



EMPOWERING WOMEN ENTREPRENEURS IN AFRICA

YEAR IN REVIEW 2012

The
BOMA
Project

In January 2009, The BOMA Project launched its first 40 micro-enterprises in Northern Kenya. Though our pilot was small, our goal was big. We wanted to solve one of Africa's toughest problems: **how to build incomes for women living in extreme poverty in the arid lands.**

EMPOWER

"I am happy. I am confident. I am doing so many things different now."

KURAYO DOGO, GOOB BARMIN




COVER: BOMA business owner Nkilayon Logol of Loglogo.
All photos by David duChemin (davidduchemin.com).

For centuries, pastoral families have raised livestock in Northern Kenya. But climate change – severe drought – has devastated that traditional way of life.

“Women are disproportionately vulnerable to natural disasters and climate change where their rights and socioeconomic status are not equal to men. The empowerment of women is an important ingredient in building climate resilience, from disaster preparedness in Bangladesh to coping with drought in the Horn of Africa.” WORLD BANK



BOMA business owners, like this mother in the village of On'geli, use the income and savings to pay for food, medical care and school fees for their children.



BOMA promotes sustainable growth in rural villages by helping women graduate from extreme poverty.

“Rural women play a key role in improving rural livelihoods and overall well-being. Putting more income into the hands of women translates into improved child nutrition, health and education.”

WORLD HEALTH ORGANIZATION

BOMA business owners cross the Kaisut Desert with supplies for their village kiosk.

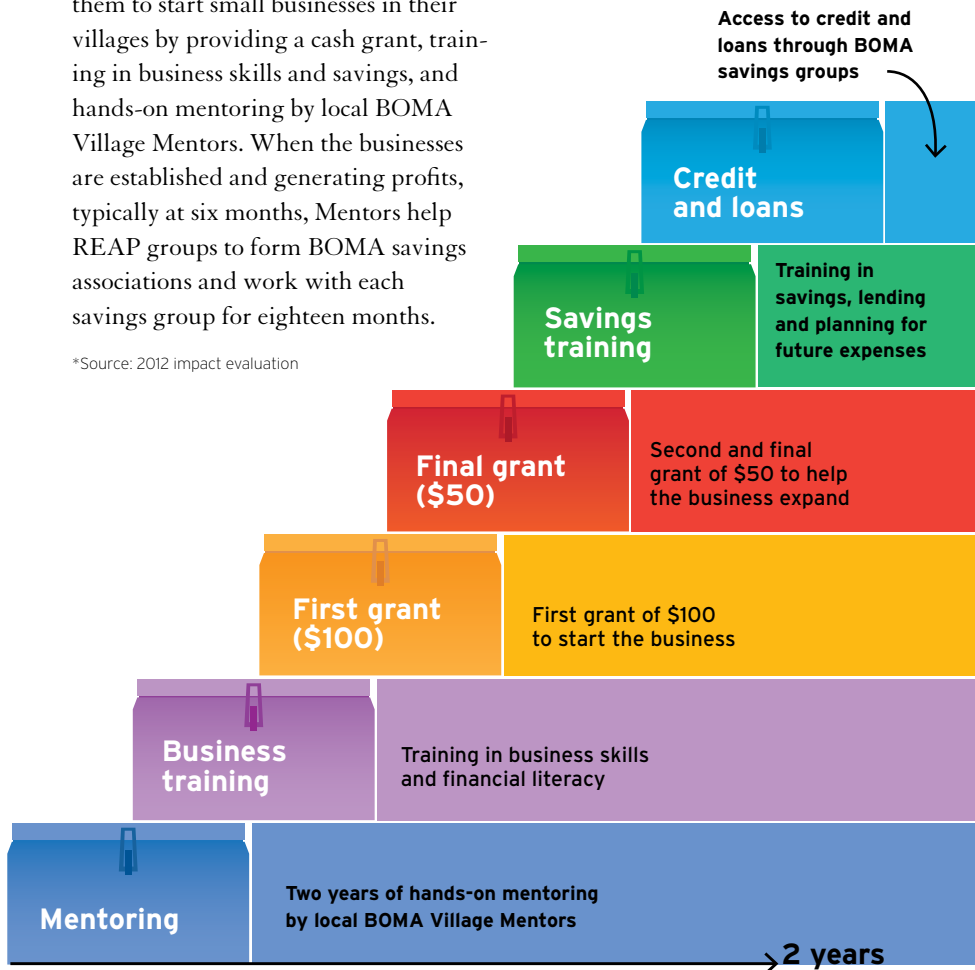
BOMA's Six Steps to Poverty Graduation

One year after enrolling in REAP, 92% of participants had graduated from extreme poverty, according to BOMA's ten statistical graduation criteria.*

BOMA's Rural Entrepreneur

Access Project (REAP) is a two-year poverty-graduation program that targets ultra-poor women and helps them to start small businesses in their villages by providing a cash grant, training in business skills and savings, and hands-on mentoring by local BOMA Village Mentors. When the businesses are established and generating profits, typically at six months, Mentors help REAP groups to form BOMA savings associations and work with each savings group for eighteen months.

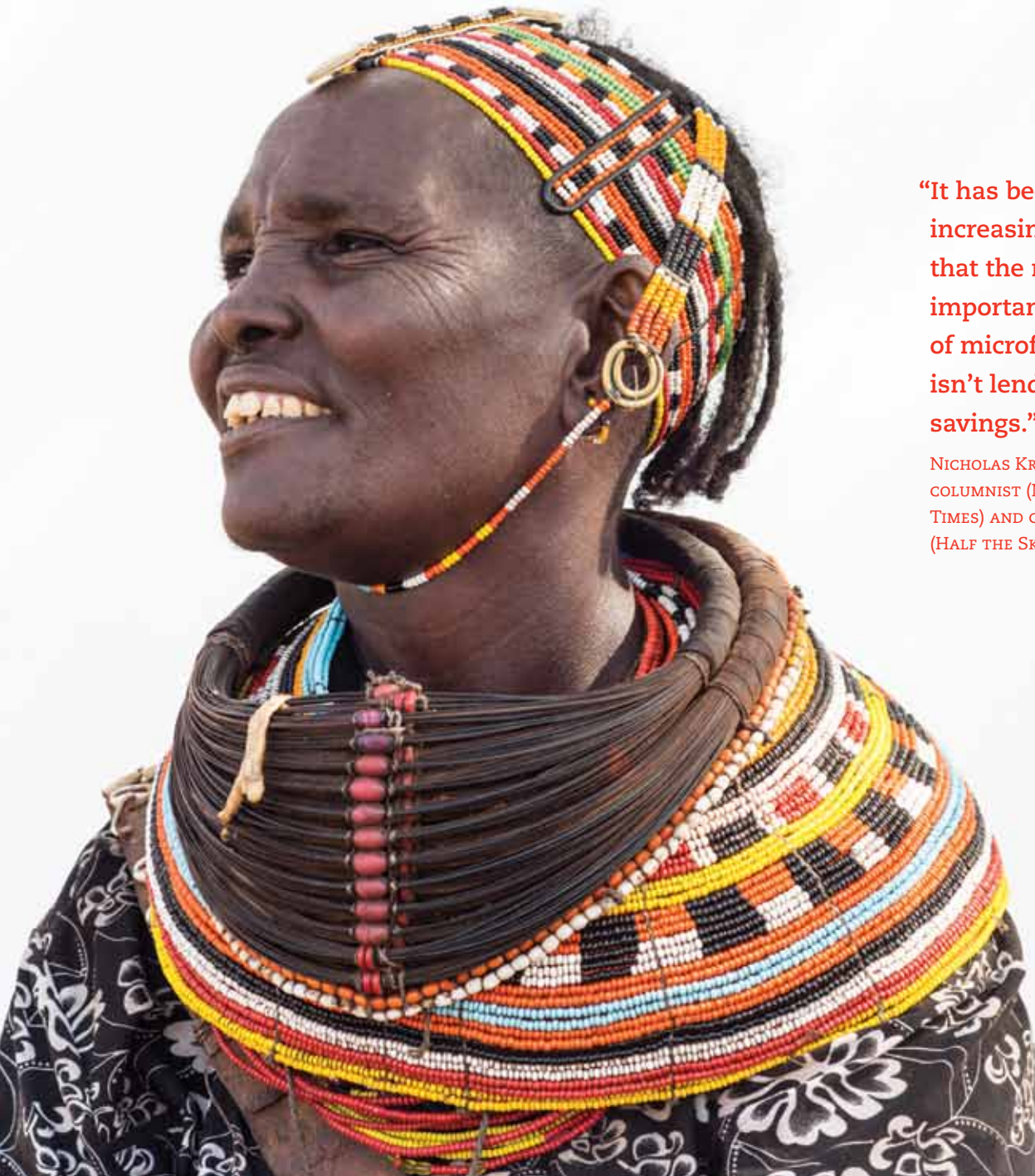
*Source: 2012 impact evaluation



“I am happy and proud of the change that I have brought to my community. The women are prospering and moving out of poverty. I can clearly see that there is change.”

MARIAGRAZIA KHOYAN

REAP is led by 17 full-time BOMA Mentors who live in the villages where we work. As hands-on coaches for each BOMA business and savings group, Mentors are the foundation of the REAP program. At left, BOMA Mentor MariaGrazia Khoyan leads a savings-training session in Archer's Post.



“It has become increasingly clear that the most important element of microfinance isn’t lending, but savings.”

NICHOLAS KRISTOF,
COLUMNIST (NEW YORK
TIMES) AND CO-AUTHOR
(HALF THE SKY)

BOMA 2012: A WATERSHED YEAR

- ★ Launched 420 new micro-enterprises across Northern Kenya, including 40 in Samburu District, a new region of expansion.
- ★ Refined our cornerstone program, the Rural Entrepreneur Access Project (REAP), as an innovative two-year poverty graduation model.
- ★ Incorporated micro-savings program into REAP, with 94% of new business groups choosing to join.
- ★ Completed a comprehensive impact evaluation of REAP businesses at one and three years (see the “Impact” page of www.bomaproject.org).
- ★ Transitioned from part-time, volunteer BOMA Village Mentors to a team of 17 full-time, paid Mentors. Hired a full-time field officer based in Marsabit.
- ★ Established BOMA as a registered Kenya NGO.
- ★ Named an NGO partner by the acclaimed PBS documentary *Half the Sky*.
- ★ Won our first government contract, a three-year project funded by the British aid agency (DFID) to launch 1,338 BOMA micro-enterprises.
- ★ Customized Salesforce software to efficiently manage REAP baseline and impact data.

IMPACT

In four years, BOMA has established
1,145 small businesses and **168** savings groups
in **20** settled villages and **250** nomadic villages,
giving **3,963** women the tools they need
to earn a sustainable income and support
19,815 children. Our goal is to lift
100,000 women and children
out of poverty over the next five years.

WE BELIEVE IN MOTHERS

97% of BOMA businesses are still in operation,
generating income and accumulating savings, at three
years – a full year after program graduation.



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from February 2, 2012 to February 1, 2013. Every effort has been made to acknowledge contributions correctly and completely. Should you discover an error or omission, please call us at 802.231.2542. An asterisk (*) denotes a matching gift.

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The BOMA Project has one full-time and three part-time staff in the U.S. and 22 full-time staff in Kenya. We believe in local leadership.

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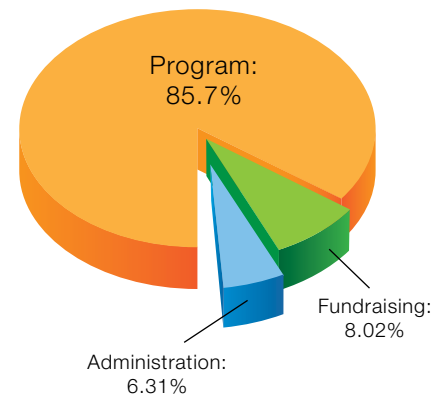
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2012 BOMA INCOME & EXPENSES

Total income for 2012: \$690,998

Up 60% from 2011

	AMOUNT	PERCENTAGE
Admin	\$ 43,586	6.31%
Fundraising	\$ 55,391	8.02%
Program	\$ 592,021	85.7%
TOTAL	\$ 690,988	100%

Audited statement and all financial documents are available at www.guidestar.org and www.bomaproject.org.

LETTER FROM MAMA RUNGU

I am often asked what inspired me to found The BOMA Project, and my response has always been that I was not inspired.

I saw a problem that needed an answer. I knew that the only way to find a long-term solution—instead of the typical short-term Band-Aid—was to



BOMA founder and CEO Kathleen Colson with a REAP participant in Northern Kenya.

invest time in listening. So we invested two years of extended trips to Northern Kenya, talking mostly with the women. Along the way we tried many things—water projects, school scholarships and livestock programs—before we focused on a grants-based poverty graduation program for women. That time spent listening turned out to be our most important investment. BOMA's Rural Entrepreneur Access Project (REAP) is now a reflection of the cultural values of the communities in which we work and

PS: Please use the enclosed envelope to make a donation to BOMA. A gift of \$250 will change the lives of 18 people—one new business that will help 3 women and 15 children graduate from extreme poverty. “BOMA has opened our eyes,” says Ndorogo Ngyoyoni of Kargi. “We have been woken up, and we will not go back to sleep.” Like Ndorogo, we are grateful for your support.

the new challenges they face due to climate change.

So while I was not inspired when I started this work, I am now inspired daily by the women of REAP. They have begun the hard work of climbing out of extreme poverty with courage, tenacity and dignity. Those women serve as the inspiration for all of us—BOMA staff, board and community leaders who celebrate the success of women who have gone from beggars to lenders. Those women are now feeding their children, sending them to school and paying for doctors when they are sick. And their impressive savings help them to plan for long-term expenses and withstand shocks like drought.

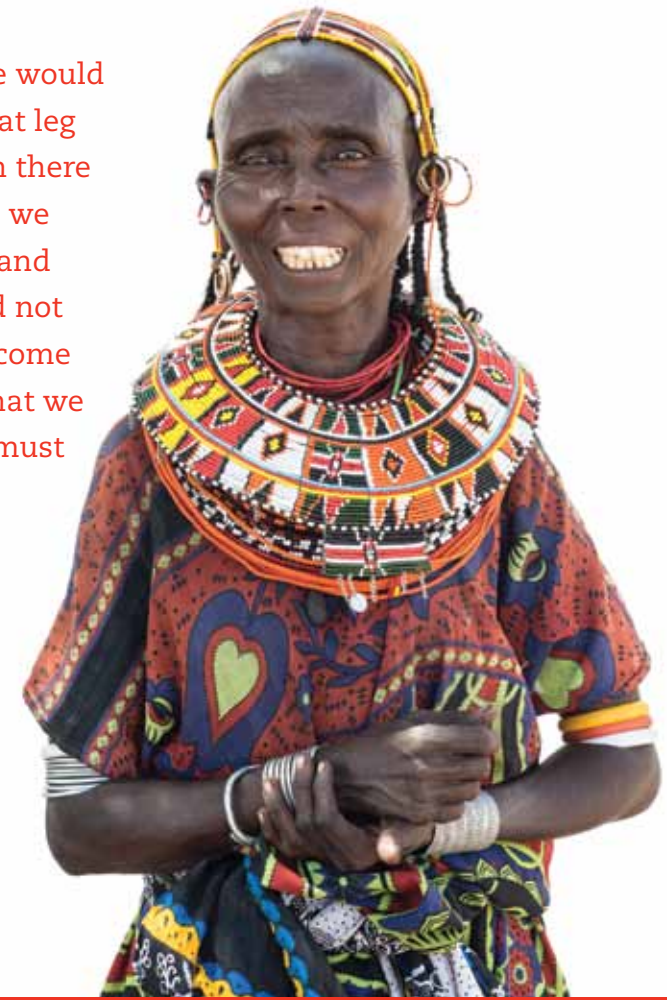
We could not do this work but for the great support of our donors, who believe in long-term solutions that empower women. This annual report is dedicated to them, and to the amazing women of Northern Kenya who serve as our daily inspiration.

In gratitude,

Kathleen Colson, FOUNDER AND CEO,
THE BOMA PROJECT

“A long time ago, we would save part of the goat leg for the times when there was drought. Then we would make soup and our children would not starve. BOMA has come to remind us of what we used to know. We must save for the times when life is hard.”

NEIBOTICHO WAMBILLE,
KARGI



Help women like Neiboticho start a small business

so they can earn an income and save for their families and their future.

\$50 sponsor an entrepreneur

\$250 sponsor a business group

\$500 sponsor a mentor

\$1,000 sponsor a village

Donate today.
www.bomaproject.org

“Our kids were starving, but now there is food to eat. We are students who got the best teachers, the best teachers we have ever gotten in our whole lives. No project has ever given us hope like this one.”

HOLIYA EISIMLESEBE, NAHAGAN

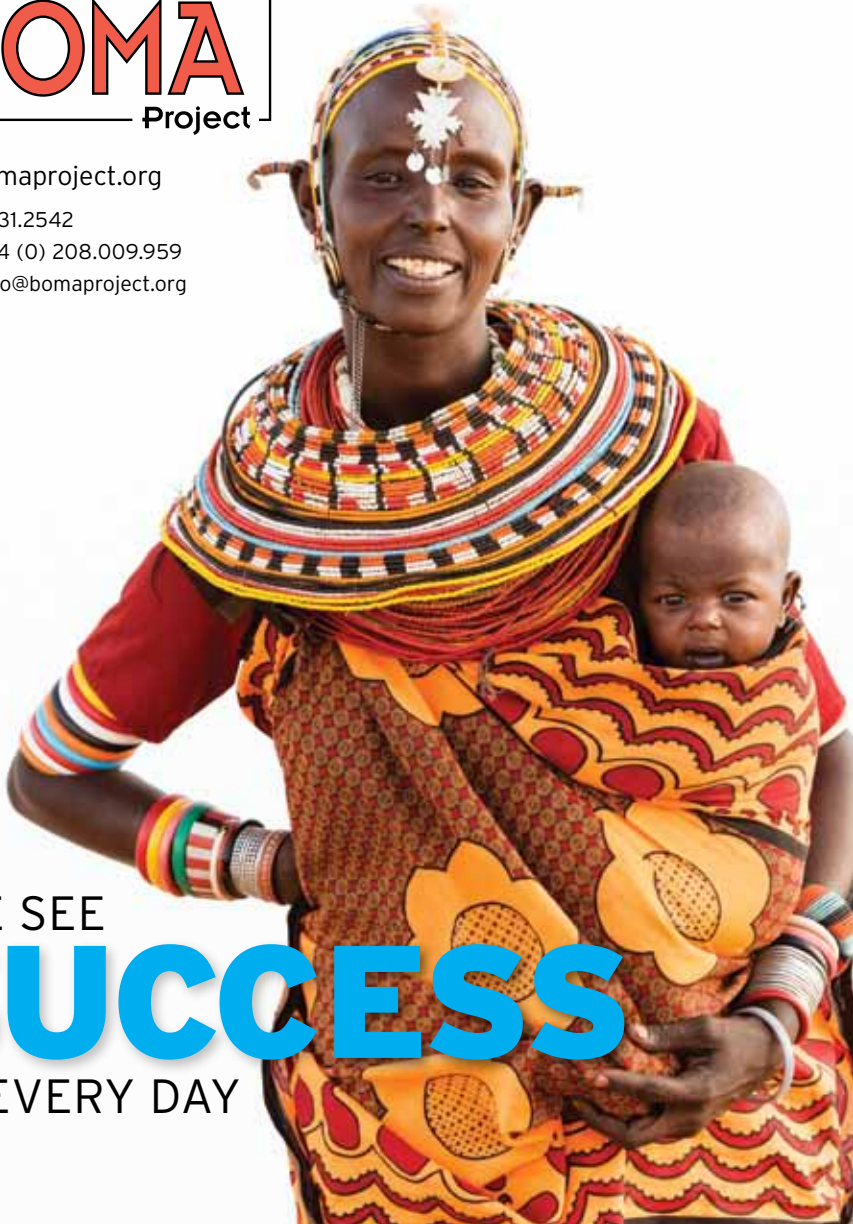


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