Challenges

in referrals arose as some services were overwhelmed, underfunded, or closed, even as demand increased. The Loop team worked hard to find alternative actors able to support where possible.

Follow-up and outcomes

Figure 10: Assistance follow up for referrals during 2025
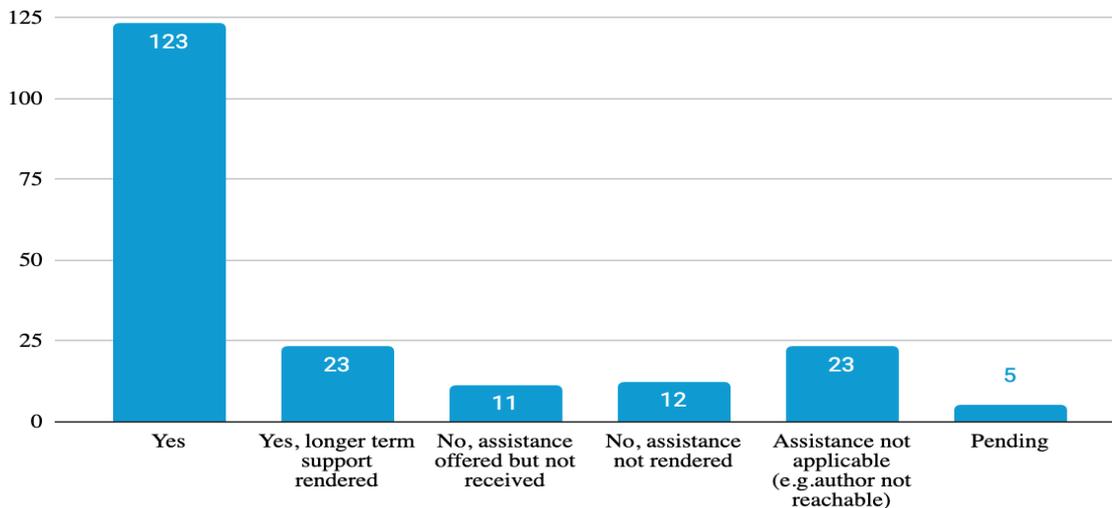
Out of 311 referrals made in 2025, the Loop team was able to reach authors in 211 cases (68%) to close the feedback loop. This follow-up enabled the Loop sensitive team to share responses or actions taken by the concerned organisations in relation to complaints raised by the authors, and, for assistance referrals, to confirm that services had been provided and to assess the authors' satisfaction with those services.

Among those reached, 99% (208 individuals) reported being satisfied with Loop's handling of their case, indicating a very high level of trust in Loop. In addition, 84% (177 individuals) said they were satisfied with the service provided by the referred organisation or with the outcome or response they received. This high satisfaction reflects that Loop's approach goes beyond just referring cases or achieving specific outcomes. Many individuals received the support they were seeking through the referral process, while others, even when complaints or allegations did not lead to a personal resolution, felt satisfied that their concerns were heard, taken seriously, and acted upon appropriately. Many authors felt that their concerns, including sensitive issues, were handled respectfully and safely, and that their choices regarding personal information and referrals were considered.

> "I want to thank Loop for their advocacy. Without Loop, we would have been ignored, and our situation would not have been addressed. The organisation had provided Loop's contact number and two other phone numbers during the training, but the other numbers were not responsive. I am very grateful for your support."

> "I received medications, nutrition supplements, and advice, and I feel much better now. My husband hasn't returned, and honestly, I feel relieved that he hasn't. My situation is much better than before. I really appreciate XX's efforts, and I feel that they care about me.
>
> I am especially thankful to Loop because you check on me as if I were family. Thank you so much.
>
> I heard about Loop from a centre I visited while I was at the camp. When I told them about the abuse my husband caused me, they said they could not provide support, but they gave me Loop's number so I could receive help."

> "I was struggling with kidney pain, but after I received the medications, I'm feeling well. I'm satisfied with the services I received, as well as Loop's referral. The lady who referred me gave me Loop's number. If I see any woman experiencing gender-based violence, I will take her to XX centre for receiving support."

Overall, this data points to strong performance in case handling and referral follow-up, while the proportion of cases not reached for closure highlights the continued challenge of contacting callers back, responsiveness of organisations and availability of appropriate services for survivors, in a constrained operational environment.

Engagement and responsiveness from organisations to open and sensitive feedback on Loop

The above data provides evidence that barriers to communities feeding back have been reduced through the design of Loop, the only independent, feedback and safe reporting mechanism available. In summary, communities use, recommend and increasingly feedback and report sensitive issues through Loop day and night on an ongoing basis across Somalia.

The following looks at how organisations respond to communities feedback and reports, or not:

While any organisation can sign on to, directly respond to and access the open data analytics, we have learnt that organisations require close support and detailed onboarding before they fully engage with the feedback on the platform. As such, throughout 2025 and as part of Loop's partnership with FCDO (British Government), SDC (Swiss Government) and Grand Challenges Canada, Loop directly engaged with 56 organisations in Somalia and Somaliland, including national and international NGOs, UN and World Bank-funded government projects. Loop successfully onboarded 39 organisations (9 national, 29 international, 2 World Bank-funded projects through the Ministry of Water Resource Development at the Federal Government of Somalia and Somaliland. Loop onboarded a total of 159 focal points responsible for open feedback and/or sensitive reports and community engagement.

To support deep ongoing engagement with organisations and their focal points to understand, use and trouble shoot any queries, the team in Somalia recruited a dedicated "Partnerships and Community Engagement Lead" to focus on this work. This role works closely

with the Communications Lead and with communities to design and improve communications and awareness raising products to directly invite more feedback. For example, in Q3, the Norwegian Refugee Council's (NRC) awareness raising campaigns that included Loop's number for their cash programme resulted in communities using Loop to share actionable, real-time feedback and suggestions.

In 2025 we have learnt that some organisations actively engaged with Loop to comply with specific donor-led partnerships where organisational responsiveness was monitored by donors and managers collectively. As a result, we saw responsiveness to open and sensitive reporting from international and national NGOs increase significantly. With some organisations they are exploring how Loop can be used across all of the projects and donors and if they can decommission their own mechanism. While others disengaged and stopped replying to communities when the funding for the projects were cut. By December, response rate dropped down to almost zero.

2025 case studies: Organisational learning from an anonymous complaint

A complainant contacted Loop alleging that she, and potentially other community members, had been asked to pay money in order to be considered for registration for cash and nutrition assistance. While her concern was directed at the registration committee, she expressed broader worries about the integrity of the registration process.

Loop Intervention: Loop referred the complaint to the implementing organisation without sharing any PII, fully respecting the complainant's request for anonymity. Detailed information about the allegation and context was shared to enable the organisation to conduct an internal review and investigation.

Impact & Outcome: The organisation initiated an investigation, including interviews, spot checks, and field visits. The allegation was ultimately found to be unsubstantiated. Although the claim could not be confirmed, the case generated important organisational learning. The organisation identified several areas where its processes could be strengthened, including the need to reinforce supervision during registration activities, provide refresher orientations for registration committee members and improve community awareness of complaints and response mechanisms so concerns can be raised earlier. This case illustrates how anonymous complaints, even when not substantiated, can support continuous improvement and help organizations strengthen safeguards, transparency, and community trust.

We see the most resistance from head office, often with concerns about the management of sensitive data from an organisation outside of their direct control and if Loop is a duplication of work. Feedback from the GAASHAAN consortium manager indicated that Loop was a key element in the success of the project and that our service to communities and the consortium exceeded their expectations. Initially, the management of GAASHAAN had some concerns around protection and maintaining standards in case handling and referral, yet through the partnership they learnt that Loop's approach and standards on confidentiality for survivors matched industry best practices.

During follow up to learn from organisations, several examples have shown that some organisations have learned from community feedback, especially from sensitive reports, and have identified and implemented recommendations for potential adaptations to their organisational processes. Among the key adaptations highlighted by these organisations are measures such as enhancing community communication strategies, integrating community

governance structures into beneficiary selection, strengthening supervision during registration activities, and conducting awareness sessions to clarify assessment and selection procedures.

> **2025 case studies: : Restoring access to life-saving food assistance**
>
> A 30-year-old woman from Cadaado District, Galgaduud Region, reported that she had been registered for food assistance by a humanitarian organization. Her biometric data (photo and fingerprints) had already been captured. After losing her assistance card, she was denied food support at the distribution site unless she could present her assistance card, despite her urgent needs and those of her children. No alternative solution was provided on site and she had no information on how to escalate the issue.
>
> **Loop Intervention:** She reached out to Loop as all other avenues available to her had been exhausted. Loop referred her complaint to the relevant focal point at the concerned partner organization, enabling them to follow up on her registration status and address the issue.
>
> **Outcome & Impact:** The organization reissued her assistance card, and she resumed receiving food support. The woman shared that she has now received assistance for two consecutive months. She expressed deep gratitude, noting that prior to Loop's intervention, staff did not believe her claim when she explained that her card had been lost. Through timely referral and follow-up, Loop helped restore her dignity and access to essential food assistance.

For open feedback, organisations in Somalia and Somaliland were tagged in 19% (2355 pieces) of published feedback (12,236) and collectively they replied to 23% of it (542 people received replies from organisations); see figure below. Responsiveness to sensitive reports remained much higher (see section later in the report).

Figure 11: Tags and replies for open feedback in Somalia and Somaliland during 2025
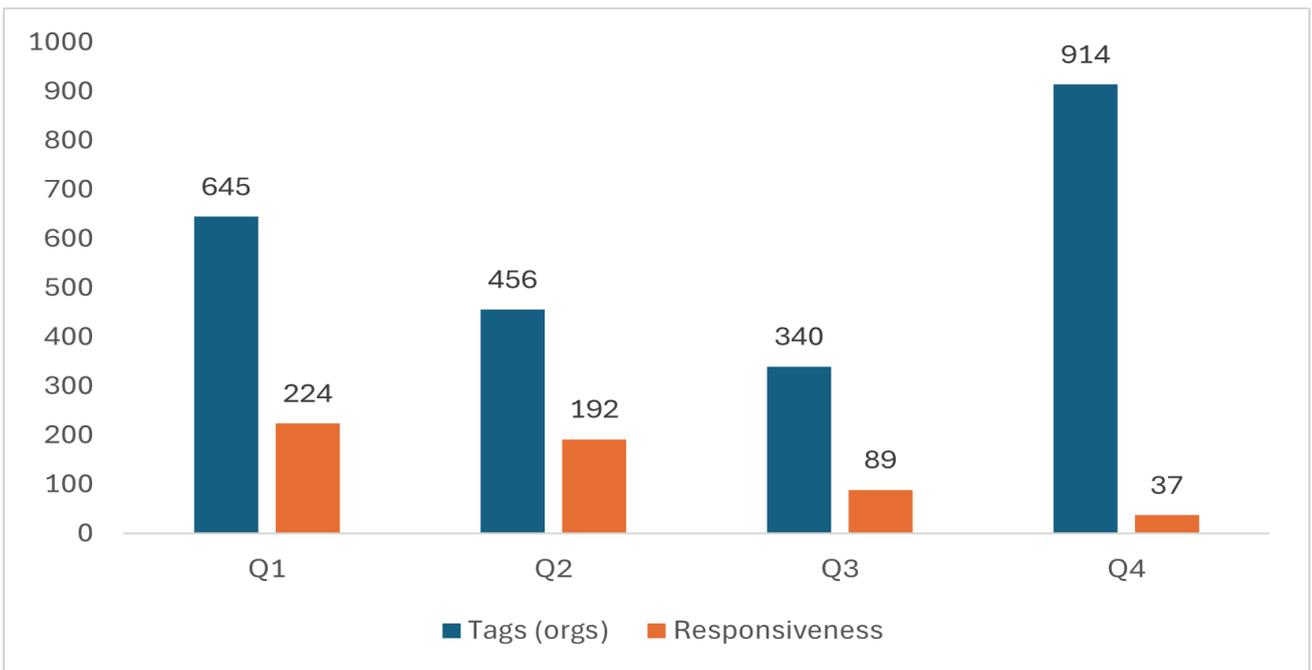
Community reactions:

Loop's open platform design enables communities to interact with any piece of feedback or reply on the open platform through the reply and upvote features; this aims to encourage communities, people from anywhere and organisations to have conversations guided by transparency and accountability on what matters most to communities, much like a cross language and channel social media site. In 2025 and because the Voice channel was the main channel in use, 5% of communities reacted to replies they had received.

Improving accountability to communities

Loop is 100% committed to community accountability. In the design of the platform we had expected responsiveness and engagement with community feedback to be a lot higher, primarily because it was free and frictionless for organisations, because Loop managed the translation, communication channel and data collection. We have some design ideas to support onboarding, organisation specific dashboards for internal management etc. However, we believe that this low engagement is also a symptom of the incentives of the sector, and can't simply be designed away by the tool itself. We believe that this low engagement level is unlikely to improve in the short term. Reduced funding will increase the pressure for organisations to want to directly manage donor relationships and communications about sensitive reports. Self reporting and under reporting will be a safer approach to ensure sustainable funding pipelines for organisations, even though it places communities at greater risk.

As a result of this trend the Loop team spent considerable time reflecting on if we are perpetuating the lack of trust from communities to the sector by continuing to collect feedback without replies. We have decided that, in addition to direct referrals for open and sensitive feedback and the open statistics page with downloadable data, Loop will work to be accountable to communities by amplifying their voices and experiences through:

- Publishing monthly and quarterly analysis
- Presenting to core coordination fora
- Escalating concerning trends to duty bearers and
- Sharing the analysis with a growing audience of interested professionals via numerous channels and in various formats.

We aim to make community voices more accessible, timely and visible, to encourage donors and organisations alike to centre community voices in their decisions and to provide evidence of how communities can legitimately and safely engage.

In line with this aim, Talk to Loop published monthly snapshots and quarterly deepdives throughout 2025 for countries where there is sufficient data. In 2025 this included:

- For Somalia & Somaliland:
    - Q1 2025 Deep Dive report.
    - April 2025 Snapshot report.
    - May 2025 Snapshot report.
    - Q2 2025 Deep Dive report.
    - July 2025 Snapshot report.

- August 2025 Snapshot report.
- Q3 2025 Deep Dive report.
- October 2025 Snapshot report.
- November 2025 Snapshot report.
- Q4 2025 Deep Dive report.

- For The DRC:
  - Q3 2025 Deep Dive report.
  - Q4 2025 Deep Dive report.

They can all be found on the Loop website blog page and Loop's Relief Web's repository

Loop's 1,500 strong newsletters readership achieved consistently strong engagement, with impact-focused editions reaching over 60% open rates. The LinkedIn audience grew by over 50% and consistently outperformed engagement benchmarks by focusing on community voices. Loop's social media presence also expanded in reach, with a joint digital audience of 6,000 people across Facebook, X, LinkedIn, and YouTube.

In addition to the online written communications we engaged actively and gave presentations and referrals to relevant groups. This includes clusters, the UN's Risk Management Unit, organisational focal points, government actors and other technical groups. See some examples below:

Community Engagement and Accountability Coordination in Somalia

In 2025, Loop continued to be a core part of the Inter-agency CFM aggregator both technically and by providing ongoing data. The quarterly collective analysis increasingly shows that Loop is the sensitive reporting mechanism of choice for communities in Somalia; accounting for ⅔ of sensitive reports submitted to the CFM aggregator in Q2 2025 report- including all the SEA reports, and 92% in Q3 2025 report (see screenshot below that shows the communication channels for sensitive reports). Loop, as the only independent reporting mechanism which also enables anonymous reporting through Interactive Voice (red in image below), provides people with an avenue to safely report serious issues without fear of retribution or stigma.
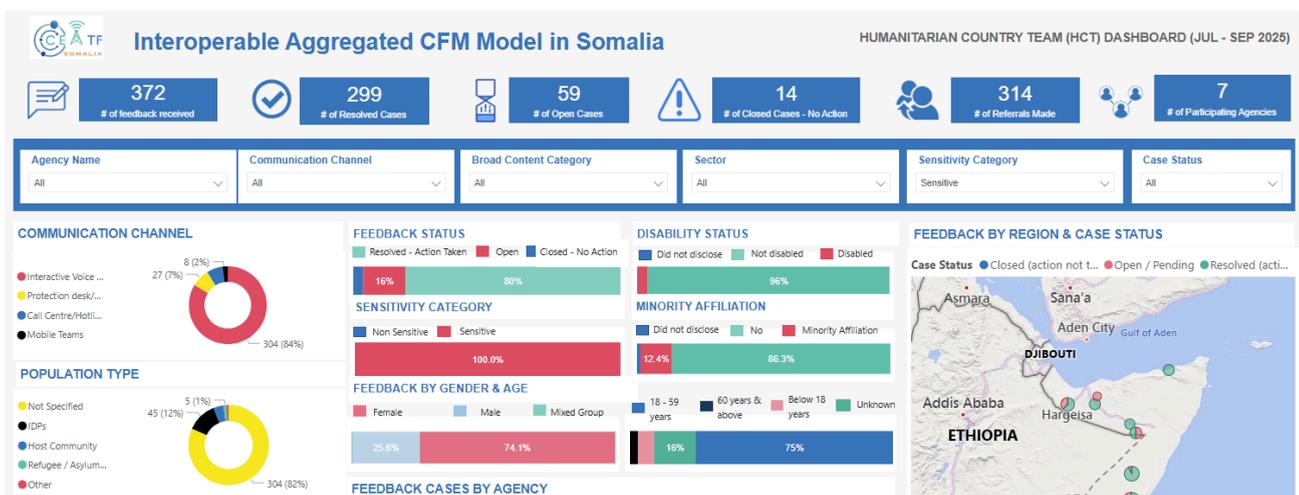
The [collective CFM aggregator](#) reports suggest that other contributing organisations either choose not to share sensitive reports (PSEA or corruption) data with the collective mechanism, or are not getting any, both affecting the sector's overall visibility of accountability and risks. This data reinforces the need for an independent accountability mechanism which triangulates the self reporting of the sector and is the only way to enable safe, aggregate and transparent analysis of community concerns and risks in real time.

Risk Management Unit Aid Diversion Tracker

Loop supports sector-wide monitoring of aid diversion risks through its regular contributions to the UN Resident and Humanitarian Coordinator's Risk Management Unit (RMU) Aid Diversion Tracker (ADT). In 2025, Loop shared 121 allegations of aid diversion, fraud, or corruption received through the platform with the ADT, using non-personally identifiable information and in line with agreed information-sharing protocols. Even when allegations could not be referred to specific organisations, for example when reports lacked sufficient information, or reporters were no longer reachable, they were still captured through this inter-agency mechanism, making them available to inform sector-level understanding of aid diversion risks and importantly highlighting patterns across the humanitarian sector in Somalia as the context changed.

PSEA Network

Loop continues to play an active role in the PSEA Network and is formally recognised in the Ethiopia Action Plan and in the Somalia Action Plan as one of the main reporting channels. Since 2023, Loop has consistently proven to be the tool of choice for communities in Somalia to report SEA incidents. Loop offers a safe and independent channel for reporting SEA, which many people may prefer over contacting organisations directly. Its anonymity allows survivors and witnesses to share concerns without fear of retribution, while ensuring reports reach the right teams and support accountability. Nonetheless, there is still significant under reporting of SEA across Somalia.

Over the course of the year, 93% of sensitive reports submitted to Loop were self-reported. This high proportion reflects the platform's accessible and user-friendly design, which empowers individuals to raise serious concerns directly without intermediaries.

Beyond reporting abuse or misconduct, communities also use Loop to request lifesaving services such as medical and mental health services especially when these services are inaccessible, unavailable, unaffordable or non-responsive. This highlights how Loop functions as more than just a reporting mechanism, it acts as an interface allowing organisations to identify service gaps and respond to urgent needs

> **2025 case studies: Referral for a woman reporting sexual assault during displacement**
>
> A 30-year-old woman, who fled her village due to clan conflict and sought refuge in Mogadishu, contacted Loop for support. She reported that during her displacement journey, she was assaulted by two armed men, one of whom forced her into sexual acts while threatening her with a gun.
>
> **Loop intervention:** Loop referred her to a GBV service provider. She received a full medical examination, medication as needed, and psychosocial counselling.
>
> **Outcome & Impact:** The survivor shared: *"I received the medication and counselling, and I am satisfied with the support. I thank them for the support and Loop for the referral".*
>
> This case demonstrates Loop's role in facilitating rapid referrals to medical and psychosocial support services for newly displaced survivors of violence. This is especially important when vulnerable groups are removed from their normal cultural systems and networks and have little knowledge of what services are where in a new location. This gap in information is heightened when the issue of concern is something that culturally is not to be talked about openly.

Minority groups

We have learnt that privacy and anonymity appear to be important factors for minority and marginalised communities. They are more willing to disclose their affiliation when submitting sensitive feedback through Loop than when providing open feedback. In 2025, 117 sensitive reports, representing 10% of all sensitive feedback, were submitted by individuals belonging to minority and marginalised groups. About half of these reports concerned protection issues, including Gender-Based Violence, Child Protection, General Protection, and Housing, Land, and Property challenges. Others raised concerns about discrimination, abuse of power, service delivery issues, or requests for assistance. As a result of these reports, 13 allegations (service-level complaints or aid diversion cases) were referred for follow-up, and 34 individuals from minority groups were referred for assistance, particularly in cases involving protection risks or discrimination.

2025 case studies: Advocacy for Excluded VSLA Members

Three authors submitted complaints regarding a Village Savings and Loan Association (VSLA) / Self-Help Group project. Their complaints concerned the exclusion of some original members, mainly from minority groups, by other majority clan/ family group members. While at the same time including new members from the majority clan or family in the area.

Loop Intervention: After trying other project level numbers, the excluded members phoned Loop who referred the complaints to the responsible organisation, which facilitated an agreement among group members, clarifying that only the 20 original members would remain, and the later-added members were removed.

Outcome & Impact: One complainant stated:

"I want to thank Loop for their advocacy. Without Loop, we would have been ignored, and our situation would not have been addressed. The organisation had provided Loop's contact number and two other phone numbers during the training, but the other numbers were not responsive. I am very grateful for your support."

Many of these reports alleged systemic issues, notably experiences of discrimination or unfair registration linked to minority or marginalised status, and were often directed at local authorities rather than specific organisations. The anonymity and independence of Loop allowed communities to raise such sensitive concerns without fear of retaliation, enabling issues that might otherwise remain hidden to reach relevant duty bearers and inform appropriate follow-up.

Loop continues to raise these trends in key fora as well as work closely with organisations working closely with minority groups, such as the Minority Rights Group and Marginalized Communities Advocacy Network (MCAN) to help amplify their voices further.

The data shows that men, literate, and people belonging to majority clans have better access to organisations. People living with disabilities (PLWD), women, rural communities and people from minority groups remain under-represented and choose Loop to report sensitive concerns.

The Loop platform in 2025:

Each annual report records the various services, languages and channels that Loop was offering (see annex 1). In 2025 we were available globally in English, Spanish, Arabic and French via web and WhatsApp. We were also available via IVRR in Somalia in 6 national languages and dialects.

In 2024, after being in hibernation we built a new in-house team to manage the digital platform. This is led by one Digital Lead and three front and back end developers. Some of the old features were reestablished in Somalia and a new more efficient, cost effective infrastructure has been built on Amazon Web Services (AWS) throughout 2025 in coordination with the core operational team.

To support the growing team, Loop specialists continue to train new and existing team members[5] on updates to tools, manuals, taxonomies, platform enhancements, etc. to maintain the high quality of our outputs and compliance to Loop's protocols and SOPs.

In 2025, Loop team held 10 Monthly Moderator Meetings (MMM) that were focused on quality assurance, learning exchanges, and refreshers on safeguarding and wellbeing. A fortnightly sensitive moderators training meeting has been established and includes any staff working on sensitive feedback across any country. The aim is to support each other in coping with the content in the sensitive reports, ensuring high quality systems and approaches to complex cases and to provide ongoing learning to the technical team. Through 2025 we added country specific analysis to the Loop Data Policy and DPIA. We also upgraded the Emergency alert system and SOPs to better manage urgent sensitive esports and the Sensitive feedback lead trained 2 new Sensitive Feedback moderators.

Loop staffing structure at the end of 2025

Staff

Talk to Loop has a small, remote-first global team. This includes the Loop Lead, User Experience and Quality Assurance Lead, Sensitive Feedback Lead and a Communications and Fundraising Lead. These are complemented by part time consultants supporting People and Culture, Finance and Social Media functions.

Our objective is to keep this global team small and highly mission driven, even as we scale. For example, Loop is opening in two additional countries and will not grow the global team. This is because the Somalia Country team now has a leadership team made up of the Country Lead, Sensitive Feedback Lead, Senior Moderator managing the moderators and moderation quality and a Partnership and Community Engagement Lead supporting onboarding and awareness raising. This approach highlights how Loop will become a more affordable and cost efficient solution as it scales to more countries. The global team and tech team will not grow at the same rate and therefore costs for all will reduce.

An important part of the global service is the global digital team, made up of four people also all working remotely. This includes a Product Lead and three front and backend developers. This team and the cost to maintain and make ongoing improvements to the global platform, including adding on new languages, 5 input channels, data analytics etc is approximately 25% of the total budget.

Loop will become more cost-effective as it scales because the global team, including the

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[5] The Somalia team consists of 16 staff members, with 12 of them being in charge of moderation: translators, moderator assistants, and moderators for open and sensitive feedback. In addition, new staff include the Sensitive Feedback Lead in Kenya who is also in charge of moderation.

digital team will not need to grow at the same rate as new countries. The balance between providing a global digital infrastructure and processes which meet international standards, coupled with nationally-led contextualisation and operationalisation of the product will result in a more robust, high-quality and cost-effective common service, including comparative data across contexts.

The Loop global team includes 12 people (9 Females and 3 males). 8 are full time and 4 part time consultants with regular hours. Collectively they speak more than 14 languages and come from Africa, Europe, Asia, the Middle East, Australasia and Latin America. All staff have at least a bachelor's degree and 8 of the 12 hold a master's degree. 5 have been with Loop for more than 3 years.

Charitable Franchise

Loop works on a flat, dispersed structure, valuing the diversity of thought, place and experience of the team members, so as to keep community needs at the heart of everything we do. This can be seen in our Governance structure, our partnership approach and our team, for more information on this click here.

Our long-term ambition has been to have nationally-owned charitable franchises in countries where there is a chronic crisis and where the independent, anonymous feedback and safe reporting feature could bring value to communities in crisis. Ultimately with a freemium service providing a diverse and sustainable income for the franchises in each country.

Loop is still working towards this end as we develop strong national structures, have the global team step away from day-to-day implementation in established countries and work on SOPs, quality assurance processes and common branding guidelines to build to this end goal.

In 2023 we co-created a Partnership Agreement template with the country teams, the host CEOs and with the Loop Governing Board. We then adapted it to each context. We have worked in partnership with Raagsan, a national, woman-led Somali organisation since reopening in late 2024. We continue to learn as we go about roles and responsibilities, branding and further partnership opportunities for Loop and Raagsan. We are in the process of identifying appropriate host organisations in Ethiopia and in Kenya.

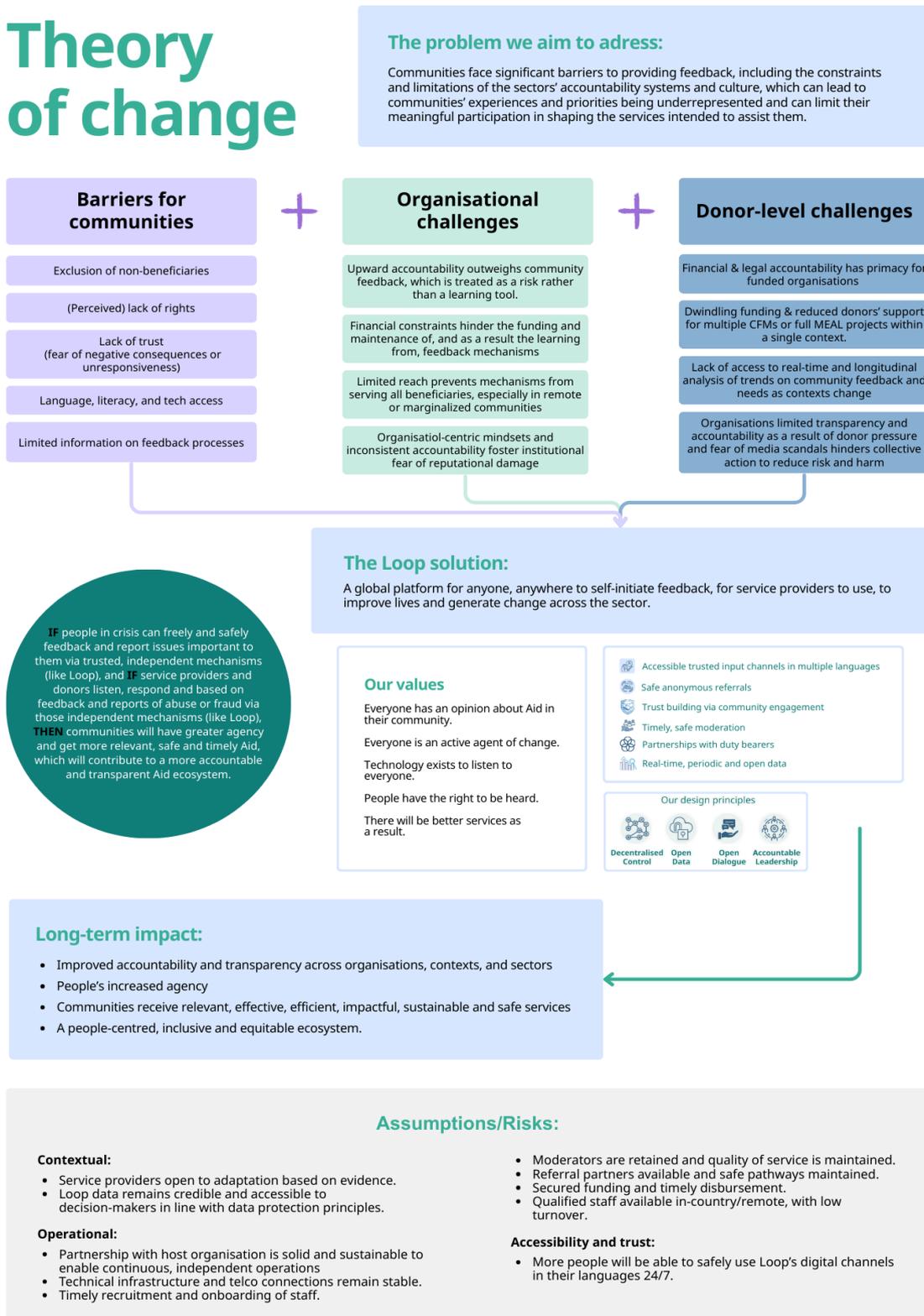Part of the Loop 2026 - 2030 strategy is to develop and refine the hosting structure for greater sustainability and relevance from 2027 onwards. This work aims to institutionalise the national ownership structure into the Loop approach and allow time to learn and improve a reliable approach, which ensures contextualisation, local ownership, a clear brand and high levels of consistency and quality across all countries.

How does Loop learn and improve?

Loop's Theory of Change (ToC)

In 2024 and 2025 Loop revised and updated Loop's Theory of Change language and visual, based on learning from community feedback, the partnership model and organisational responsiveness:

Theory of change

The problem we aim to adress:

Communities face significant barriers to providing feedback, including the constraints and limitations of the sectors' accountability systems and culture, which can lead to communities' experiences and priorities being underrepresented and can limit their meaningful participation in shaping the services intended to assist them.

Barriers for communities

- Exclusion of non-beneficiaries
- (Perceived) lack of rights
- Lack of trust (fear of negative consequences or unresponsiveness)
- Language, literacy, and tech access
- Limited information on feedback processes

+

Organisational challenges

- Upward accountability outweighs community feedback, which is treated as a risk rather than a learning tool.
- Financial constraints hinder the funding and maintenance of, and as a result the learning from, feedback mechanisms
- Limited reach prevents mechanisms from serving all beneficiaries, especially in remote or marginalized communities
- Organisatiol-centric mindsets and inconsistent accountability foster institutional fear of reputational damage

+

Donor-level challenges

- Financial & legal accountability has primacy for funded organisations
- Dwindling funding & reduced donors' support for multiple CFMs or full MEAL projects within a single context.
- Lack of access to real-time and longitudinal analysis of trends on community feedback and needs as contexts change
- Organisations limited transparency and accountability as a result of donor pressure and fear of media scandals hinders collective action to reduce risk and harm

The Loop solution:

A global platform for anyone, anywhere to self-initiate feedback, for service providers to use, to improve lives and generate change across the sector.

IF people in crisis can freely and safely feedback and report issues important to them via trusted, independent mechanisms (like Loop), and **IF** service providers and donors listen, respond and based on feedback and reports of abuse or fraud via those independent mechanisms (like Loop), **THEN** communities will have greater agency and get more relevant, safe and timely Aid, which will contribute to a more accountable and transparent Aid ecosystem.

Our values

Everyone has an opinion about Aid in their community.

Everyone is an active agent of change.

Technology exists to listen to everyone.

People have the right to be heard.

There will be better services as a result.

- Accessible trusted input channels in multiple languages
- Safe anonymous referrals
- Trust building via community engagement
- Timely, safe moderation
- Partnerships with duty bearers
- Real-time, periodic and open data

Our design principles

- Decentralised Control
- Open Data
- Open Dialogue
- Accountable Leadership

Long-term impact:

- Improved accountability and transparency across organisations, contexts, and sectors
- People's increased agency
- Communities receive relevant, effective, efficient, impactful, sustainable and safe services
- A people-centred, inclusive and equitable ecosystem.

Assumptions/Risks:

Contextual:
- Service providers open to adaptation based on evidence.
- Loop data remains credible and accessible to decision-makers in line with data protection principles.

Operational:
- Partnership with host organisation is solid and sustainable to enable continuous, independent operations
- Technical infrastructure and telco connections remain stable.
- Timely recruitment and onboarding of staff.

- Moderators are retained and quality of service is maintained.
- Referral partners available and safe pathways maintained.
- Secured funding and timely disbursement.
- Qualified staff available in-country/remote, with low turnover.

Accessibility and trust:
- More people will be able to safely use Loop's digital channels in their languages 24/7.

In summary:

IF people in crisis can freely and safely feedback and report issues important to them;

and **IF** service providers and donors listen, respond and adapt based on feedback and reports of abuse or fraud;

THEN communities will have greater agency and get more relevant and timely Aid.

As such our mission is to:

Safely and ethically connect service providers to community feedback to increase the effectiveness of aid through accountable and transparent action.

Loop MEL Framework

Loop has developed a succinct Monitoring and Evaluation Framework, with common indicators. Much of the data comes in real-time from the community feedback but also from the platform meta analytics. It includes qualitative and quantitative data and internal (our own performance) and external (usage of Loop, thematic analysis impact for users, survivors and complainants) analytics.

We use the MEL framework external analytics to structure the monthly snapshot and quarterly deepdives. Our reports present aggregate level quantitative data analysis to identify key insights and trends in each country; we now track:

- Community needs

- Responsiveness by organisations and now

- Community feedback on Aid and services effectiveness.

We are working towards pulling out and more visually communicating the indicators on sector performance including: Aid effectiveness, organisational engagement and responsiveness, and community reactions to organisations' replies both for open and sensitive feedback. Our objective is to improve community agency and our accountability to communities, by using their feedback on the platform to inform decision making at program and policy level.

Loop Case Studies and Learning

While our data is robust and in real-time, we are working on ways to highlight what this means for people and organisations. Example case studies are communicated on an ongoing basis via the monthly and quarterly reporting and our social media communication strategy. Some examples include:

- [What happens when complaint hotlines stop working?](#)

- [When programme participants speak up, it can reveal systemic risks](#)

- [Community feedback drives learning - even when complaints are unsubstantiated](#)

- [Referrals case studies from October 2025](#)

Looking to 2026 and beyond

Over the last two years we have learnt that the problem statement for why there is a need for Loop, remains as valid across the 'old system' as it is any imagined future emerging system:

- Community voices are foundational/ central,

- Collective services that are nationally embedded are more sustainable and relevant, and

- An independent service offering communities anonymous reporting works - and is needed by communities and institutional donors and, albeit slowly and with hesitance, by service providers.

As the whole sector is changing, and this change is expected to continue through 2026 at a minimum, we see the function of Loop needs to remain crystal clear and consistent. Our positioning, funding and partnerships may change to be able to deliver this service for communities, but the service has now been evidenced and provides a unique, transparent, collective service that responds to self reporting, under reporting and siloed, duplicate and inaccessible mechanisms. No other organisation is currently providing such a service for community accountability that can be scaled. Because of this clarity Loop has decided to write a strategy for 2026 through until 2030. The strategy has one guiding-star objective, four complementary objectives and one enabling objective:

Guiding star objective (as per 2025 strategy):

- Vulnerable <u>communities</u> are **aware of, trust, and can use** Talk to Loop to provide feedback and report on what's important to them.

- <u>Organisations</u> serving vulnerable communities are **aware of, trust, and can use** Talk to Loop to increase their awareness of community feedback and experiences and to be responsive to it.

- <u>Decision makers and influencers</u> are **aware of, trust, and are able to use** Talk to Loop as a tool to complement impact measurement, program planning, and decision-making.

We will also:

1) Strengthen our presence and partnership with the host organisation in Somalia and expand selectively into 3-6 additional countries as institutional and other funding enables safe, measured growth.

2) Build robust evidence of impact and improve the strength of the digital infrastructure via innovation funding. We have developed a strong cross country approach to implement, when funding allows.

3) Develop and refine the hosting structure to enhance sustainability, consistent quality and relevance.

4) Explore, develop and diversify revenue streams for greater impact and sustainability of the Loop service in each country, for example Loop Lite.

Finally, our Enabling Objective is to:

5) Build a robust organisation which is technically excellent, remains small and cost effective and invests in strong recruitment, retention and wellbeing of our global, dispersed team.

In summary, going forward, Loop must quickly move from fragile recovery to sustainable impact. By consolidating in Somalia, expanding strategically, diversifying funding, and continuing to champion community voices and accountability reform, Loop can prove itself as not only a platform but as a new way of operating locally-owned systems that meet global best practice in a sustainable, contextualised, and safe way.

2025 case studies: How can Loop reach the most vulnerable?

A 16-year-old girl from the Ashraaf minority clan contacted Loop because she had no family support and needed urgent assistance after being rejected by both her husband and family. She had entered into a secret marriage with a man in the army, but he abandoned her upon learning she was pregnant. Her family also rejected her, stating they could not accept a 16-year-old girl who was divorced and pregnant, and expelled her from home. She is now living with a woman from her clan with whom she has no family connection. At nine months pregnant, she faces multiple vulnerabilities, including underage pregnancy, social and family rejection, lack of shelter, and minority status.

Loop Intervention: She reached out to Loop due to its easy, anonymous, and confidential access, which is particularly important given her age and lack of support networks. Loop referred her to a Child Protection and GBV organisation to ensure she receives medical care, safe shelter, psychosocial support, case management, and longer-term protection assistance.

This case demonstrates how Loop provides a **safe and accessible entry point for individuals facing protection risks** who might otherwise be unable to access, or unaware of, formal services.

Annex 1. Platform functionality in 2025

This is the overview of Loop's features[6] during 2025 and the planned additions for 2026. We continue to improve the platform and statistics pages through new and upgraded features to improve usability, efficiency and encourage adoption and this work continues into 2026.

Feature	2025	2026
Share, respond to, and upvote feedback and replies on the online platform from any device, in any supported language.	Arabic, English, French, Kiswahili, Maxatiri and Spanish.	➕ Amharic
Share a feedback via SMS	Disabled	Disabled
Share feedback and respond to replies via the reverse-charge voice channel, in multiple languages and countries.	🔲 3 MNOs (via short code: 2023) in: • Maxatiri • Maay • Benadiri Merka • Bajuuni • Barawani, and • Mushunguli/Kizigua	🔲 3 MNOs (via short code: 2023) in: same languages. 🏴 1 or 2 MNOs in Amharic and Oromo. 🏴 1 or 2 MNOs in Borana, Kiswahili and Turkana (if funds secured).
Share a feedback via Facebook Messenger	Disabled	Amharic, Arabic, English, French, Kiswahili, Maxatiri and Spanish via Loop's English Facebook page.
Share a feedback via Whatsapp	Arabic, English, French, Maxatiri and Spanish.	➕ Amharic, Kiswahili via Loop's global Whatsapp number (+)31 97010251015.
Share a feedback via Telegram	Disabled	Amharic and English via Loop's global Telegram number
Provide consent to be contacted	Yes, on all channels	Yes, on all channels
Provide consent to publish your feedback	Yes, on all channels	Yes, on all channels
Receive notifications when feedback is published/rejected, and when someone replies - if consent to be contacted is provided.	For web and Whatsapp users.	For web, Whatsapp, Facebook Messenger and Telegram users.
Receive an automated call when someone replies to feedback - if consent to be contacted is provided.	For Voice channel	For Voice channel
Sign up to the platform and gain password access to receive notifications for specific organisation of choice	Arabic, English, French, Maxatiri and Spanish (global)	➕ Amharic, Kiswahili
Search, filter and use preset filters on open platform and statistics pages with ability to carry over search results between platform and statistics pages	Yes, all	Yes, all
For organisations' users with licences (paid users): download feedback on open platform	Yes	Yes
Download graphs in the statistics page	Yes	Yes
Forward feedback to others using quick share button	Yes	Yes
Monitor organisational responsiveness and community reactions	Yes	Yes
Organising feedback by newest, oldest or upvoted	Yes	Yes

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[6] For global audiences Loop is available in English, Arabic, French and Spanish and for Somalia also in Maxaatiri, Maay, Benadiri, Bajuuni, Barawani Chimini and Kizigua-Mushunguli

We have learnt that SMS channels are becoming increasingly redundant with the use of voice (IVRR). If a person has a smart phone they prefer to use WhatsApp or other free social media to engage. If they do not have a connection to the internet then they prefer to provide feedback via voice, in their mother tongue, especially if it is sensitive information. People who do not have access to the internet tend to be less literate so SMS replies may be harder to read and engage with. As such, while we are able to add SMS, it is slower and tends to not be used very much, so to keep things simple we have removed it until requested.

Annex 2: Loop Team in 2025

Governing Board

The **Loop Governing Board** holds full accountability for the Loop Charity. We meet four times per year at a minimum. Loop now has 6 active Governing Board members[7]:

President: Geoffrey Kateregga
Geospatial Information Service

Safeguarding Focal Point Salama Bakhalah
Yemen Policy Center & Safer World

Deepthy Menon
Urgent Action Fund, Asia and Pacific

Wanjiru Kanyiha
Global Public Investment Network

Mohammad Issa
Creativity Lab

Regina "Nanette" Salvador Antequisa
ECOWEB

We seek to increase this to seven active members in 2026, and continue to actively recruit a Treasurer.

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[7] To see their LinkedIn Profiles click on each name as follows: Geoffrey Kateregga, Salama Bakhalah, Nanette Antequisa, Deepthy Menon, Mohammad Issa and Wanjiru Kanyiha.

Advisory Board

The Loop **Advisory Board** operates as an advisory non-decision making body. We meet four times per year. At the end of 2025 the Advisory Board included[8]:

Tanya Wood
Director, CHS Alliance

Richard Harrison
Grounded Third Party Monitoring

Kimberly Gire
Global Women Leaders
Strategic Philanthropy

Omchand Mahdu
Senior Controller,
Henrico County
Department of Public
Works

Christina Bennett
CEO, Start Network
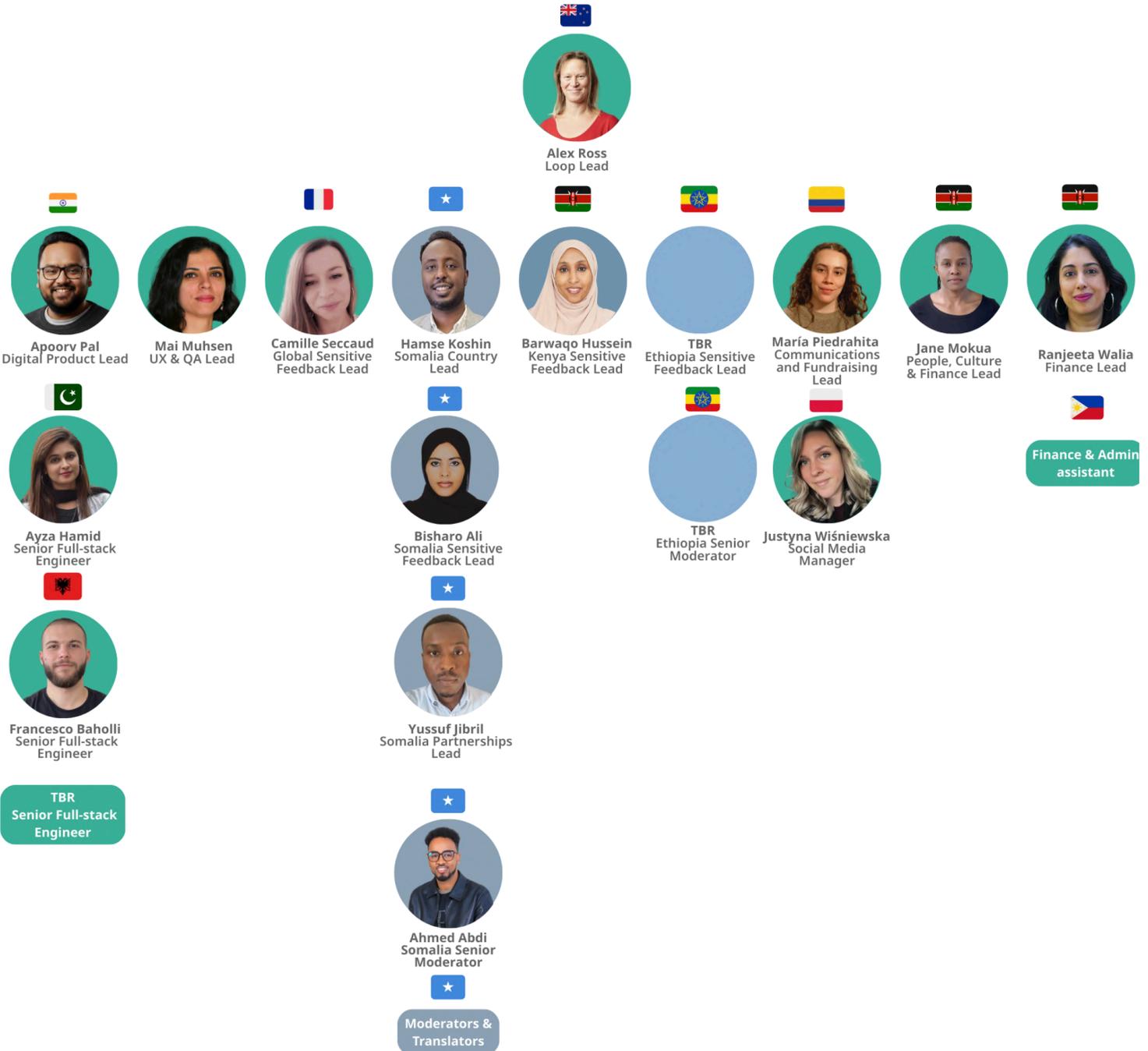
Kate Moger
Pledge for Change

Rebecca Hanshaw

We would like to say thank you to Elise Ford for her ongoing commitment to Loop since its design phase in 2020. She is now moving out of the sector and hence resigned from her position. Also thank you to Danielle Cornish-Spencer for her dedication to Loop and her investment in the Safeguarding and Safe reporting processes of Loop. Danielle, helped to ensure that Loop integrates with other parts of the humanitarian system working to keep people safe.

We will be actively recruiting Advisory Board members, including specialists in Cash, pooled Funds, UN reform, technology specialists (possible private sector), Safeguarding etc.

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[8] To see their LinkedIn Profiles click on each name as follows: Richard Harrison, Rebecca Hanshaw, Kate Moger, Christina Bennett, Tanya Wood, Kimberly Gire and Omchand Mahdy.
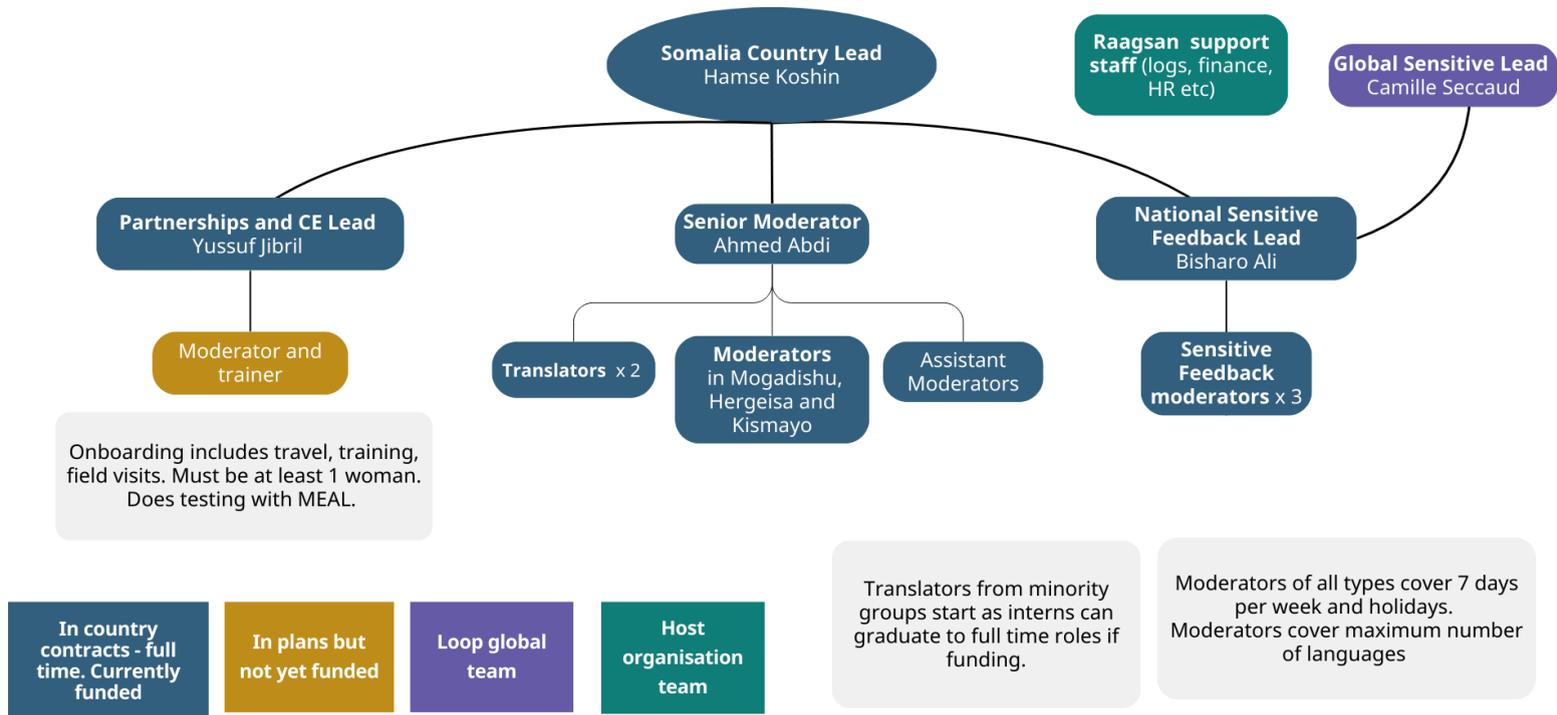
Loop Staff

Loop's global team[9] is a dispersed group of professionals from all over the world, leveraging their networks and knowledge to ensure Loop delivers on our mission. This distributed, flexible approach ensures Loop employs the best talent and commitment from across the world, integrates the wisdom of diversity into all of our decisions, and maintains a light and low cost core and the ability to scale up and down quickly based on opportunities and funds. The organigram, as at the end of 2025 is below:

Alex Ross
Loop Lead

Apoorv Pal
Digital Product Lead

Mai Muhsen
UX & QA Lead

Camille Seccaud
Global Sensitive
Feedback Lead

Hamse Koshin
Somalia Country
Lead

Barwaqo Hussein
Kenya Sensitive
Feedback Lead

TBR
Ethiopia Sensitive
Feedback Lead

María Piedrahita
Communications
and Fundraising
Lead

Jane Mokua
People, Culture
& Finance Lead

Ranjeeta Walia
Finance Lead

Ayza Hamid
Senior Full-stack
Engineer

Bisharo Ali
Somalia Sensitive
Feedback Lead

TBR
Ethiopia Senior
Moderator

Justyna Wiśniewska
Social Media
Manager

**Finance & Admin
assistant**

Francesco Baholli
Senior Full-stack
Engineer

Yussuf Jibril
Somalia Partnerships
Lead

TBR
**Senior Full-stack
Engineer**

Ahmed Abdi
Somalia Senior
Moderator

**Moderators &
Translators**

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[9] For more information on every Loop staff member click here.

The local team running Loop in Somalia and Somaliland and hosted by Raagsan, as of December 2025, is structured as showed in the below organigram:

Somalia Country Lead
Hamse Koshin

Raagsan support staff (logs, finance, HR etc)

Global Sensitive Lead
Camille Seccaud

Partnerships and CE Lead
Yussuf Jibril

Senior Moderator
Ahmed Abdi

National Sensitive Feedback Lead
Bisharo Ali

Moderator and trainer

Translators x 2

Moderators in Mogadishu, Hergeisa and Kismayo

Assistant Moderators

Sensitive Feedback moderators x 3

Onboarding includes travel, training, field visits. Must be at least 1 woman. Does testing with MEAL.

In country contracts - full time. Currently funded	In plans but not yet funded	Loop global team	Host organisation team

Translators from minority groups start as interns can graduate to full time roles if funding.

Moderators of all types cover 7 days per week and holidays. Moderators cover maximum number of languages

Raagsan has offices in Mogadishu, Hergeisa and Kismayo.

Annex 3: External Representation

As mentioned in the main body of the text, Loop has continued to engage with a wide variety of actors to understand existing initiatives, best practice and thinking in the areas of:

☐ AAP/ CEA;
☐ GBV, CP
☐ SEAH/ Safeguarding;
☐ Data Protection/ sharing;
☐ Closing the Digital Divide;
☐ Due Diligence / passporting
☐ Cash;
☐ Collective Accountability (with pooled funds for example);
☐ Early Warning Early Action systems, and
☐ Movements linked to Shifting Power, Decolonisation and Community Led Development.
☐ The Reform process, UN80,

We also use these opportunities to let people know about the Loop platform, the concept, and the potential. These diverse groups help feed into our design and learning and help us to get buy in for the new ways of doing things. We worked with diverse actors throughout 2025 to understand the implications of the changing funding environment and impact of the shrinking civic space. We tried to engage in

collective thinking and learning on the UN80, Reform Agenda, Flagship Initiative, shifting the power and country, organisational and donor level discussions on the impact of the changes throughout 2025 and beyond.

As part of this, in 2025 we participated in the following events and wrote in the following publications:

Highlights of 2025:

- Loop was recognised as one of the main SEA reporting channels in Somalia, alongside UNICEF, UNHCR, and WHO. In collaboration with the PSEA Network, WHO conducted radio campaigns across Somalia in April, June, August, and October to raise awareness about available reporting mechanisms.

- Loop contributes to both the Risk Management Unit (RMU) reporting and the CFM aggregator in 2025, further strengthening Loop's integration and visibility within inter-agency coordination systems.

- The Ethiopia PSEA Workplan included Talk to Loop as an ambition for them to include in the Ethiopian context to increase safe reporting across the country.

- In its written evidence to the International Development Committee enquiry on the future of UK aid and development assistance (October 2025), the RINGO Project, submitted a comprehensive response focused on locally-led development, funding reform, accountability, and the role of technology in development effectiveness, where Loop is cited as an example of an innovative accountability technology that can improve how aid and humanitarian programmes reach and engage local populations.

- The Asian Development Bank (ADB) recognised Loop, as one of the recommended survivor-centred digital methodologies in its publication on preventing and responding to gender-based violence, sexual exploitation, abuse and harassment. The report identifies Loop as a safe, accessible and anonymous digital feedback and reporting mechanism that can support accountability and survivor-centred approaches in development and humanitarian programmes.

Global events:

At the beginning of the year, in **February**, Abe Shalash, Loop's former Digital Product Lead, led a tech demo session at RightsCon 2025 called "Making Feedback Safer, Actionable, and Modern with Talk to Loop". This session focused on demonstrating how Talk to Loop is transforming accountability and community engagement through a tech-enabled solution that ensures safety and puts local power at the heart of decision-making.

In **March**, Alex Ross joined the CDAC Network at HNPW2025 for a panel discussion called Community-centred innovation: Shifting power in community engagement in aid. As the sector navigates a techno shift amid a changing funding landscape, how can we ensure innovations in community engagement genuinely shift power to crisis-affected populations? Joined by Noor Lekkerkerker from Upinion, Ellie Kemp from CLEAR Global, Sophie Tholstrup form Ground Truth Solutions and Quito T from The MERL Tech Initiative.

Alex also joined a discussion at HNPW 2025 on fraud and corruption in humanitarian aid, hosted by the Conflict and Civicness Research Group with Nisar Majid and Sarah Kilani as facilitators. She was joined by Paul Harvey (Humanitarian Outcomes, Yemen), Anthea Gordon. (GiveDirectly, DRC), and Javier Rio (ECHO, Somalia) to discuss the harsh realities of aid diversion and the urgent need for reform. The key takeaways: Even the most rigorous risk management systems can't fully prevent fraud. Communities need independent, safe, and anonymous reporting tools, like Loop, to hold aid efforts accountable. Fraudsters are people who seem really nice and kind and are usually one step ahead of us in how to find ways to get at funds, we need to work together to constantly find ways to reduce risks.
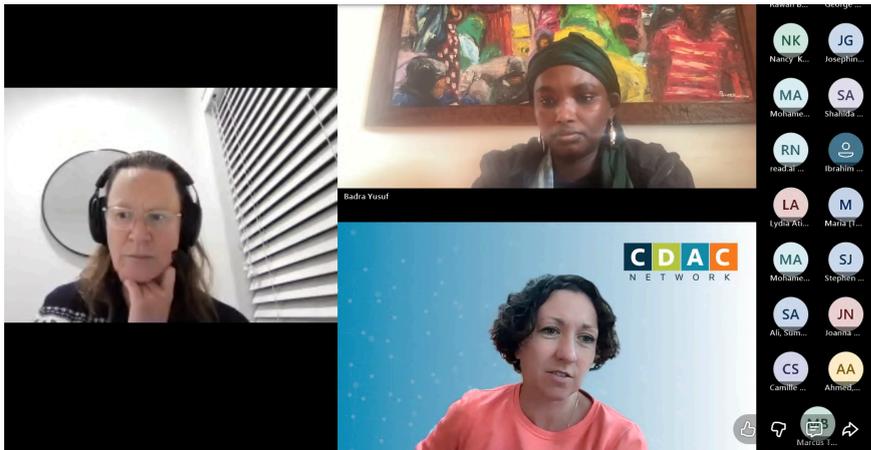
In **June**, Loop and Raagsan were featured in the CDAC Network's Member Spotlight session, talking about what we have learned with collective feedback and reporting systems. The session welcomed both CDAC members and non-members, including Somali CSOs and accountability practitioners.

In **November**, Loop participated in a panel about how NGOs are part of the problem and what we should do to be part of the solution.Aat the Partos Innovation Impulse Festival in Rotterdam, Alex was joined by Magdalena Aguilar (Analytics for a Better World), AnneMarike Smiers (War Child), Femke Maurits (Amref Health Africa), Olloriak Sawade (Rutgers, expertisecentrum seksualiteit), Marjolijn Wilmink and Remco Geervliet (Max Foundation) for a conversation on how we move from technical fixes to community-led change when budgets are shrinking.

Hamse A. Koshin, Loop's Country Lead in Somalia, also joined the Collective Service Global Partner Call to present Loop across agencies partners reflecting on how we can strengthen collective accountability, community protection, and engagement across humanitarian responses. Independent and locally led feedback systems are vital to making accountability real, especially when crises evolve, and communities need safe, trusted channels to be heard. The Collective Service continues to bring together those working to turn community feedback into collective action, connecting AAP, safeguarding, and innovation in practice. We're proud to contribute to this shared effort to make humanitarian response more transparent, inclusive, and people-centred.

Events in Somalia:

The Somalia Sensitive Feedback Team, including Bisharo alongside 3 Sensitive Feedback Moderators, have ensured consistent presence and active participation in various protection coordination mechanisms in Somalia, including the PSEA Network, Protection Cluster, and the Child Protection and GBV Areas of Responsibility (AoRs).

Camille, Seccaud, the Global Sensitive Feedback Lead was invited to present Loop at the GBV AoR meeting on the 31st **July**, where she shared and discussed the Quarter 2 findings on GBV-related feedback received through the platform.

In **September**, Bisharo Ali, Loop's Sensitive Feedback Lead in Somalia, was among the selected participants to attend the National PSEA Review Workshop, which brought together government officials, UN entities, and non-government stakeholders. The workshop aimed to develop and update a joint UN / Government PSEA framework, fostering a unified approach to prevention and response and laying the foundation for sustained collaboration

During the same month, Bisharo also participated in the PSEA Focal Points Refresher Training, alongside 100 other focal points representing the Somalia PSEA Network.

In **November**, Hamse A. Koshin, Loop's Country Lead in Somalia, participated in FCDO's Gender Equality and Social Inclusion (GESI) Week held in Mogadishu. The event brought together senior FCDO officials, including the Development Director and portfolio leads. He presented Loop's inclusive approach to community engagement. FCDO's Somalia Development Director, Chris Pycroft, commended Loop's contribution to improving the reporting of sensitive cases and underscored the importance of self-reporting mechanisms. He further reaffirmed FCDO's commitment to leveraging a combination of tools and technologies to ensure that community feedback meaningfully informs programme design and implementation.

Between **September and October**, Yussuf Jibril, Loop's Partnerships and Community Engagement Lead, joined partner field visits in Kismayo, its surrounding areas, and Baidoa. The visits were conducted in collaboration with BRCiS and Gashaan partners (Juba Foundation, SWCS, SCI, CARE, and NRC) and were integrated into their ongoing community engagement activities. The sessions focused on sensitising IDPs and host communities on their rights to feedback and introducing Loop"s IVRR platform as a safe and anonymous reporting mechanism. In total, 341 community members were reached.

Finally, in November some of the Loop Global team, the Loop Somalia team and Raagsan leadership met in Nairobi for a partnership workshop as well as kick off meetings in Ethiopia and Kenya for a new project in 2026.

Publications:

Published in **February**, this article by Maria Piedrahita, talks about the serious dangers derived from the global funding crisis. The danger of the lack of oversight and funding for accountability increasing abuse of power, or local responders losing their ability to act, amongst many others. To counteract these dangers and to come together in the post-Aid world, this article was a call for investment in local knowledge and power.

Published in **March**, this article by Maria Piedrahita and Alex Ross, argues that the humanitarian sector rushing to reinvent itself under financial pressure, should be done with caution. Greater unmet needs, coupled with reduced services has the risk of stripping the systems that let communities report abuse, seek protection, and hold aid agencies accountable. Reform, it argues, risks failing if it silences the very people it claims to serve.


Published in **March**, this article "*The Devil is in the Detail*" by Alex Ross, invites us to, consider what is already working and the nuances of power. Greater cash, pooled funds, and national leadership could help, but only if their power and coordination structures are changed. Otherwise, old problems will continue to appear in spite of all the nice language surrounding it. The article highlights existing solutions that are collective, nationally owned and cost effective.

Published in **June** , the blog *"Envisioning what could be: A nationally owned, collective and open feedback mechanism"* proposes a scalable, cost-effective model for community feedback and safe reporting that leverages trusted local civil society actors alongside the Talk to Loop platform, among other collective solutions. The article starts from a blunt reality: most people receiving aid still don't have a safe or trusted way to speak up. In Somalia alone, 124 of 217 sensitive reports (reported nationally) in early 2025 came through Loop, often capturing cases other systems missed. It argues that locally run, everyday feedback channels aren't idealistic, they're necessary if accountability is to mean anything.

Newsletters:

In 2025, Loop published five newsletters, reaching between 1,100 and 1,800 readers per issue. Open rates were consistent throughout the year, on average 45–50%, with the highest engagement on issues focused on community feedback data (especially the Somalia & Somaliland reporting), and organisational follow up insights.

While engagement was high, a thorough analysis indicates that we can do better to raise community voices. In 2026, we will tie content more directly to community and systems level impact, so the newsletters contribute to community driven change. Below is a quick summary of our newsletter editions for 2025:
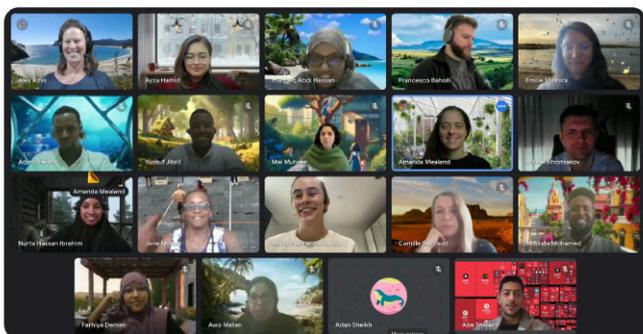
Newsletter Issue 25
"**Talk to Loop begins the new year! Q4 2024 Somalia and Somaliland Report**"
February 2025
1775 recipients
894 opens

Newsletter Issue 26
"**Talk to Loop Lite and other updates**"
April 2025
1324 recipients
563 opens

Newsletter Issue 27
"**Talk to Loop launches a service menu option**"
June 2025
1340 recipients
606 opens
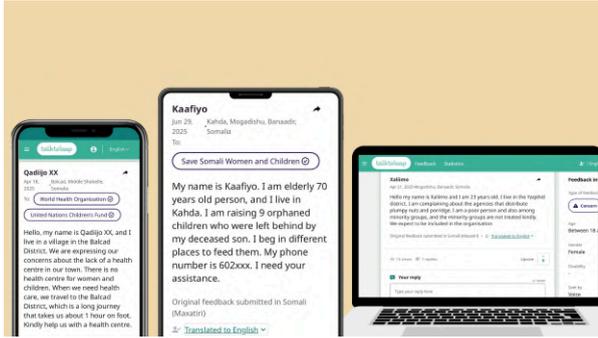
Newsletter Issue 28
"Loop's August snapshot report & other key highlights"
September 2025
1124 recipients
576 opens

Newsletter Issue 29
"**November 🇸🇴 Snapshot + 🌍 2025 recap**"
December 2025
1209recipients
639 opens

Videos:

As part of our communications and information sharing we have created some accessible videos, including:

Introducing Loop's partner in Somalia & Somaliland: Raagsan

[**Introducing Raagsan - Our local host in Somalia and Somaliland.**](#)

This video is an interview with Badra Yusuf, the founder of Raagsan, the host of Loop in Somalia. Founded in 2016, RAAGSAN is a pioneering, female-led research institution advocating for the inclusion of the voices of marginalised communities and evidence-based, people-centred decision-making in development and humanitarian work. This aligns strongly with the mission of Talk to Loop and is the basis for a strong partnership.

Loop's complete user guide

In 2025 we developed four simple video explainers that take users of Loop through the platforms functionalities:

1. [Want to give feedback? How to use Talk to Loop safely and easily](#)

This step-by-step guide demonstrates how to use Talk to Loop to share feedback safely and independently.


Want to give feedback? How to use Talk to Loop safely and easily

2. [Respond to feedback! How organisations can register and reply on Talk to Loop.](#)

This guide covers the complete process for organisations replying to community feedback, from registration to publishing responses, designed to support transparent two-way communication.


Respond to feedback! How organisations can register and reply on Talk to Loop
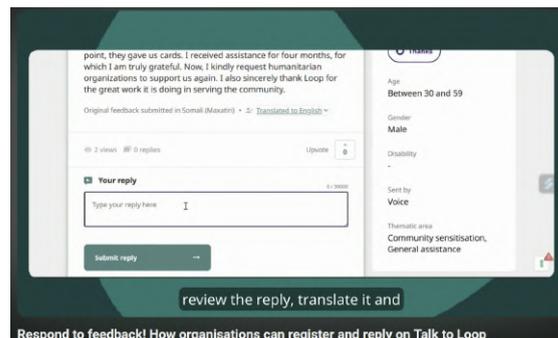
3. [How does Talk to Loop handle open and sensitive feedback?](#)

This guide explains how Talk to Loop processes different types of feedback through secure, professional moderation systems designed to protect both communities and organisations.

How to access and use Talk to loop data and insights?
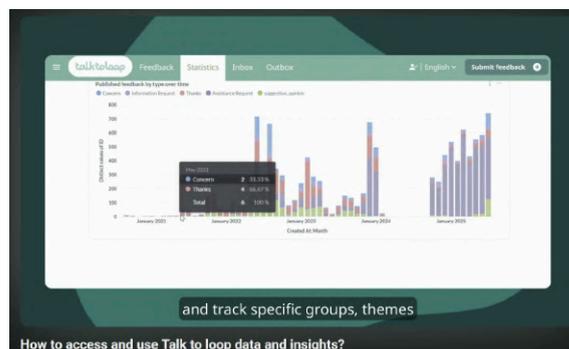
4. [How to access and use Talk to loop data and insights?](#)

This guide demonstrates the platform's data tools. Encouraging users to interrogate and integrate community voices into their own decision making processes.

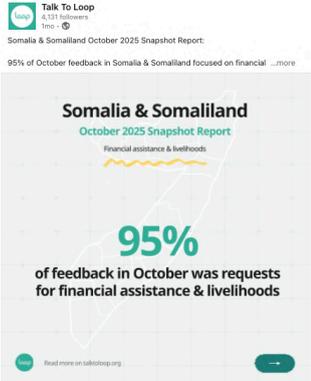How does Talk to Loop handle open and sensitive feedback?
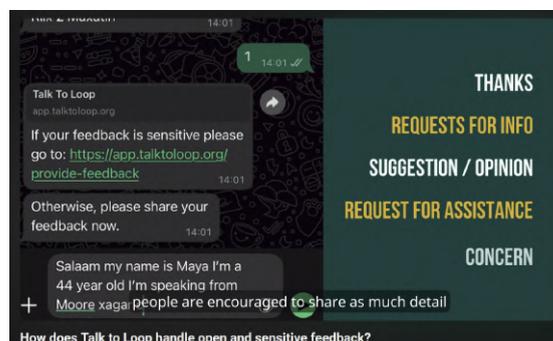
Social Media

Analysis of Loop's social media performance in 2025 shows that clear data points coupled with real-world examples consistently generated the strongest engagement, particularly when highlighting protection, accountability, and organisational responsiveness. Case studies and

snapshot-style posts proved especially effective in translating complex humanitarian issues into accessible and compelling narratives.

In 2026, Loop will build on what works by expanding storytelling based on data analytics and case study formats, remaining closely anchored to the community voices and platform evidence received via the platform in each country. The objective is for social media to not only inform but actively contribute to sectorwide decision making, influence systems to integrate community voices at the centre and for increased adoption of community voices data from Loop into their work and accountability to affected communities.

Best performing posts:

Case Study - Women's Group (November 27) https://www.linkedin.com/posts/talktoloop_case-study-2-governance-activity-7399806626926419968-9rgl?utm_source=share&utm_medium=member_desktop&rcm=ACoAACaUQ5ABD-rV-GZmIMDkPw0AAJ_L8ezmw3s	
October Snapshot - Community Demographics (November 13) https://www.linkedin.com/posts/talktoloop_october-2025-snapshot-activity-7394660376757481472-wcDt?utm_source=share&utm_medium=member_desktop&rcm=ACoAACaUQ5ABD-rV-GZmIMDkPw0AAJ_L8ezmw3s	
October Snapshot - Sensitive Reporting (November 18) https://www.linkedin.com/posts/talktoloop_somalia-somaliland-october-2025-snapshot-activity-7396478299599835136-IZVw?utm_source=share&utm_medium=member_desktop&rcm=ACoAACaUQ5ABD-rV-GZmIMDkPw0AAJ_L8ezmw3s	
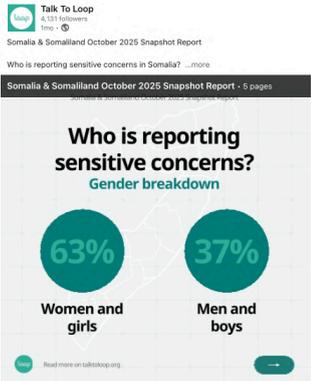
Q2 Deep Dive Report (July 24) https://www.linkedin.com/posts/talktoloop_q2-2025-deep-dive-reportpdf-activity-7354024055345164288-BsG5?utm_source=share&utm_medium=member_desktop&rcm=ACoAACaUQ5ABD-rV-GZmIMDkPw0AAJ_L8ezmw3s	
November Report - Increase in Feedback (December 17) https://www.linkedin.com/posts/talktoloop_november-2025-snapshot-report-activity-7407015462028591104-QV5X?utm_source=share&utm_medium=member_desktop&rcm=ACoAACaUQ5ABD-rV-GZmIMDkPw0AAJ_L8ezmw3s	
November Snapshot Report (December 16) https://www.linkedin.com/feed/update/urn:li:activity:7406689777707618304	

Below is a quick overview of Loop's online community growth in 2025:

Platform	January 2025	December 2025	Insights
Newsletter	1775	1451	In 2024, as we prepared for the hibernation of the platform and closing down in several countries we consolidated our contact list across both platform users and newsletter subscribers.
LinkedIn	2713	4100	Between July 18 and December 22, 2025, 83 posts generated around **70,000 impressions** with an average CTR of 6.8%.
Youtube	75	116	Loop's videos got **829 views** in total in 2025. The highest performing videos were the general introduction to the platform.
Facebook	1071	1087	Facebook successfully engaged a younger demographic (55.5% women, 44.5% men in the 25-34 age group) across key operational regions. The followership decreased as we exited the Philippines.
X	579	499	X is a less and less relevant platform and we will be reviewing our strategy in 2026.

Ecosystem Commitments

Loop reports into the Misconduct Disclosure Scheme whereby we have committed to: *Systematically* check with previous employers about any SEA issues relating to potential new hires and committed to *respond systematically* to such checks from others. This is an obvious contribution to keeping people safe. We will be reporting on this action annually.

We signed up to the Charter for Change and the eight commitments identified as helping to address imbalances in inequality in the global humanitarian system.

In 2019 we signed on to the Charity Governance Code and used the advice to shape our policies and procedures.

We also submit data to the International Aid Transparency Initiative (IATI) on a

quarterly basis to play our part to improve the transparency of development and humanitarian resources and their results to address poverty and crises.

In relation to good use of Technology we signed The Copenhagen Letter, the Catalyst Charter, the Better Digital Service Principles and we acknowledged the OCHA Data Responsibility Guidelines.

In 2022 we had an audit of our Accessibility against the Web Content Accessibility Guidelines revised version WCAG 2.0 and an Audit to ensure we meet the General Data Protection Regulation GDPR requirements. This will be redone in 2026 after full transition to the new AWS infrastructure model is complete.

We write a Carbon footprint report annually and in 2025 we continue to be carbon neutral. We try to reduce our environmental impact in our policies, employment contracts and dispersed structure (less travel).

Annex 4: Finances

We are a registered Charity in Holland. Our accounts are in euros, and reviewed every year by a Dutch Accounting firm. Their final report of our financial situation is available in February of each year and shared on the website.

We have an online Manual which includes all Policies and Procedures including an open, consolidated risk register which is updated at least every 6 months.

We have a new part time finance lead who will review all policies in 2026 and support an external independent audit of our accounts.

Income

In 2025 our main donors were:

1) Swiss Development Corporation (SDC), Somalia office via a subcontract through Particip, their Third Party Monitoring Contractor.

2) FCDO Somalia office, to support the Gaashan and BRCiS consortiums and via a passthrough subcontract with Save the Children, one of the Consortium primes.

3) We started the year with funding from BHA (USAID), which was subcontracted through UNICEF Somalia office and was shortened in February and then extended a few months to June.

4) We receive funds to support the Pledge for Change global project, from the IMS Foundation. Loop is one aspect of the independent Pledge for Change Accountability and Learning Mechanism (PALM).

5) We received funds from the Creating Hope in Conflict: A Humanitarian Grand Challenge program from the Grand Challenges Canada fund which Raagsan, the host in Somalia, was the lead recipient for. Loop was a subgrantee, among others including Minority Rights Group and MCAN a Somali NGO working with minority organisations. The project focus was to help on increase the feedback from minority

clans and minority language speakers from the Kismayo region.

In the last quarter of 2025 we also received a contribution grant from SDC Ethiopia office for Loop to open in Kenya and Ethiopia, to complement their Horn of Africa GBV project. This is a 4 year project.

Expenditure

Loop spent out each grant according to the funding requirements of the respective donors, in a timely accountable manner. Our annual expenditure was 888,000 Euros.

- 237,000 was for Raagsan in Somalia
- 258,000 was for the Digital team and platform infrastructure
- 363,000 was for all staff, consultants and associated fees (including audits etc)
- 30,000 was for overhead costs, marketing and starting to open in Kenya and Ethiopia.

Figure 12: Pie chart showing distribution of Loop costs for 2025
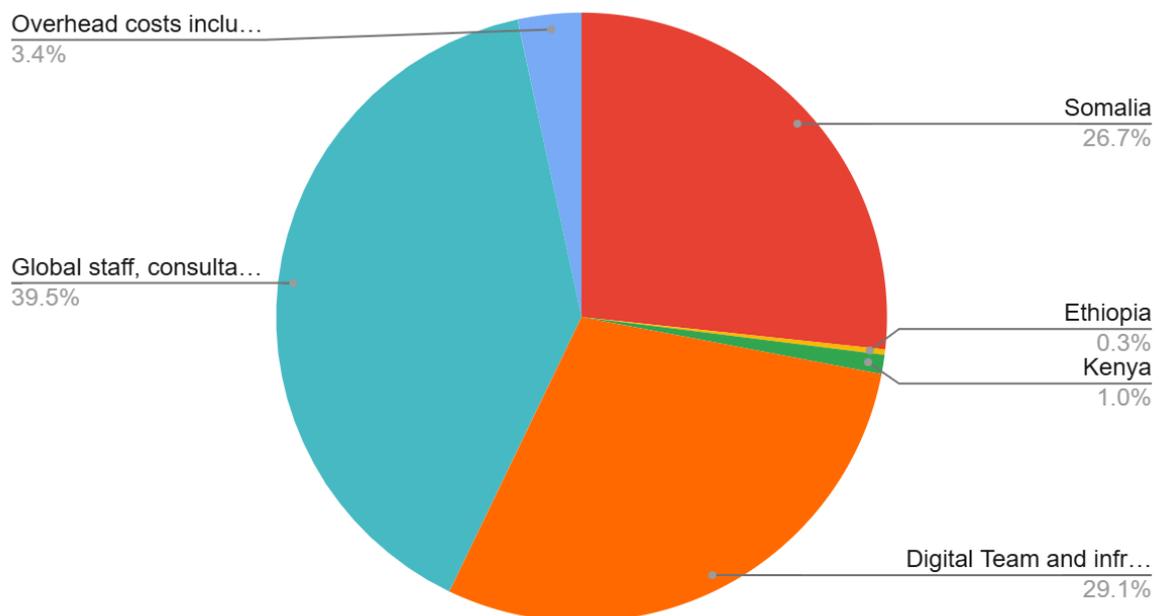
For 2026 the annual budget for the three countries is:

- 324,000 for Somalia
- 45,000 for Ethiopia start up
- 55,000 for Kenya start up
- 228,000 for digital team and platform infrastructure
- 341,000 for global staff, consultants and associated fees and
- 25,000 for overhead costs, marketing etc

Figure 13: Pie chart showing distribution of Loop costs for 2026

- Overhead costs inclu… 2.5%
- Global staff, consulta… 33.5%
- Digital Team and infr… 22.4%
- Somalia 31.8%
- Ethiopia 4.5%
- Kenya 5.4%
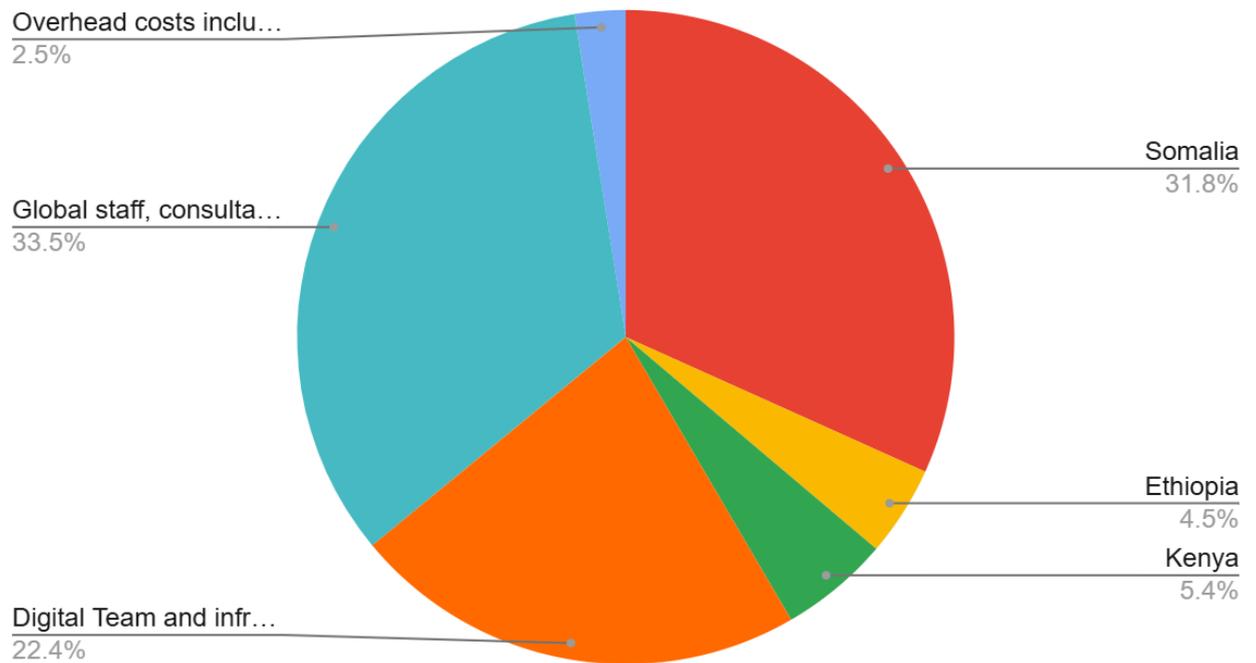
Annex 5: Risks in 2025

If Loop was in the private sector we would have a risk register that is a dream: too many users, growing at a scale we find hard to manage, a policy level environment calling for our service, evidence it works and that there is a unique market fit with a strong Unique Selling Point (USP) - independent, safe, anonymous reporting, collective data - which no one else provides.

However in the humanitarian/ development and Peacebuilding sectors, and as a charity, the idea of flexible investment in the technology to rapidly implement AI to support scale is a slow process and we have not yet been successful in AI/ digital infrastructure funding applications.

Our risks are better reflected in our open and consolidated Risk Register, which shows that our top risks include:

Risk 1:) Low response rates

As a result of service users not receiving feedback or seeing change as a result of their engagement with Loop …there is a risk that they will stop using the platform… which may result in fewer people feeding back.

Linked to this risk is:

As a result of NGO fear of what to do with so much feedback coming in… there is a risk that the NGOs will choose not to engage with the service… which may result in no action resulting from the feedback and may result in reduced incentives of affected populations to provide feedback. Evidence suggests that this is only true for open feedback as organisational responsiveness to sensitive referrals is strong and

improving over time.

Loop is investing in ways to raise awareness of community voices and experiences via social media, reports (long narrative with detailed data), short form highlight reports (3 page presentations monthly) and open freely available statistics page for anyone to use and an accessible download version for integration with other data sets.

We also have a Partnerships and Community Engagement Lead in Somalia working with the Loop Country Lead to onboard focal points and organisations to use Loop in a timely and productive manner, providing training, instruction videos and support where helpful.

Nonetheless, experience shows us that donor pressure is the main avenue for real impact on responsiveness.

Risk 2) Funding shortfall

As a result of insufficient funding to keep Loop going …there is a risk that we do not have enough resources to fix and improve the service and technology or to pay for updates when required …which may result in reduced quality and performance of the platform.

This is two fold:

1) As scale grows there are not sufficient funds to implement AI or digital infrastructure solutions so we can scale in a more cost-effective way (moderators can process more feedback per day).

2) As the funding environment is reduced Loop may be asked to have greater responsibility to manage increased feedback for more actors (sector wide, as others close or decommission their services), without commensurate investment, resulting in us not being able to maintain the high standards and safety that we demand of ourselves and the sector requires.

This is already playing out, with increased needs in Somalia, and fewer organisations providing services or responding to communities, the feedback to Loop has quadrupled without funding to cover real costs in Q4 of 2025. We see a consistent growth rate of feedback, both open and sensitive, from communities. However, we do not see a growing investment in the moderators and Mobile fees to maintain the real costs of this growth.

This is a positive dilemma, in that it shows need/ reach but it leaves Loop in a position of vulnerability due to increased real costs for each call and a need to either grow the moderation team in each country at a cost, or invest in AI improvements for efficiency, at a cost.

Risk 3) Data Protection

Data protection should be on everyone's risk register, especially as civic space shrinks. Concerns about data protection and secure infrastructure are an ongoing risk for all organisations. We have invested heavily in our Data Protection and Privacy

measures and have tested systems in place, often much better than existing widely used tools. However we need to continue to invest in keeping it updated, adapting to emerging risks and talking about and evidencing our prioritisation on safety, to reduce concerns.

Risk 4) Stable, safe hosting partners

Loop is hosted nationally by local, non operational, well respected organisations. As funding decreases organisations have less stability and may pivot to change direction. A strong partnership with a stable host that enables an independent but contextualised service is critical. Navigating this balance is an ongoing process as we learn about the best structures and approaches.