



2016 ANNUAL APPEAL

By helping one woman, you lift up a family.



Walking into the field with BOMA, I witnessed raw gratitude in the constant stream of women desperate to tell us the ways they've used their income to send daughters to school, give their children breakfast, and help neighbors with medical care. I can't tell you how moving it is to see a group of BOMA women gathered under a thorn tree, nursing babies, discussing the ways in which they will use their savings. Or how heartening it is to see women haggling over the price of their goats with men who've come to market.

BOMA women walk taller. They conduct business with dignity and ingenuity. Their children are clean and fed. Through training and grants, they are changing the fabric of their own lives and the future of their communities. These women want the transformational power of knowledge. They want to work. They are facing down the worst of the world's challenges, and they want hope. They deserve it.

MEGAN MAYHEW BERGMAN
(Author, *Almost Famous Women* and *Birds of a Lesser Paradise*)

Donate online:
bomaproject.org

Ten years ago, we came to you with a vision.

BOMA was founded to help women living in extreme poverty in the drylands of Africa. Our goal was simple: to give them the resources they needed to earn an income and build up savings, so they could survive drought, feed their children, and pay for school and medical care. You believed in that vision, and over the years you have supported our work—and the expansion of our life-changing program across Northern Kenya—with generous and sustained donations.

This year, as BOMA celebrates its 10th anniversary, you have made it possible for us to lift more than 69,000 women and children out of extreme poverty in one of the most remote, challenging regions of the world. Thanks to you, we are poised to reach 100,000 women and children by 2018, and one million women and children within five years.

We talk a lot about how BOMA empowers women and lifts up families—and we regularly conduct quantitative impact surveys of participants that prove our program's transformative power. But we recently held a series of qualitative focus group discussions that provided an even broader perspective.

In the rural settlement of Dhirib Gombo, we interviewed children, husbands, village elders and community leaders about how BOMA has made a big difference—a difference that reaches far beyond what we set out to accomplish 10 years ago, and far beyond the statistical success indicators we have been focused on tracking and measuring. Here are just a few of their insights:

"People are coming together, sharing problems and ideas," says an assistant village chief. "They have unity. And we see the children improving. They are clean; they are healthy; they are learning. There is love developing in this community because of BOMA."

"Any [help] that reaches the women will always reach the children," says the husband of a BOMA participant. "By knowing business, they have helped the children and also the fathers. It has also helped the neighbors. BOMA has helped the entire manyatta."

"Before, women were waiting for their husbands to do work and bring food to the table," says a BOMA Mentor. "But now women know how to sell, how to operate a business and how to save. They are taking their children to school...and teaching them how to do business. There is a new life."

"Before, my mom didn't have a business," says the 14-year-old daughter of a BOMA participant. She attends school and helps her mother with the business bookkeeping. "I felt bad, because sometimes we didn't have anything to eat. But now, we have no problems." She wants to be a doctor when she grows up.

We rely heavily on financial support from donors like you to reach new families and villages. Please join us by making a generous contribution to our year-end fundraising campaign—and share in a vision that is helping women to earn an income, children to attend school, and families to look beyond extreme poverty to a future filled with promise.

In gratitude,

Kathleen Colson, CEO

P.S. Your \$250 investment in BOMA contributes to the funds we need to help ultra-poor women start a new life: seed capital, financial and life skills training, and two years of mentoring for three women. They'll use the income and savings from their BOMA business to support 15 children. You'll help lift three families and 18 people out of extreme poverty, giving them hope for a brighter future.

Empower

As the world unites to achieve the United Nations Sustainable Development Goals by 2030, BOMA and its donors are making a big difference in the drylands of Africa.

The drylands represent 40 percent of the African continent and the true “last mile” of global economic and social isolation. We invest in women, so they can establish sustainable livelihoods in a region where the traditional source of food and income, livestock herding, has been devastated by climate change. By learning new skills—such as financial literacy, goal setting and family planning—they can build lives of promise for themselves and their children.



“Life is very different now,” says Gano (above), with her mother. “I love my mom a lot because she takes me to school. Now I want to become a teacher.”

Watch their story:
<http://bomaproject.org/video-gallery/>



End poverty



End hunger



Empower women and girls



Combat adverse impacts of climate change

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HOW BOMA CHANGES LIVES

BOMA conducts rigorous impact evaluations to assess how our program changes the lives of women...and their families. Highlights from our May 2016 exit survey include:

- 93% of women have graduated from extreme poverty
- 1,120% increase in average savings (from \$12 to \$156)
- 81% decrease in children going to bed without an evening meal
- 45% increase in mothers being the decision-maker regarding which children will attend school

“Last year we made the long journey to the distant lands where BOMA operates. In our pre-trip analysis we had focused on businesses, grants, impact and scalability. On the ground we saw women, hope, success and inspiration. If only the wider world could see the difference BOMA is making in a place that many have forgotten even exists.”

MARK CUBIT, Planet Wheeler Foundation

OUR REACH SINCE JANUARY 2009

11,502
of women enrolled

57,510
of dependent children impacted

69,012
Women and children to date

100,000
Goal: Women and children by 2018

3,658
of businesses launched

672
of savings groups established