



# Quarterly Report: Q4

OCTOBER THROUGH DECEMBER 2016

## Letter from the CEO

At BOMA, we're obsessed with data.

Why is data so important? Because it brings our participants' lives into focus. Every month, we learn more about the women in our program. How are they succeeding? What are their challenges? How have their lives changed in ways we can measure and explore? This information allows us to focus on what really works, and to invest our resources in activities that drive impact—a goal that will only be more important as we prepare to scale our program across the drylands of Africa in the years to come.

With funding from a prestigious [Force for Change grant from Salesforce.org](#), BOMA and Vera Solutions have developed an innovative digital platform, Performance Insights. This powerful new tool marks yet another milestone in BOMA's commitment to collecting accurate, comprehensive performance data in the field—finding out in real-time how our field staff, participants, business and savings groups are performing across the rugged terrain and remote settlements of Northern Kenya.

As we look beyond our starting point in Northern Kenya, we are poised to become a force for good—and for lasting change—in the nomadic areas of Somalia, the post-conflict regions of Northern Uganda, the lowlands of Ethiopia, the vast pastoralist lands of Tanzania and beyond. We're helping to solve the global crisis of extreme poverty and chronic hunger through investing in women and girls. Our dedication to data, and to the creative use of technology, is a key to our success.

KATHLEEN COLSON, Founder and CEO

## OUR REACH & IMPACT SINCE JANUARY 2009

11,502  
# of women enrolled

57,510  
# of dependent children impacted

69,012 .....→ 100,000  
women and children to date women and children by 2018

3,658  
# of businesses launched

672  
# of savings groups established



# Our Impact

## PERFORMANCE INSIGHTS

### BOMA launches innovative digital platform

**“We used to carry a lot of heavy paper around to collect data, and we’d wait weeks to find someone to take the data to the field office. Now I can send all the data in a second!”**

Roba Ganya Wosera,  
BOMA VILLAGE MENTOR

**Developed with funding from Salesforce.org** in partnership with Vera Solutions, BOMA’s powerful new digital platform, Performance Insights, has transformed the way we gather and analyze data – making it easier, more accurate and more efficient. With this streamlined architecture for our customized, cloud-based Salesforce database, our monitoring and evaluation team can now:

- More efficiently upload data from the field
- Easily access and export data
- Generate user-friendly reports and dashboards
- Track performance data for our business and savings groups in real-time
- Monitor the performance of our Mentors and field staff across a region the size of Ghana

## MONITORING FIELD ACTIVITIES

### Daily Mentor Activity GPS Tracking



Performance Insights allows us to track the daily activity of our Mentors as they visit BOMA business and savings groups in remote, rural regions of Northern Kenya.

## GRADUATION:

# A survey of exiting BOMA participants after two years

In October and November, we conducted an exit survey of 894 women who entered BOMA’s program in September 2014. After two years, we found that 99% of women had “graduated” from extreme poverty (chart, below left). We also found that almost all graduating BOMA participants have savings (chart, below right).

CATEGORY	GRADUATION RATE	WHERE SAVINGS ARE KEPT	PERCENT WITH SAVINGS AT BASELINE	PERCENT WITH SAVINGS AT EXIT
Food Security	99%	BOMA Savings Group	0%	98%
Sustainable Livelihoods	100%	BOMA Business Group	—	88%
Shock Preparedness	100%	Personal Savings	23%	68%
Human Capital Investment	95%			
Overall Graduation Rate	99%			

The average amount of personal savings is 2,602 Kenyan shillings, a 782% increase. The average amount of all savings – the participant’s personal savings plus savings with a BOMA business group, BOMA savings group, or bank – is 13,080 Kenyan shillings, a 1,478% increase over two years.

## BOMA IN THE NEWS



**November 25:** BOMA founder and CEO Kathleen Colson was interviewed by Tony Loyd for his Social Entrepreneur podcast, blog and Website. [CLICK TO LISTEN](#)



**October 20:** The Consultative Group to Assist the Poor (CGAP) published a blog post by BOMA Fellow Upoma Husain on our use of technology to reach the extreme poor. [CLICK TO READ](#)



**November 22:** BOMA made the front page in the Manchester (Vermont) *Journal*. [CLICK TO READ](#)

GOAL:  
FOR 2017,  
we will  
provide training  
and mentoring  
for

11,400  
participants

## BASELINE:

# A survey of new BOMA participants at enrollment

**BOMA recently signed an agreement with Mercy Corps** to replicate BOMA's two-year poverty graduation model in multiple counties across Northern Kenya and other countries in East Africa (Somalia, Tanzania, Uganda and Ethiopia). In November, the partnership kicked off with a pilot enrollment of 240 ultra-poor women in Turkana and Wajir (120 in each county).

### **In a baseline survey of new participants, we found that:**

- 97% of households have children, with most having 4-6 children
- Only 63% of children are enrolled in school
- 26% of households have no source of income; 35% have only one source of income
- 3% of participants have a bank account
- 35% of participants have some form of savings
- 38% of households eat only one meal a day; 32% eat two meals a day
- 49% of participants sent their children to bed hungry at least twice in the last seven days

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## STAFF NEWS

**Samiti Leireye** will head up BOMA's new field office in Maralal as Regional Manager for the Government of Kenya's PROFIT pilot. Samiti earned a bachelor's degree in education, math and business studies from the University of Nairobi and is pursuing his master's degree in business administration from Mount Kenya University. An experienced primary school teacher, he also has worked as a field officer and livelihoods project manager with the Pastoralists Governance and Development Project.



Michael Felix

**Michael Felix** joins our staff as Director of Programs and Innovation. Applying skills honed in the software industry, Michael has supported NGOs, MFIs and the United Nations to design, manage and improve dozens of economic development programs. Prior to joining BOMA, Michael served as Director of Program Development at Trickle Up. He has a BA in Economics from Boston College and an MA in Political Economy from Fordham University. He'll be based in BOMA's Vermont office.



# Program Milestones

ENROLLED:  
4Q 2016

1,885

women  
supporting

9,425

children

ENROLLED:  
TOTAL 2016

2,550

women  
supporting

12,750

children

## EXPANSION:

### Enrolling women and establishing savings groups

**October 24 through November 4:** Distributed progress grants and established 93 savings groups with participants who enrolled in May 2016.

**November 1-4:** Conducted community entry in three new villages (Turbi, Bubisa and Sagante) where our program will be introduced in the spring. The first step in the participant targeting process, community entry allows the BOMA field staff to learn more about the village and explain our program to local leaders.

**November:** Enrolled 240 women in Mercy Corps replication pilot in Turkana and Wajir counties (see page 4).

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## COUNTDOWN:

### BOMA and Government of Kenya prepare for April 2017 enrollment

**In October, BOMA signed an agreement** with the [Government of Kenya](#) (GOK) to pilot BOMA's poverty graduation program in a new region of Samburu county. The PROFIT pilot—aimed at integrating the graduation approach into the government's social protection systems—will provide 1,600 women with support for household consumption and healthcare, seed capital to launch a small business, and two years of hands-on mentoring and training. Progress as of year-end 2016 includes:

- Opening a new regional office in Maralal
- Hiring a new regional manager, Samiti Leireye (see Staff News)
- Planning a rigorous external evaluation to measure the pilot's impact
- Conducting numerous planning meetings with government officials
- Conducting a stakeholder's meeting in Maralal

## LOOKING AHEAD

In the first quarter of 2017, BOMA will enroll an estimated

3,010 women.



BOMA co-founder and deputy country director Kura Omar at a stakeholder's meeting in Maralal. More than 45 people, including local politicians and NGO representatives, arrived to learn more about the poverty graduation program that BOMA is piloting for the Government of Kenya.

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# MONITORING & EVALUATION

## BOMA interviews graduates about long-term impact

**In mid-December**, the BOMA monitoring and evaluation team sat down with 102 women who graduated from our innovative program between 2013 and 2015. Chosen at random for these focus group discussions, the women discussed the program's long-term impact on their livelihoods, social standing, household resilience, satisfaction with life, and plans for the future.

Together, they told a story of financial and personal empowerment that transcends the extensive impact statistics we gather when women enter and exit our program. With income and savings from their BOMA business, they're taking care of their families: buying food, paying for medical care, and sending children to school.

They're also mentoring other women in their villages, speaking out at community meetings, and being consulted by their husbands on household decisions.

They are planning ahead, so they can survive drought and handle emergencies.

They are expanding their businesses, learning new skills, and earning the respect of their neighbors.

**MENTORED:**  
IN 2016,  
we provided  
training and  
mentoring for

6,511  
participants.

“With or without our BOMA Mentor, we still make progress,”

said a former BOMA participant in Korr.

“We are the teachers now.”



## TRAVEL & EVENTS

### October

- Director of Strategic Partnerships Jaya Tiwari made a presentation on BOMA's innovative Salesforce program at the Salesforce Dreamforce16 conference in San Francisco. She also attended the annual Opportunity Collaboration, a global conference of leaders dedicated to building sustainable solutions to poverty, in Cancun, Mexico.
- Country deputy director Kura Omar and monitoring and evaluation manager Heather Katcher met in Nairobi with officials from the UK Department for International Development (DFID). Representatives from research organizations, NGOs and government agencies shared ideas about the poverty graduation model: what works, what questions remain, and how the approach can best be integrated with the national social protection system.



Jaya Tiwari explains BOMA's innovative Salesforce platform at Dreamforce16.

### December

- BOMA hosted Harshani Darmadasa and Nazia Moqueet (program managers with BRAC) and Rahul Mitra (program manager with Amplifier / Uplift) for a field visit with BOMA participants, business and savings groups. [BRAC](#) pioneered the poverty graduation approach and is serving as technical advisor to the Government of Kenya on the PROFIT pilot. [Amplifier](#) builds and scales mission-driven programs; [Uplift](#) is a coalition dedicated to scaling the graduation model to lift families out of extreme poverty around the world.

## SCALING OUR IMPACT

A team from the International Center on Social Franchising visited BOMA in the field in late August. ICSF is helping BOMA to standardize its poverty graduation model for scale across the drylands of Africa. To read a blog post by ICSF consultant Raili Marks, [CLICK HERE](#).

- Daud Jiran (Deputy Country Director of Mercy Somalia) and Jelena Savic (a program development and support specialist with Mercy Corps) spent two days in the field with BOMA. They visited several BOMA businesses and two savings groups, gathering information as BOMA and Mercy Corps prepare to replicate BOMA's model in Somalia.



Representatives from BRAC and Amplifier/Uplift visit a BOMA savings group.

## BOMA SUCCESS STORIES

BOMA's monitoring and evaluation team conducted important focus group discussions this fall — a child impact study in September and a longevity study in December. Comments from BOMA graduates, participants, children, husbands and community members paint a picture of financial and personal empowerment that reaches far beyond our detailed impact statistics.

**"All of this for someone who can't read and write,"** said one woman. **"I am now like a learned person."**

**"With savings, we can equip our children to achieve what they want to achieve."**

**"Before, in an emergency, you would just cry and say, 'What can I do?' But now we can respond."**

Right top: Schoolchildren at Seriolipi also participated in the open-ended discussions. Right: A BOMA participant discusses the impact of the program on her life in a recent focus group.





# FUNDRAISING & FINANCE



BOMA launched its annual appeal to individual donors on November 1, 2016, and the campaign will end on February 1, 2017.

In October, 5DayDeal offered a “Complete Photography Bundle,” a package of products valued at \$2,500, for sale at its Website for \$97. Revenues were donated to selected nonprofits. BOMA netted more than \$55,000 from this philanthropic promotion.

Funding partners who provided generous support to BOMA in the fourth quarter of 2016 include Boeing, Government of Kenya (PROFIT pilot), Jester Foundation, Montpelier Foundation, The Mulago Foundation, RA5 and Vibrant Village Foundation.

## 2016 REVENUES AND EXPENSES

As of December 31, 2016 restricted cash on hand, grant disbursements and contracted grant commitments represent 56% of the 2017’s total budgeted expenses of \$3.8 million.

### Revenues through December 31, 2016

GOVERNMENT	\$ 717,145
INDIVIDUALS	\$ 370,017
FOUNDATIONS/ORGs	\$ 1,672,714
<b>Total Revenue</b>	<b>\$ 2,759,876*</b>

### Expenses through December 31, 2016

		(Percentage of total expenses)
PROGRAMS	\$ 1,475,724	77%
EDUCATION AND ADVOCACY	\$ 110,751	5%
<b>Total Program Expenses</b>	<b>\$ 1,586,475</b>	<b>82%</b>
ADMINISTRATION	\$ 144,926	8%
FUNDRAISING	\$ 193,889	10%
<b>Total Expenses:</b>	<b>\$ 1,925,290</b>	<b>100%</b>

\*of which \$1,009,654 is restricted to 2017 Program Expenses