



# Quarterly Report: Q1

JANUARY THROUGH MARCH 2016



## Letter from the CEO

2015 was a very big year for BOMA. (To read our annual report, [CLICK HERE.](#)) We're proud of our accomplishments and the recognition we've received from well-respected funders and thought leaders in the global poverty graduation community.

But we have even bigger plans for 2016. This year, we're focused on fine-tuning and standardizing our model—the Rural Entrepreneur Access Project (REAP)—as we prepare to scale it across the arid lands of Africa. Through government adoption and NGO partnerships, our goal is to reach 100,000 women and children by 2018 and one million women and children in the next five years.

Our work is about turning a good idea into transformational change. In BOMA's two-year poverty graduation program, ultra-poor women receive the tools and assets they need to earn an income and accumulate savings, so they can feed, clothe and educate themselves and their children. We are inspired by these women, who now believe—for the first time—that their children will have a better life.

As the world unites to achieve the United Nations Sustainable Development Goals by 2030, BOMA is making a big difference in a region where many of these ambitious goals intersect. With our partners and the hard-working women of BOMA, we are ending extreme poverty, ending hunger, combating climate change and empowering women and girls in one of the poorest and most remote places on the planet.

KATHLEEN COLSON, *Founder and CEO*

## OUR REACH & IMPACT SINCE JANUARY 2009

10,557  
# of women enrolled

52,630  
# of dependent children impacted

63,187 .....→ 100,000  
women and children to date women and children by 2018

3,343  
# of businesses launched

600  
# of savings groups established



# Program Milestones



**MENTORING**  
7,011 women are currently receiving hands-on mentoring from BOMA Village Mentors.

**“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 EISEMLESEBE**  
BOMA business owner



**Mentoring women for two years:** Mentoring is one of the most important aspects of BOMA’s poverty graduation model, the Rural Entrepreneur Access Project (REAP). The hands-on mentoring begins shortly after targeting, when participants assemble into business groups of three women and meet with their local BOMA Village Mentor to develop a business plan. Two formal training sessions are then conducted at the time of the Jump Grant (when women receive start-up capital and basic business skills training) and the Progress Grant (at six months, when women receive their second and final grant and savings training). Mentors then meet monthly with each BOMA savings group to deliver additional training on financial literacy, savings, credit and loans, women’s rights, reproductive health and family planning, and the importance of education for girls. Mentors also meet monthly with every BOMA business group during the two-year program to monitor business performance, answer questions, and trouble-shoot challenges.

## LESSONS LEARNED:

### Our Commitment to High-Quality Data

From January 25 to February 11, independent enumerators conducted a baseline survey with 1,125 women who had been selected to join BOMA’s poverty graduation program in March. During a rigorous review, we determined that several factors—for example, questions inaccurately conveyed by enumerators in local dialects—may have contributed to flawed data. For that reason, we’re re-conducting the survey in April and will enroll targeted women in May.

From its inception, BOMA has been committed to the highest standards of data collection and analysis. As a small



All in a day’s work: A BOMA Land Cruiser follows enumerators along a muddy washed-out road as they trek toward a remote village to conduct a baseline survey in April.

and nimble organization, we can quickly learn from our setbacks and use the lessons to improve our program. Here's a summary of new methods we've put in place for future surveys:

### ENUMERATOR TRAINING

- All enumerators must be university students or graduates to ensure a higher level of maturity.
- Training begins with a pre-test to help enumerators focus on challenges they will face.
- Increased number of language-training sessions (local dialects).
- Increased emphasis on building rapport with participants.
- Increased emphasis on probing inconsistent answers.

### THE SURVEY

- All surveys will be conducted at participants' homes.
- Supervisors will sit in on surveys and conduct spot checks.
- Supervisors and Field Officers will collect GPS coordinates for each household.
- Salesforce reports will help the M&E team monitor results in real time.
- Each survey team has two rest days to prevent burnout.

### SAMPLING

- BOMA is developing a sampling methodology for baseline and endline surveys. We have gained important insights from surveying all participants in our program over the years, but going forward we will conduct smaller sampling surveys for each cohort of women in the program.

READY TO LAUNCH!

1,125

women will join BOMA's poverty graduation program in May 2016, launching 375 small businesses across Northern Kenya.



Far left: The home of a new BOMA participant in the remote village of Ipaachie Wamba

Left: A BOMA enumerator conducts a baseline survey with a new participant.



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## Women and Household Decision-Making

**The May enrollment includes** a cohort of 750 women funded by the Bill & Melinda Gates Foundation. This cohort has a special focus on studying the changes in household financial decision-making that result from women's economic empowerment.

“In addition to lifting 750 women and more than 3,700 children out of extreme poverty, we'll explore the link between the economic empowerment of women and positive gender-influenced outcomes in their households,”

says BOMA CEO Kathleen Colson. “This includes increased financial decision-making and authority by women, increased food security for their families, and increased access to education for their daughters. It's an exciting opportunity to document how women in developing countries use income and savings to improve the lives of their families—and to invest in the future of their children.”

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## Mobile Banking Scale-Up



**In November 2015**, 27 women from two BOMA savings groups—in Korr and Loglogo—piloted Kenya Commercial Bank's M-Chama mobile banking product, which connects women in savings groups to formal financial services. Participants learned how to create bank accounts, purchase goods, receive money and access loans from any location by using their phones. This is a

big step forward for women in storing and transferring money safely and securely. In February and March 2016, we expanded the program to include women in 44 BOMA savings associations—providing mobile phones, training and new bank accounts to 600 more women.



## Key Performance Indicators

From January 1 through March 31, 2016, BOMA's 31 Mentors conducted **5,803** visits to BOMA business and savings groups across a rural region the size of Ireland.

- > Total number of savings group visits and training sessions by BOMA Mentors: **559**
- > Total number of business group visits and mentoring sessions BOMA Mentors: **5,244**
- > New savings groups formed: **66**

### KEY FINDINGS 2015 BOMA TWO-YEAR EXIT EVALUATIONS\*

**98%**

of businesses are still in operation

**94%**

of women have graduated from extreme poverty\*\*

**98%**

of women have savings, compared to 34% at enrollment

**877%**

increase in value of average participant savings

**111%**

increase in value of average business

\*May and October 2015 two-year evaluation findings among 1,424 women.

\*\*Graduation based on BOMA's strict statistical criteria in five categories: food security, durable assets, sustainable livelihoods, shock preparedness (savings), and human capital investment.

## Empowering residents as agents of change



**Since 2013, in partnership with UK aid (DFID),** BOMA has engaged 3,295 residents, primarily women, in Community Conversations, which educate participants on the new Kenyan constitution and the rights of women. The program also focused on increasing the participation of women in community development planning and has led to the funding and implementation of 21 projects to date, including the construction of classrooms, digging boreholes, repair of water pipe systems, and upgrades to local roads.



## Staff & Training



### **SUPPORTING OUR MENTORS IN THE FIELD**

Mentors are the backbone of BOMA's poverty graduation program. They live in the villages where we work, often walking miles across the arid scrubland to meet with their assigned BOMA businesses and savings groups. During these meetings, Mentors answer questions, provide training and coaching, address challenges and gather performance data on tablets using Android apps. The data is then synced in real-time to our cloud-based Salesforce database, where Field Officers use dashboard reports to monitor performance and offer targeted feedback.



### **REFRESHER WORKSHOP FOR MENTORS**

From January 11-15, BOMA Mentors gathered in Marsabit for a five-day workshop to share best practices, meet with other Mentors for location-specific updates, provide feedback to Field Officers and learn new skills. This included intensive training on geo-mapping through the use of tablets. BOMA technology associate Collins Muriuki gave a presentation on best practices for data collection and the use of GPS data to pinpoint business locations and monitor business performance.

### **QUARTERLY MEETINGS IN KENYA**

The BOMA staff has instituted quarterly meetings to bring together the field operations and monitoring and evaluation teams from the Nanyuki and Marsabit offices. The April 2016 meeting focused on improving communications and collaboration between the two offices and the field team.





**Hurchins Manua** recently joined BOMA as a Data Analyst. He graduated from Maseno University with a bachelor's degree in applied statistics with IT and is currently pursuing a master's degree in applied statistics at Jomo Kenyatta University in Nairobi. Prior to joining BOMA, Hurchins worked with Innovations for Poverty Action as a Research Associate. He has also worked with Evidence Action, In-Depth Research Services, Standard Chartered Bank, Kenya Forestry Research Institute and the Kenya National Commission on Human Rights. Hurchins has extensive experience in monitoring and evaluation design and implementation, data analysis, development and implementation of data management systems, mobile data collection systems, database programming (SQL), and statistical programming (using R and STATA).



**Joram Dafarday** was recently hired as an IT Associate to provide dedicated IT support to BOMA Mentors and Field Staff. Joram holds college degrees in computer repair and maintenance, networking and wireless networking and computer packages, and brings eight years of experience in computer repair and maintenance, wireless networking, managing inventory and providing customer support. Joram was born in Marsabit – Songa and previously worked with Africa Oil Company in the Northern Frontier Districts. He speaks Kiswahili, Borana, Rendille and Samburu.

Top, Hurchins Manua;  
below, Joram Dafarday



**“Before BOMA, I had nothing to depend on. I would wake up each morning not knowing if I would be able to eat that day. Life was very difficult. When my husband passed away, we had no money. I borrowed goats from my family to sell for my kids’ expenses. It was never enough. Now I feel happy, because I can support us all. I feel proud of the step I have taken.”**

Aduha Tarugo  
BOMA business owner



# Fundraising and Finances

## 2016 REVENUES AND EXPENSES

As of March 31, 2016 cash on hand and grant commitments represent 64% of 2016 total budgeted expenses of \$2.9 million.

### Revenues through March 31, 2016

GOVERNMENT	\$ 232,931
INDIVIDUALS	\$ 23,808
FOUNDATIONS/ORGs	\$315,627
<b>Total Revenue</b>	<b>\$572,366</b>

### Expenses through March 31, 2016

		(Percentage of total expenses)
REAP	\$339,269	68%
WOMEN AS CATALYSTS FOR CHANGE	\$ 64,395	13%
EDUCATION AND ADVOCACY	\$ 13,277	3%
<b>Total Program Expenses</b>	<b>\$416,941</b>	<b>84%</b>
ADMINISTRATION	\$ 31,391	6%
FUNDRAISING	\$ 47,885	10%
<b>Total Expenses:</b>	<b>\$496,217</b>	

(figures are preliminary and subject to final review)



**"I have seen BOMA women doing well. Their children feel well and they have good clothes. When their children are hungry, they get food. I would like the same for my children."**

Sasoy Timadoa new BOMA participant, on the day she enrolled in September 2015

## 2015 APPEAL BREAKS BOMA RECORD

BOMA broke a record with its 2015 annual fundraising appeal, which began in November 2015 and closed on February 1, 2016. The campaign raised a total of \$162,374 from 282 donors, exceeding the \$140,000 goal and an increase of 17% over last year's appeal. We also gained 45 new donors.



**Surge Capital grant from Segal Family Foundation:** BOMA is among the first group of "exemplary organizations" to be included in the Segal Family Foundation's new Surge Capital portfolio.



**Peery Foundation renews:** In March 2016, the Peery Foundation renewed its grant commitment to BOMA.





## Travel & Events



Kathleen Colson

**Poverty graduation panel at Tufts:** BOMA organized a panel discussion at Tufts University in Boston on March 14, co-hosted by the Fletcher School of International Affairs. Attended by more than 60 BOMA supporters, Tufts faculty and students, the three-hour event included a lively roundtable with BOMA founder and CEO Kathleen Colson and presentations from Fletcher faculty Kim Wilson (a lecturer in international business and human security) and Jenny Aker (associate professor of development economics), followed by a reception.



Heather Katcher

**Grand Challenge Winners Convene in Nairobi:** From February 22-26, Jim Anderson (Country Director), Heather Katcher (Monitoring and Evaluation Manager) and Jaya Tiwari (Director of Strategic Partnerships) attended the Bill & Melinda Gates Foundation M&E Workshop and the Grand Challenges Africa conference in Nairobi. The event brought together all winners of the “Putting Women and Girls at the Center of Development” Grand Challenge, as well as all Grand Challenge grant winners from Africa across all portfolios. BOMA was one of only five organizations mentioned by name and showcased in the Gates Foundation’s official press release announcing the award winners on International Women’s Day (March 8).



Jim Anderson

**Sankalp Africa Forum:** From February 24-26, Jim Anderson and Jaya Tiwari attended the Sankalp Africa Forum in Nairobi. The forum brought together social entrepreneurs, social impact funders and family foundations interested in funding innovative programs and ideas.



Jaya Tiwari

**The Bill & Melinda Gates Foundation in Seattle:** On March 9-10, Kathleen Colson and Jaya Tiwari visited the Gates Foundation in Seattle to brief the foundation staff and portfolio leaders. BOMA was joined by leaders from BRAC USA, the Consultative Group to Assist the Poor and Innovations for Poverty Action for two days of discussion, presentations and brainstorming sessions on poverty graduation at the foundation’s headquarters.

**International Women’s Day Forum:** From March 8-9, Steve Kelly (CFO) attended the International Women’s Day Forum hosted by the U.S. Chamber of Commerce, the United Nations and Microsoft in New York City.



## Visitors

**“Liz and I had a fantastic time visiting the BOMA project locations. We found your staff on the ground exceptionally well trained and helpful, and Kura really added a lot of extra value to the trip with his capacity to bridge local communities to the NGOs and donors. Meeting the participants has been a source of inspiration and we are back in the office re-energized by all the good work you are doing.”**

Claudia Piacenza,  
Livelihoods Adviser, DFID  
Kenya



**DFID (UK aid) visits BOMA businesses and savings groups:** In January 2016, UK aid officials and advisors Liz Drake and Claudia Piacenza visited BOMA in Marsabit to observe implementation and impact of the \$1.9 million DFID-funded project to lift more than 20,000 women and children out of extreme poverty over three years (2013-2016). Liz and Claudia met with REAP program participants, visited BOMA businesses and observed a BOMA savings group meeting.

Jules Siedenburg, a DFID consultant from the Landell Mills team, visited BOMA from February 4-10 to conduct a cost benefit analysis. Jules met with staff at the Nanyuki and Marsabit offices, interviewed key Informants and held focus group discussions in three villages on the threats that individuals and communities face and the benefits that REAP has had on participants and the larger community.

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**Roger Pearson from Oxford Policy Management** visited BOMA from February 16-18 to conduct a review of the Hunger Safety Net Programme – a cash transfer program for vulnerable communities -- and how it interacted with the various other DFID-funded interventions. Roger conducted focus groups and

interviews organized by BOMA with Kura Omar as translator and facilitator. Roger also met with county officials in Marsabit Town.

**Vera Solutions Prepares for Salesforce Launch:** From February 29 to March 3, Julia Burzan of Vera Solutions conducted a field visit to review the REAP program and conduct a comprehensive review of BOMA's Salesforce database architecture. With funding from a prestigious "Force for Change" challenge grant from Salesforce.org, BOMA will enroll 240 ultra-poor women in its high-impact program in May 2016 and improve its digital data collection and analysis capacity. The grant will also support a partnership with Vera Solutions to develop and field-test a cloud-based app that will increase the data management efficiency of poverty graduation programs in remote and resource-poor locations around the world.



“When BOMA first came here we didn't understand business and the idea of buying and selling for a profit. Yet now I use the profits from my business to meet household needs, such as buying food and clothes, restocking my herd, paying school fees and covering medical expenses. Now I have enough food for my family and have been able to reduce the burden on my husband. So when he travels far with our livestock, he doesn't have to worry about me and the children back at home.”

BOMA business owner on the impact of REAP (Landell Mills interview)