



# Quarterly Report: Q1

JANUARY TO MARCH 2015



## Letter from the CEO

Building on the momentum of 2014, we entered 2015 with a renewed commitment to expanding our reach and refining our poverty graduation model so it can be taken to scale.

We started the year by reflecting on the results of our 2014 exit and graduation reports. As we celebrate the successes highlighted in these reports — 100% of businesses launched in 2012 are still operating at two years, 576 women graduated out of extreme poverty, business values increased by 220% of the original grant — we continue to dig deep into our approaches for data collection and program measurement and evaluation, to optimize BOMA's model for scalability and replication across the arid lands.

Early in the quarter, we gathered our M&E and program teams for a two-day retreat facilitated by David Boyer, former head of M&E at Oxfam. The retreat outcomes, including a refinement of our poverty graduation criteria, along with our investment in fully digitizing our data collection, are helping us to streamline our assessments.

Our commitment to scale was also evident in the March jump grant distribution. In three action-packed weeks, we mobilized more than 50 field officers and mentors to enroll 1,050 women, forming 350 businesses, in 26 village clusters across Northern Kenya (an area the size of Ireland). In two years, these women will graduate out of extreme poverty and their businesses will continue to generate income and savings, so they can support their families, pay for medical care and send their children to school.

We continue to invest in the professional development of our staff in Kenya while leveraging technology to transform the way poverty graduation programs deliver and measure impact. We have added new talents and capacity in our board and staff to help us meet the ambitious goal of lifting more than 100,000 women and children out of extreme poverty by 2018. At the end of this quarter, we remain positive we will meet and exceed this goal.

KATHLEEN COLSON, *Founder and CEO*



Photography:  
David duChemin



# Program Milestones

Baseline surveys collected on

**1,050**  
women

In January we collected baseline SOLIs (Standard of Living Index) on 1,050 women who entered BOMA's Rural Entrepreneur Access Project (REAP) in March. Half of the data was collected using paper surveys, with data entered into Excel spreadsheets for upload to the Salesforce database. Half of the data was collected using laptops with Android apps that uploaded directly to Tarworks for syncing to Salesforce. Based on this expansion of our pilot, we are fully digitizing our data collection for exit surveys in May.

In January we conducted the BOMA Mentor Workshop Refresher for all BOMA Village Mentors – BOMA staff members who live in the villages where we work. Mentors deliver our training programs to participants and coach them in business skills, savings and financial literacy for two years. The Refresher focused on new training programs and additional training on tablets for monthly data collection on business and savings group performance.

**981**

women received 2nd grants and savings training

In February we provided a second conditional cash transfer and savings group training to 981 women who enrolled in REAP in September 2014. Only one of the 327 businesses launched in September 2014 had failed since receiving the initial conditional cash transfer to start the business.

**65**

new savings groups

327 REAP businesses assembled in groups of three or four businesses to form 65 new savings groups. 24 business groups joined existing savings groups.

**1,050**

women received 1st grant and financial skills training

Over the course of three weeks in March, we enrolled 1,050 women in REAP. This included providing groups of three women with a conditional cash transfer and financial skills training.

## OUR REACH

**8,481**

# of women enrolled

**42,250**

# of dependent children impacted

**50,831**

women and children to date

**100,000**

women and children by 2018

**2,651**

# of businesses launched

**452**

# of savings groups established



## Key Performance Indicators

100%

of businesses launched in 2012 still in operation

### NOVEMBER 2014 EXIT REPORT ON BOMA BUSINESS PERFORMANCE

Exit report on 192 businesses of 576 women who enrolled in the BOMA program in November 2012.

- 100% of businesses still in operation at two years
- 95% of businesses had all three original members still active in the group
- Business value is 220% of original grant size

92%

of participants graduate out of extreme poverty

### NOVEMBER GRADUATION REPORT

- 92% of participants graduated out of extreme poverty based on nine criteria in five categories (food security, sustainable livelihood, shock preparedness, durable asset ownership and human capital investment)
- 153% increase in tropical livestock units, a measure of livestock ownership

### SAVINGS ENROLLMENT

- 90.55% of women reported currently having savings with a BOMA savings group. Among these women (556 out of 614), the average BOMA savings was KSH 7,499 (\$84).

### PRELIMINARY RCT RESULTS

- After one year of participation in REAP, income per capita is 25.2% higher compared to the control group mean
- Savings per capita is 149.8% higher compared to the control group mean

## Women as Catalysts for Change

3,295 community members have attended DFID-funded, BOMA-delivered community development training programs that 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.

3,295 women received training in community development planning





# Building Capacity

## NEW FACES



**New Board Member: Kathy Roome** comes to us after a distinguished law career as VP, Associate General Counsel (Retired) of The McGraw Hill Companies in New York, NY. Kathy will be serving on the Development Committee and overseeing a comprehensive review of bylaws and policies.



**New Director of Strategic Partnerships: Jaya Tiwari** has 15 years of experience in nonprofit management and fundraising. Prior to joining BOMA, Jaya served as the Executive Director of the South Africa-Washington International Program in Washington, D.C.; the Executive Director of Suffolk Partnership for Healthy Community in Suffolk, VA; Director of Global Health Programs at Physicians for Peace in Norfolk, VA; and the Director of Research for Physicians for Social Responsibility in Washington, D.C.



**New Manager of Training: Christine Muuthia** comes to BOMA after working for ten years in Northern Kenya with Practical Action and Rural Focus. Skilled in community training, using participatory methodologies as well as presentations, report writing and project planning and monitoring, Christine has a BS from Egerton University and a Masters in Project Planning and Management from the University of Nairobi.

Kathy Roome, Jaya Tiwari,  
Christine Muuthia

**Professional Development:** 7 out of our 14 staff from the Nanyuki and Marsabit offices have received professional development training. Weeklong and night classes include bookkeeping, accounting, report writing, project management and driving classes.

# 50%

of BOMA office staff in Kenya participated in professional development programs





# Fundraising, Communications and Awards

## 65%

of 2015 budgeted expenses has been contracted or pledged

Revenues through March 31, 2015: \$411,567

GOVERNMENT	\$288,408
INDIVIDUALS	\$21,422
FOUNDATIONS/ORGS	\$101,737

Of the 2015 operating budget of \$1.527 million, pledges and contracts total \$994,685 or 65% consisting of:

GOVERNMENT CONTRACTUAL GRANT	\$781,298
INDIVIDUALS	\$70,000
FOUNDATIONS	\$143,387

## NEW FUNDERS

**Peery Foundation: \$100,000 per year for three years**

**In Kind:** BOMA hosted David duChemin, humanitarian photographer, for 10 days resulting in 350 select images of the region, the people and BOMA’s work.

**GOK Update:** IFAD has approved the agreements between the Government of Kenya and The BOMA Project. The agreement is now with the Attorney General of Kenya for approval.

**Kathleen Colson** was awarded a Cordes Fellowship to attend Opportunity Collaboration in Mexico in October 2015.

**Bill and Melinda Gates Challenge Grant:** Out of 1,700 applicants for a Bill and Melinda Gates Challenge Grant (“Putting Women and Girls at the Center of Development”), BOMA is one of 45 global finalists. \$500,000 award to be determined in August 2015.

**Salon.com** (March 1): “It would be easy to be pessimistic, but pessimism has never changed the world...My work is not about busting through Westernized glass ceilings; it’s about survival.” —KATHLEEN COLSON, BOMA CEO

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# New Initiatives

Since November 2014,

# 50

BOMA savings groups have opened bank accounts.

## LINKAGES: A NEW BOMA PROGRAM

As a step toward linking BOMA business and savings groups with more formal financial institutions, BOMA has facilitated the registration of 50 savings groups with the Marsabit Ministry of Social Services. Each savings group also has a bank account — improving the security of their savings and providing long-term access to loans through banks and the Kenyan Uwezo Fund (non-interest loans). The goal is to have all savings groups exiting the program in 2015 to be registered with Social Services and have group and individual bank accounts.

## Travel



Skoll World Forum in Oxford, UK (April 14 – 17): Kathleen Colson, CEO and Jaya Tiwari, Director of Strategic Partnerships. 12 meetings with donors, potential donors and collaborators.

East Africa Impact Forum, Nairobi, Kenya (April 23): a gathering of leading entrepreneurs, funders and investors. Kathleen Colson, CEO, was a panelist on Scaling for Impact along with One Acre Fund and Living Goods.

## PROFILE OF A PARTICIPANT

### Posee Lolkuru, Ngurunit Village

“We’ve gotten things we never had. I sleep in a house with a man who does not feed me food. He says we cannot sell our livestock. When we got this grant I am the one who feeds my children now. Now he comes and waits for me. I have a child who has gone to secondary school. I continue saving and saving. This has given me the opportunity I never had before. If my neighbor is sick I can feed her. If it was not for BOMA, all these children would not go to school. Now we are the ones running up and down caring for our children. We are always busy.”

