

BOMA PROJECT

2017 Q4 IMPACT REPORT | September through December 2017

Putting Proof Into Practice

“If we do not scale up our efforts to save, protect and invest in rural livelihoods, tens of millions will remain severely food insecure.”

Jose Graziano da Silva
UN Food and Agriculture Organization
Director-General



The Road Ahead: When BOMA started to think about scaling up our efforts to end extreme poverty in the drylands of Africa, we wanted to do more than demonstrate measurable impacts on a problem. We wanted to solve that problem.

BOMA’s target areas, the drylands of Africa, sit at the epicenter of extreme poverty, food insecurity, and repeated cycles of droughts caused by climate change. The situation

is further exacerbated by degradation of rangeland, conflict over limited resources, and rural-to-urban migration. Our data-driven approach has demonstrated how we are transforming households living in extreme poverty — from increased incomes and savings to more children receiving medical care and attending school. But in order to break the repeated cycles of poverty and climate change we also have to transform how governments and non-governmental organizations deliver humanitarian aid and social protection programs. BOMA is helping to shape that transformation.

2017 was an important inflection point for a significant scale-up of our approach: we underwent major growth (p.8); forged new partnerships and alliances (p.5); we welcomed new funders and the continuing support of long-time donors (p.9); we saw great challenges but also great success.

We are looking forward to the road ahead—to putting the proof of our effectiveness into practice in order to transform the systems that will impact the lives of 1 million women and children by 2022.

Thank you for being our partners in this extraordinary journey.

KATHLEEN COLSON, *Founder and CEO*

OUR REACH & IMPACT SINCE 2009

15,697

of women enrolled

78,485

of dependent children impacted

94,182 → 100,000

Women and children to date

Women and children by 2018

5,223

of businesses launched

837

of savings groups established



BOMA PROJECT 2017 Q4 IMPACT REPORT PROGRAM MILESTONES

Successes and Learnings: PROFIT Pilot Program with Government of Kenya Goes into Second Year

BOMA'S PILOT with GoK's PROFIT (Programme for Rural Outreach of Financial Innovations and Technologies) is entering its second year. The 1,600 women enrolled in this cohort in May 2017 continue to show substantial progress. Despite post-election challenges in Kenya including concerns about security, transportation, and supply of household goods and staples, participants remained on track to achieve a business value of at least 125% of the initial \$212.50 (KES 21,250) conditional cash transfer they received to start their businesses, and data showed that both one-person and three-person businesses exceeded targets by 25% in October, 28% in November, and 30% in December.

Key performance indicators	October		November		December	
	TARGET	TOTAL	TARGET	TOTAL	TARGET	TOTAL
Average business value (KES)	28,000	35,635	37,767	38,982	38,186	39,186
Monthly BG mentor visits completed	100%	99%	100%	99%	100%	98%



BOMA Village Mentors frequently encounter challenging road conditions getting to remote communities where we work.



Sarah Lanyasunya, BOMA Field Officer, with participants in Maralal.

BOMA's Frontline Warriors

Our Field Officers and BOMA Village Mentors are the key to helping our participants successfully graduate from extreme poverty. In some of the toughest and most remote regions in northern Kenya, they provide training and coaching to ensure that our participants successfully meet BOMA's graduation criteria. This quarter, despite election-related work delays, 98% of home visits and 96% of group visits to businesses and savings associations were completed on schedule.



Healthy Outcomes

EXTREME POVERTY AND POOR HEALTH are profoundly intertwined. As part of our pilot with GoK, we are trialing enrollment of BOMA participants in the National Hospital Insurance Fund (NHIF). At baseline only 1% of PROFIT participants were enrolled in NHIF. By December 2017, all 1600 participants, responsible for some 8,000 dependent children, had been registered. They also receive monthly trainings on child and maternal care, sanitation and hygiene, family planning, malaria prevention, and more. We are exploring this linkage with NHIF to understand if helping participants access health care services and health insurance improves long-term health outcomes.



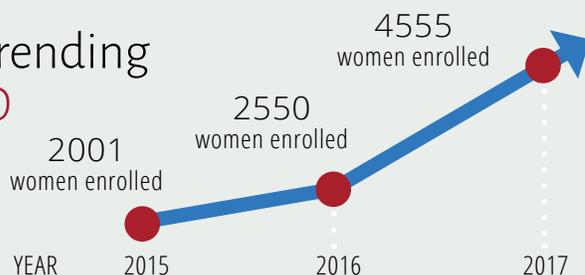
BOMA PROJECT 2017 Q4 IMPACT REPORT PROGRAM MILESTONES

The Big Picture

BOMA'S ULTIMATE GOAL IS TO ACHIEVE SYSTEMS CHANGE by embedding the poverty graduation and resilience-building approach into the Government of Kenya's social protection program. To this end, BOMA leadership is working closely with a number of government agencies and international funding partners. This quarter, BOMA staff attended several significant meetings of PROFIT partners and hosted delegations in the field, including PROFIT, BRAC, World Bank, IFAD (International Fund for Agricultural Development), and AGRA (Alliance for a Green Revolution in Africa).



ENROLLMENT trending
UPWARD



1,305
WOMEN
to be ENROLLED
in 1Q 2018

A Year of Growth The final quarter of 2017 capped a year of significant growth:

- > **4,195** new women enrolled in BOMA's direct implementation programs in 2017.
- > 1,215 new participants enrolled in November.
- > 360 women enrolled in our pilot providing Technical Assistance (TA) to Mercy Corps in Wajir and Turkana counties.
- > 177 progress grants were distributed to new savings groups in fourth quarter.
- > **4,555** total women enrolled supporting **22,775** children—nearly twice as many as 2016.



BOMA PROJECT 2017 Q4 IMPACT REPORT PROGRAM MILESTONES

Putting Women and Girls at the Center of Development

THE 750 WOMEN IN THE REAP COHORT funded by the Bill and Melinda Gates Foundation’s Women and Girls at the Center of Development grant are nearing graduation. The focus of the grant was to study whether economic empowerment also resulted in increased household decision-making power. A qualitative study using focus group discussions (FGDs) was conducted in five locations in Marsabit and Samburu counties with participants and their spouses in separate groups. The results show that for many, there has been a significant shift in household decision-making and power.



As of December, the cohort had an average business value of KES 47,040 with three months remaining in the program, despite having just endured a significant drought season. That’s approximately 27% higher than the end-of-project goal and the highest average business value BOMA has seen in any cohort to date.



Gates cohort savings group, North Horr

“Before, it was just my husband who fed us. Now, if he's been away in satellite camp, he comes home and finds food in the house, and our children have food, because now I have money when I never did before.” (PARTICIPANT, WOMEN’S FGD, ILLAUT)

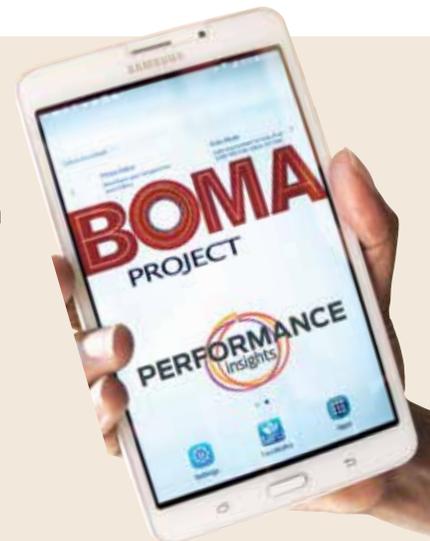
BEST-IN-CLASS TECHNOLOGY

Performance Insights, BOMA’s proprietary technology platform, continues to be a crucial tool in gathering, monitoring and evaluating high-quality program data in real time, so we can respond quickly to ensure participants’ success. Program monitoring activities this quarter included tracking:

- > Participants saving for NHIF
- > BOMA Village Mentor monthly visits to businesses and savings groups
- > Business and savings group values
- > Monthly consumption stipend disbursements for the GOK pilot

From November 6-8, Monica Kundu, BOMA’s System Administrator, conducted a Performance Insights refresher course for Field Officers in Samburu and Marsabit covering:

- > The use of “Map Anything” to view the location of monthly monitoring visits
- > Creating and using reports to analyze trends over time (i.e. savings)
- > Using quick reports to monitor program activities
- > Reviewing what to do when a value in a report does not make sense





BOMA PROJECT 2017 Q4 IMPACT REPORT PROGRAM MILESTONES

Randomized Controlled Trial Study Launched



IN NOVEMBER, BOMA FINALIZED A FIVE-YEAR AGREEMENT with the International Livestock Research Institute (ILRI) and the USAID Feed the Future Innovation Lab for Assets and Markets at the University of California Davis to conduct a randomized control trial in Samburu North and evaluate the individual impacts of BOMA's REAP and Index-Based Livestock Insurance (IBLI), an ILRI product, and the combination of both.

This is the first time these two individual interventions will be tested for complementarities. The results will have significant implications for the design of an integrated social protection system that can promote the graduation of poor households from poverty and simultaneously protect vulnerable, non-poor households (including recent graduates) from descent into poverty due to loss of livestock.

KEY PROJECT MILESTONES Project and Study Activities Timeline

JAN 2018	FEB 2018	MAR 2018	AUG 2018	FEB 2020	FEB 2022	AUG 2022
REAP targeting & survey sampling	Baseline survey Insurance sales launch	REAP launches	Midline Report	Midline survey REAP graduation (first wave)	Endline Survey	Endline Report

In December, Field Officers conducted 195 Participatory Rural Appraisals (PRAs) in Marsabit in preparation for 2018 enrollments and launches. PRA is a community-inclusive targeting methodology to identify the poorest, most vulnerable women in the village.



On the Path to Scale

IN 2018, WE ARE LAUNCHING MULTIPLE PROGRAMS, some in new territories for BOMA. Not only will we be directly implementing our program in existing locations, we will also be expanding to a new county — Isiolo — and providing technical assistance to three NGOs as they learn to implement our model.

USAID/KLMS: In December, BOMA signed an agreement with ACDI/VOCA, with funding from USAID, to increase resilience through the Kenya Livestock Market Systems program. BOMA will be working under the “Expanding and Diversifying Viable Economic Opportunities in Northern Kenya” program, which will facilitate a more competitive, commercialized livestock value chain for pastoralists. BOMA will be implementing REAP in Isiolo and Marsabit Counties, and providing technical assistance to Mercy Corps as they expand our graduation program in Turkana, Wajir and Garissa Counties. Over the course of the 3 year agreement, we will reach 5,440 women.

USAID funded graduation pilot with Catholic Relief Services-Uganda:

In December, BOMA attended a program design workshop with CRS to further our plans to implement a graduation pilot in the northern Uganda region of Karamoja. The plans are being finalized and the pilot is expected launch later this year.





BOMA PROJECT 2017 Q4 IMPACT REPORT PROGRAM MILESTONES

Girl Child Campaign Launched

BOMA HAS ALWAYS PLACED A HIGH PRIORITY ON EDUCATING CHILDREN, especially girls. Why? When girls are educated, they are likely to lead healthier lives, have greater future choices in terms of career, marriage and the number of children they have, and are more likely to be in a position to support their elderly parents. In November, BOMA launched the first phase of a girl-child education campaign that included County child officers, Ward and County administrators, teachers, chiefs and regional leaders throughout Marsabit and Samburu Counties in an effort to enroll more girls in primary school.



There are many factors that affect the decision to not send children to school. They include:

- Children are needed for livestock herding, which is seen as more important than school.
- Cultural barriers: when it comes to large expenses, men have the final say and women have traditionally had a limited role in making these decisions.
- The high price of school fees and expenses.
- Parents will often marry a young girl off in exchange for a lower burden on the family in terms of household expenses, and to secure a dowry payment of livestock.

Changing the mind set

“Ltoiwoo emadaa ake lemea ngera skuli.” (“It is only irresponsible parents who will not take their kids to school.”

BOMA participant at one of the Girl Child Campaign community meetings

THE CAMPAIGN, led by BOMA Regional Manager Meshack Omarre, identified over 1200 children who are currently not in school. Community events were attended by over 600 BOMA participants in 14 locations, and BOMA made every effort to include men from the community and participants’ husbands. Various attendees spoke of their own experiences and participants came to acknowledge the importance of education and its positive outcomes for girls, including:

- More opportunities to achieve economic self-sufficiency
- More empowered to make their own decisions
- Less likely to be subject to outdated cultural practices and early marriage
- More likely to contribute to their families and communities



Joint Meeting of U.S. and Kenyan BOMA Board Members

IN NOVEMBER, BOMA'S U.S. BOARD OF DIRECTORS traveled to Kenya to meet with BOMA staff in our main office in Nanyuki and visit participants and field staff in the remote villages in which we work. Board members visited the villages of Nemerai and Ngurunit and spent the night in the village of Korr. Their field visit culminated in a joint meeting of the U.S. and Kenyan boards at Samburu Lodge in northern Kenya. At this meeting, the boards approved the 2018-2020 strategic plan, which includes a goal of reaching 500,000 women and children in the next three years.



Top-Rated by Great Nonprofits for 2017

BOMA was awarded Top-Rated ranking for 2017 by Great Nonprofits, a community-sourced platform for evaluating nonprofits and inspiring and informing donors.

Strategic Meetings

- > In October, BOMA co-hosted a panel on Financial Inclusion of Women in Last Mile Locations at the SEEP Network Annual Conference in Washington, D.C. Kathleen Colson was a panelist and presenter with ICRW (International Center for Research on Women), the Gates Foundation and REPOA (Research on Poverty Alleviation).
- > Also in October, Kathleen attended the USAID Resilience Evidence Forum in Washington, D.C., an invitation-only gathering of funders, implementers, researchers and policymakers; traveled to Seattle to meet with the Gender, Financial Services for the Poor, and the Market Integration teams at the Gates Foundation; and met with CRS senior program and technical staff at their headquarters in Baltimore for a graduation learning event on BOMA's model.
- > Susan Bornstein, BOMA's Deputy Director, presented at ICRW on "Last Mile Financial Inclusion: What Will It Take to Reach Rural Women?" as part of the Gates Foundation Women and Girls at the Center of Development community.
- > Helen Dalton, BOMA East Africa Regional Director, presented BOMA's graduation model during a World Bank meeting in Nairobi and hosted a field visit from Help Age, which supports a number of social protection programs for GoK.

BOMA Making Headlines

KATHLEEN COLSON published two blog posts in Q4 2017.

- > October 11th: International Day of the Girl Child: **The Next Generation of Women Hold the Key to Ending Extreme Poverty** on Huffington Post. [CLICK TO READ](#)
- > November 20th: **Expanding How We Think About "Resources" on the Path to Ending Extreme Poverty** on the Women Deliver platform. [CLICK TO READ](#)





BOMA PROJECT 2017 Q4 IMPACT REPORT STAFF NEWS

BOMA is growing!

IN DECEMBER OF 2016, BOMA HAD 59 EMPLOYEES. We now have 108: 72 BOMA Village Mentors, 14 Finance, HR, M&E and IT staff in Nanyuki, 7 program and M&E staff in both Marsabit and Maralal and 7 full-time staff in the U.S. In just one year, we've increased the size of our staff by 83%! Part of this growth includes refining many of our systems including finance and reporting and a renewed focus on performance management, led by our Deputy Director Susan Bornstein and Jectone Oyugi, HR and Administration Manager. We also continue to explore new innovations and are constantly refining our digital monitoring and evaluation programs in order to support our front-line warriors — our Field Officers and BOMA Village Mentors.



New BOMA Village Mentors in Samburu North.

Kenya Staff: Our 100 team members in Kenya represent over eleven different ethnic Kenyan communities. Everyone brings a wealth of knowledge and experience to their roles, and a deep understanding of the culture in which we work.

- Thomas Lenaruti, Field Officer, was promoted to Project Coordinator for Samburu North.
- Joining our team: Francis Ngikito, Graduation Adviser, Turkana; Abdi Mohamed, Graduation Adviser, Wajir; Mbithi Munyoki, Data Analyst; Sam Owilly, KLMS Project Manager; Gabriel Mogaya, Finance Manager; Fridah Gacheri, Livelihoods and Markets Technical Lead.
- Eight new mentors were hired in Samburu North for the 5-year Randomized Control Trial with ILRI.

BOMA Co-Founder Kura Omar Named An Aspen Institute New Voices Fellow



The Aspen Institute is an educational and policy studies organization based in Washington, D.C. The New Voices Fellowship was founded in 2013 to bring the essential perspectives of experts from Africa and other parts of the developing world into the global conversation, and is supported by the Bill & Melinda Gates Foundation and the Open Societies Foundation. The 2018 class includes leading public health specialists, doctors, scientists, activists, social entrepreneurs, policy experts, researchers, and economists, from 12 countries across Africa, Latin America, and Asia. The full list of 2018 fellows and descriptions of their work can be found [HERE](#).



BOMA PROJECT 2017 Q4 IMPACT REPORT FUNDRAISING & FINANCE

BOMA LAUNCHED ITS ANNUAL APPEAL to individual donors on November 1, 2017; the campaign ended February 1, 2018, having raised \$281,169, well ahead of our \$250,000 goal and a 54% increase from 2016.

Systems readiness for USAID funding: BOMA is enhancing our policies and practices to strengthen our finance function and to meet USAID requirements for our first USAID awards. We have engaged an experienced consultant to assess our accounting, finance, procurement and other systems and recommend areas to strengthen. The U.S. and Kenyan Board of Directors have also approved new HR policies.

As of December 31, 2017 cash received and contracted grant commitments represent 67% of budgeted expenses of \$3.9 million for the fiscal year ending September 30, 2018.

Effective October 1, 2016, the BOMA Project changed its fiscal year to end on September 30. Consequently, the figures below represent Revenues and Expenses for the three months ended December, 2017.

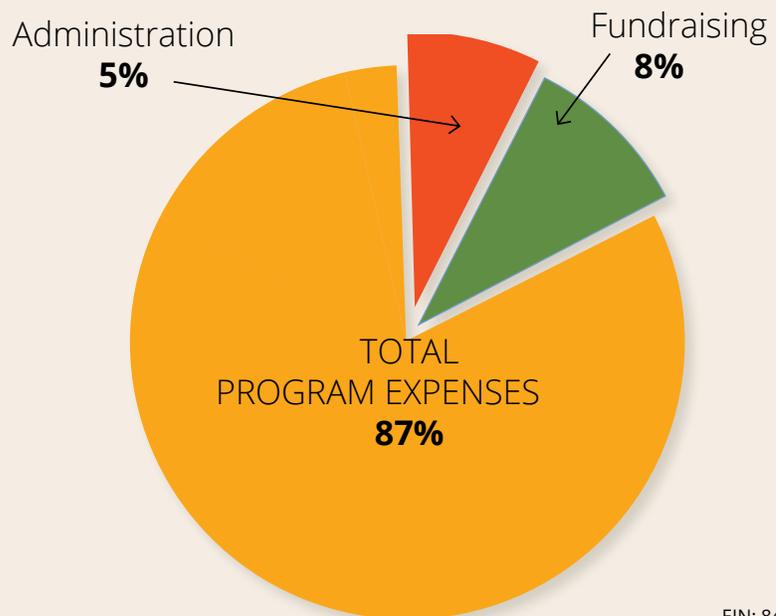
2018 FISCAL YEAR REVENUES & EXPENSES

Revenues for the three months ended December 30, 2017

INDIVIDUALS	\$ 264,591
FOUNDATIONS/ORGS	\$ 793,201
Total Revenue	\$1,078,282

Expenses for the three months ended December 30, 2017

		Percentage of total expenses
REAP PROGRAMS	\$ 628,325	79%
EDUCATION & ADVOCACY	\$ 64,933	8%
Total Program Expenses	\$ 693,258	87%
ADMINISTRATION	\$ 37,435	5%
FUNDRAISING	\$ 61,676	8%
Total Expenses:	\$ 792,369	100%



EIN: 84-1671995

THE FOLLOWING FUNDING PARTNERS supported our work with generous contributions in the fourth quarter of 2017.

