The Freelance Coalition for Developing Countries

FCDC Annual Impact Report 2025

27 new partners helped us raise over 35,000 GBP

First of all, I want to thank everyone who partnered with us in 2025 and helped us raise 35,000 GBP. This report is the impact of your funding.

I want to especially thank the following brands and individuals:

dslx

SEMRUSH

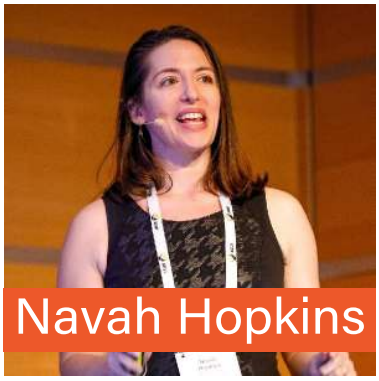
Advanced WEB RANKING

CITATION LABS
MARKETING TOOLS & SERVICES

brightonSEO.

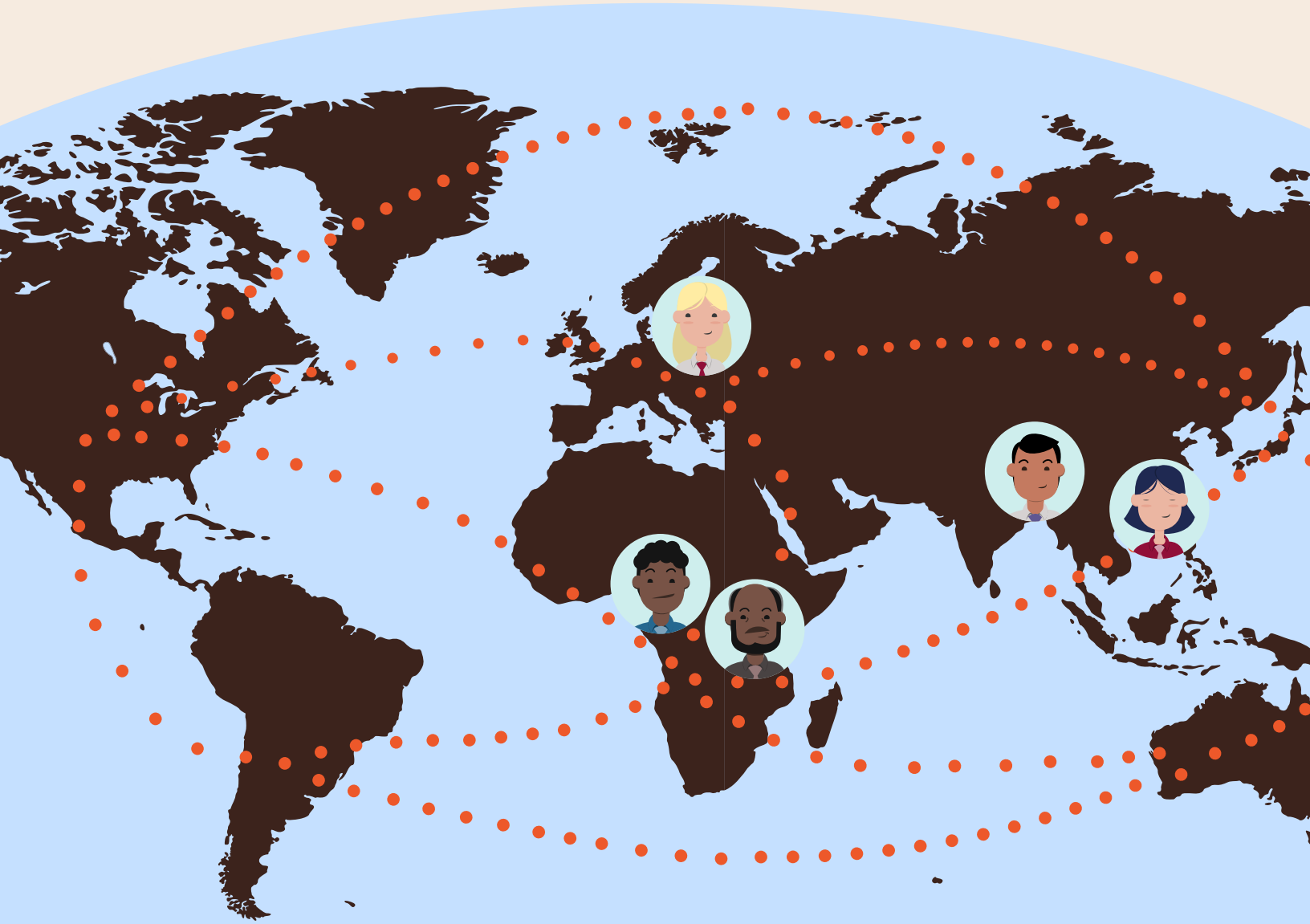
RR DIGITAL

SEO COMMUNITY


Navah Hopkins

854 new members

We've grown by 22% from 3,960 members in December 2024 to 4,814 members in December 2025. We currently have members in 75+ countries.



Over 1,000 resourses distributed to community members

Amanda Milligan

Areej Abuali

Caitlin Lemon

Chloe Smith

Mark Williams-Cook

Ryan Law

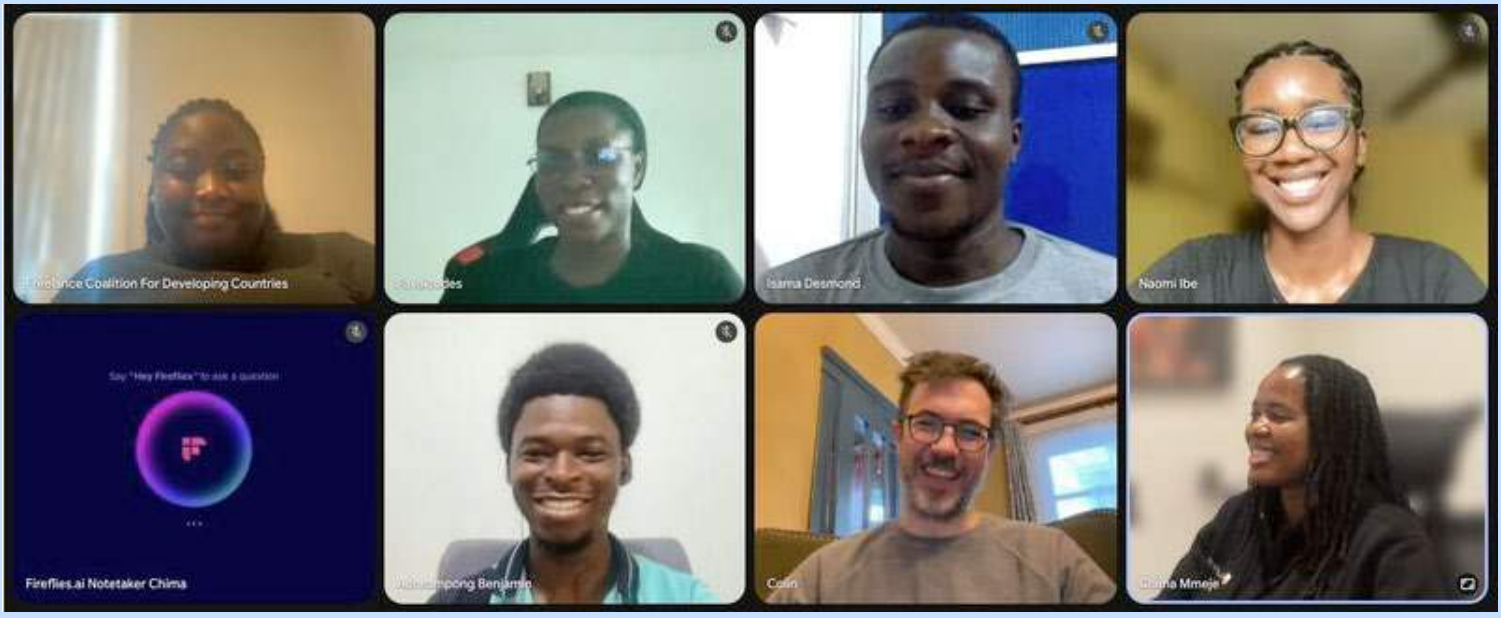
datacamp DONATES

4 laptops distributed to community members

We launched our first cohort for developers

We launched our first Advanced Web Dev Cohort sponsored by Navah Hopkins and led by Colin Gray, Head of Mobile at Shopify.

Three out of five students in the cohort have secured paid internships at Citation Labs, with the potential to transition into full-time roles.



Sponsored 19 members to attend global SEO conferences

We provided scholarships for 19 FCDC members to attend BrightonSEO, Semrush Spotlight, and MozCon.

We ran our first content program with 10 content writers

We launched the FCDC Content Program to create paid opportunities for writers in our community. Through this initiative, we plan to publish 10 original content pieces from community members between 2025 and 2026.

Guest Writer

Faridat Ojulari

Guest Writer

Kesar Rana

We published our first SEO research

We partnered with Advanced Web Ranking to publish our first research report, led by Success Olagboye on brand mention volatility. The study has been featured on Moz, Advanced Web Ranking, and SEO Roundtable.

We hosted six meetups

We launched Sip & Search in 2025, our free SEO meetup centered around fun, networking, and learning. The FCDC hosted meetups in Lagos, Abuja, Port Harcourt, London, and Brighton.

Our members earned over $650k income through our initiatives

We helped 15 FCDC members find internships and full-time roles. Across the board, community members who have found roles through the FCDC earned over $650k while living in developing countries.

Favour Arua

Benjamin Acheampong

Naomi Ibe

Unzila Siddique

Chidinma Itsukor

Deborah Oyewole

Goodness Azubuogu

Minnie Mururi

Mary Mutua

Our members spoke at international conferences

We're so excited to share that our members spoke at conferences this year, including Women in Tech SEO, Customer Marketing Alliance, and BrightonSEO.

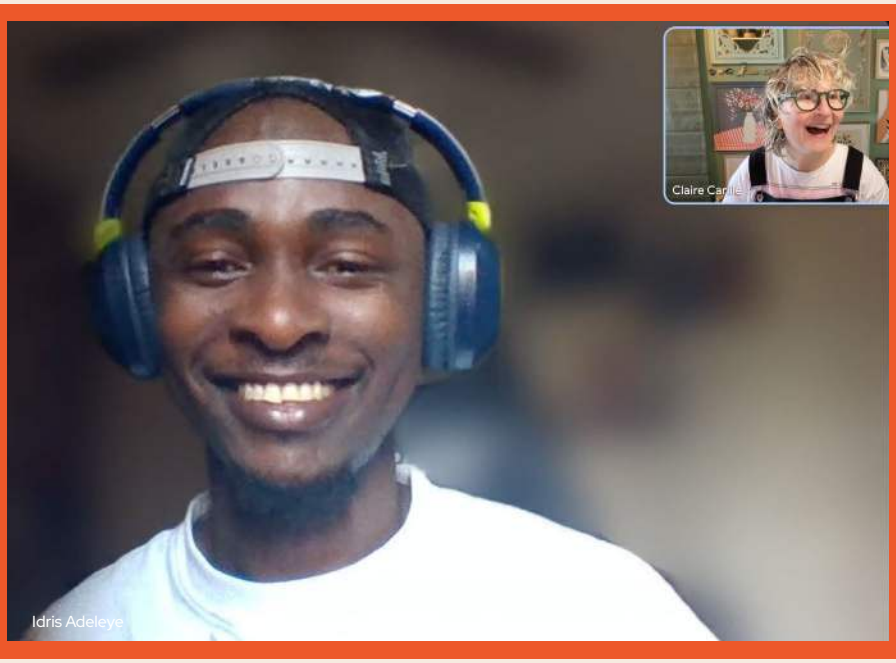
John Iwuzor

Stephen Akadiri

Lani Sodunke

We provided mentorship for 53 community members

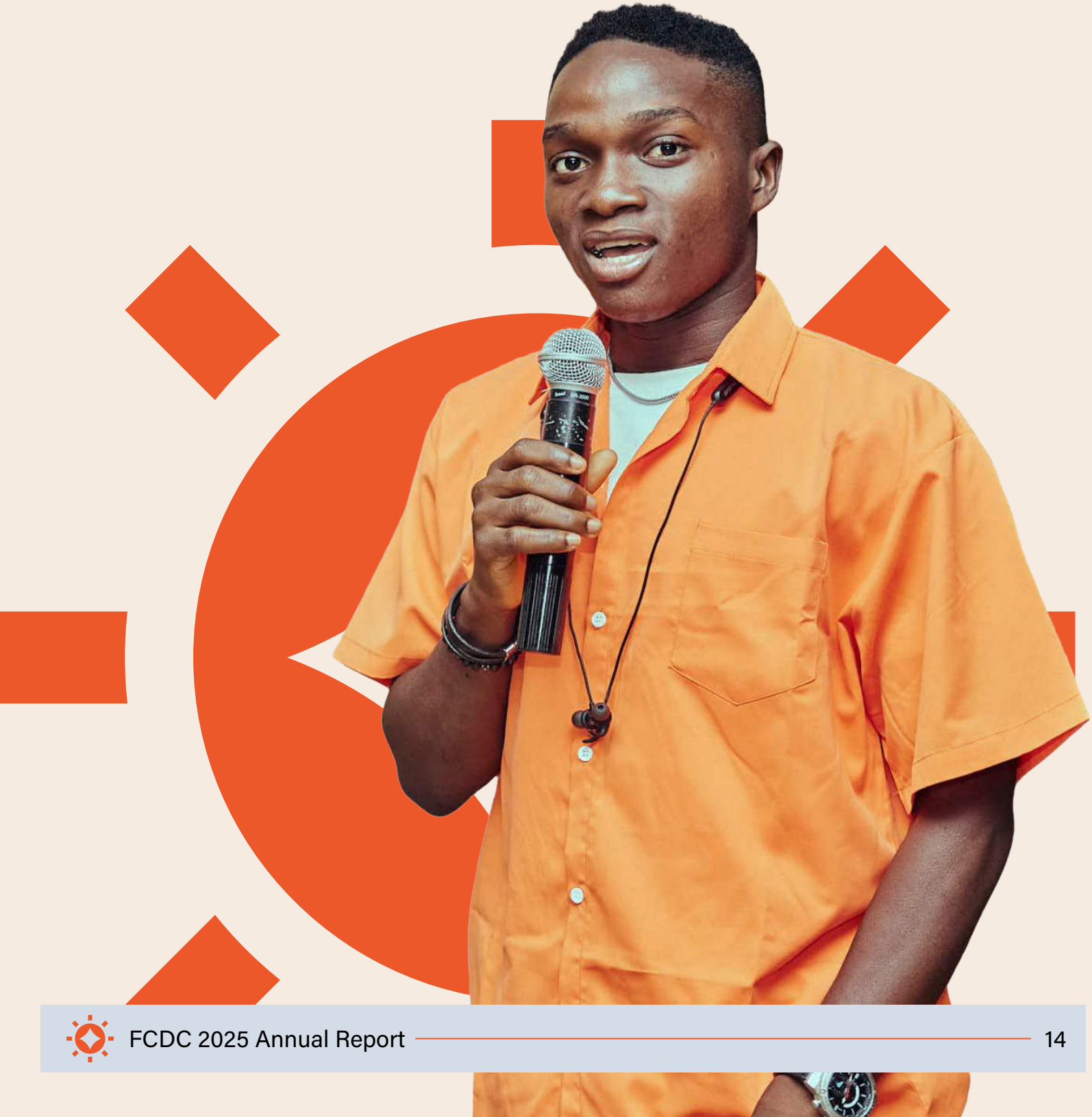
Mentorship is at the heart of what we do at The FCDC. We've received numerous testimonials from FCDC members about how helpful the mentorship was.



Here's one feedback from Adeleke Femi David

The program is the best thing I achieved in 2025. My mentor poured his heart into this program, including providing me with resources valued at at least $2,000. This mentorship has given me a lot of confidence and clarity in my work.

Testimonials



The FCDC gave me an opportunity I could not have afforded otherwise

“The FCDC helped me secure my first internship and was also pivotal in landing my current role as an SEO specialist. They gave me access, mentorship, and opportunity I could not have afforded otherwise, and their investment in BIPOC talent changed the course of my life.”

Goodness Azubuogu

SEO Specialist

I moved from building features to designing more thoughtful systems

“The FCDC Full-Stack Developer Cohort transformed how I think and work as an engineer. I gained a much deeper understanding of how modern full-stack architecture fits together in real production environments. I moved from “building features” to designing more thoughtful systems.“

Benjamin Acheampong

Software Developer

A close-knit community that genuinely supports your growth

“While many non-profits offer generic training or networking, the FCDC is quite different. In my view, they go deeper by fostering a close-knit community that genuinely supports your growth. I’ll always be grateful for the free donor-funded courses, sponsored access to events, and mentorship opportunities.”

John Iwuozor

Freelance Content Marketer

What's coming in 2026

Mentorship program where we plan to pair 50 community members with SEO & marketing professionals

Two learning cohorts for SEO and advanced web development, with support to transition into paid internships and full-time roles

SEO meetups in India, Pakistan, Nigeria, the United States, and England

Laptop distribution program to underprivileged members who need a helping hand

A scholarship fund to distribute financial aid to members who can't afford food and other necessities while participating in the learning cohort

Relaunching the FCDC Expert Series, a monthly webinar series where members will learn from the best SEO professionals

Sponsoring 20 FCDC members to attend and speak at conferences, including BrightonSEO, MozCon, Search London, and Marketing Meetup Conference

Research-led publications on Artificial Intelligence, Search Engine Optimization, and brand visibility

Help us create meaningful change in 2026

We received 35k in funding in 2025, and, as you can see from the highlights above, that money goes a long way. We need your help to continue doing this good work in 2026. Please consider signing up as an annual sponsor.

Get in touch to learn more
about partnership opportunities

chima@freelancecoalition.org