Empowering women to transform their lives and their communities.
A Call to Action

The BOMA Project works with women who live in extreme poverty in the arid and semi-arid lands of Africa (the ASALs). In one of the poorest places on the planet—the true “last mile” of economic and social isolation—we are empowering women, working to build resilient families and communities, instilling hope, and changing the conversation about what is possible.

BOMA operates at the nexus of four critical United Nations Sustainable Development Goals—a global campaign to transform our world by 2030.


“Poverty isn’t just about money. Poverty is a CALL TO ACTION to change the world so that many more may have enough to eat, adequate shelter, access to education and health, protection from violence, and a voice in what happens in their communities.”

WORLD BANK
A Challenging Landscape

Extreme poverty is part of a global chain of consequences that includes climate change, disaster, conflict, decreased access to resources, and mass migration. In the arid lands of East Africa where BOMA works, the way of life practiced by pastoralist people for centuries has come increasingly under pressure.

AN ONGOING CRISIS In February 2017, the Government of Kenya declared a national drought emergency, with experts saying that the long-term consequences could be worse than the drought of 2011. The arid and semi-arid regions where BOMA works are the hardest hit:

- 3.4 million people have been left severely food insecure.
- 500,000 people are without access to water.
- An estimated 482,882 children require treatment for acute malnutrition.
- Communities unable to reach sustained humanitarian assistance are at risk of emergency levels of hunger, one step away from famine.

Source: reliefweb.int/disaster/dr-2014-000131-ken
ACCORDING TO the UN Sustainable Development Goals, poverty is more than the lack of income and resources to ensure a sustainable livelihood. Its manifestations include hunger and malnutrition, limited access to education and other basic services, social discrimination and exclusion as well as the lack of participation in decision-making.*

- 767 million people live below the international poverty line of $1.90 a day, with half of them living in sub-Saharan Africa.
- One in four children under age five in the world has inadequate height for his or her age.
- Gender inequality is a pervasive and driving force of poverty. It denies women their voices, devalues their work and makes women’s position unequal to men’s, from the household to the national and global levels.**
- Women disproportionately suffer the cascading effects of extreme poverty as they struggle to provide for their families.

“Most often these households are headed by a woman, trapped in a poverty cycle without the assets or social networks that can improve their lives.”

WWW.ULTRA-POVERTY.ORG

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**https://www.oxfam.org/en/even-it/why-majority-worlds-poor-are-women
Breaking the Cycle

**FOOD AID**, which is a necessary humanitarian response to save lives and address an immediate crisis, like severe drought or conflict, creates a cycle of dependence and turns people into passive beneficiaries. It is also costly and often extremely difficult to deliver in remote or conflict-affected areas, and does nothing to avert future catastrophes.

By giving women the tools and skills to become self-sufficient, we can break the generational cycle of extreme poverty, and build resiliency among vulnerable populations where they live.

*Studies have shown that women invest up to 90% of their incomes back into their families and communities.*

Clinton Global Initiative

“I am a different person now, and my child is a different person. I will pass on these skills; and they will pass these skills on to their grandchildren. And they will follow this life.”

MARITO RABHAYO,
BOMA Participant from Uyam Manyatta
**The Proven Approach**

**EXTREME POVERTY** has multiple, inter-related causes. BOMA’s innovative program for ultra-poor women is based on a proven model* and takes a holistic approach to achieve long-lasting resiliency. By implementing a sequence of interventions, a clear exit strategy and data-driven definitions of success, we have the opportunity to forge a pathway to prosperity for millions of vulnerable people.

The **BOMA Model** is a low-cost, leading-edge and agile approach to international development that includes evidence-based best practices and innovations in technology, programming, empowerment and financial inclusion.

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**COMMUNITY ENTRY & TARGETING**

Identify the most vulnerable members of a community and enroll them in our two-year program.

**CONDITIONAL CASH TRANSFER**

Provide a small cash transfer to invest in launching a business.

**FINANCIAL & LIFE SKILLS TRAINING**

Ongoing trainings in financial and gender-focused life skills.

**MENTORING & COACHING**

Support with two years of hands-on mentoring.

**SAVINGS & ACCESS TO CREDIT**

Help establish savings groups to accumulate capital and withstand shocks.

**FINANCIAL INCLUSION AND MARKET LINKAGES**

Access to mobile banking provides increased security for savings and the ability to safely transfer money.

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*Randomized Controlled Trial involving 21,000 people in six countries, https://www.poverty-action.org/impact/ultra-poor-graduation-model

“BOMA’s gender-focused approach to building resilience in ultra-poor communities in eastern Africa has demonstrated not only proof that the model works but evidence that it can be scaled for major impact. Their rigorous commitment to data-driven results and their dedication to helping one million women and children overcome extreme poverty by 2022 made them a great fit for RAS’s portfolio.”

THAD HUTTON, RAS Foundation
Systems Change

A TRANSFORMATION is underway in how humanitarian aid programs are delivered, with tremendous implications for ending extreme poverty. BOMA’s ultimate goal is to achieve systems change by embedding our resilience-building approach into social protection networks to:

> Help vulnerable populations achieve basic human needs such as food, clothing, medical care and educational opportunities.
> Build overall resilience in families and communities to help them better cope with shocks and setbacks.
> Provide training and support so vulnerable populations, especially women and children, can achieve more agency and decision-making power and live with dignity.
> Decrease the overall global financial implications of disaster response.

A recent study commissioned by USAID demonstrates that investing in a more proactive response to avert humanitarian crises could reduce the cost to international donors by 30%, whilst also protecting billions of dollars of income and assets for those most affected.*

*USAID "The Economics of Resilience to Drought*
Women & Girls

“No society can achieve its potential with half of its population marginalized and disempowered.”

MELINDA GATES, The Bill & Melinda Gates Foundation*

**BOMA’S GENDER-FOCUSED MODEL**

puts women and girls at the center of our program. When women achieve agency, they go from being liabilities dependent on aid to being self-sufficient, productive assets. Putting women at the center of our program creates transformation not just in their own lives, but within their larger communities.

Along with our life skills training and ongoing mentoring and support for participants, in 2017 we:

- Launched a girl-child education campaign in an effort to enroll more girls in primary school.
- Delivered micro-trainings for participants to increase conflict management and decision-making skills.
- Conducted surveys and focus-group discussions as part of a Gates Foundation Women & Girls at the Center of Development study to gauge the increase in decision-making power.

“Someone came and wanted to get engaged to my daughter. I strongly said, ‘No, my girl will not be married, my girl will go to school.’ And now my girl is in class 6.”

SERIMA TORDER
BOMA 2014 graduate
Galdelian manyatta

*“Putting Women and Girls at the Center of Development,” (Science.com)
Our Reach

“BOMA’s commitment to replicate your model at high-quality through partners deserves to be recognized and fueled. It’s critical to impact at scale, yet a fiendishly hard thing to do well. We want to celebrate, share and invest in your progress.”

KRISTIN GILLISS MOYER,
Senior Investment Partner, Mulago Foundation

BOMA’s numbers since 2009

- 15,697 # OF WOMEN ENROLLED
- 78,485 # OF DEPENDENT CHILDREN IMPACTED
- 94,182 WOMEN AND CHILDREN TO DATE
- 5,223 # OF BUSINESSES LAUNCHED
- 1,000,000 WOMEN AND CHILDREN BY 2022
- 837 # OF SAVINGS GROUPS ESTABLISHED

IN 2017, BOMA

- Enrolled 4,555 women supporting 22,775 children—nearly twice as many as in 2016.
- Mentored 9,100 total women, supporting 45,500 children.
- Enrolled 360 women in a pilot program with Mercy Corps in two new counties, Wajir and Turkana.
- Distributed 895 progress grants to new savings groups.
- Formed 181 savings groups and had 427 active savings groups (including Mercy Corps).
Measuring Progress

**BOMA CAREFULLY MONITORS** and tracks our participants’ progress. The BOMA Standard of Living Index (SOLI) is a comprehensive questionnaire that BOMA Village Mentors and Field Officers use to learn about their income, savings, household decision-making power, livestock ownership, enrollment of children in school, food security and expenditures. The SOLI is administered at enrollment and exit, allowing us to measure the impact of our program over time.

<table>
<thead>
<tr>
<th></th>
<th>ENROLLMENT: SEPTEMBER 2015</th>
<th>EXIT: SEPTEMBER 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of women who have savings</td>
<td>65%</td>
<td>100%</td>
</tr>
<tr>
<td>Average savings</td>
<td>1,482 Kenyan shillings</td>
<td>13,062 Kenyan shillings (794% increase)</td>
</tr>
<tr>
<td>% of women who have two or more sources of income</td>
<td>26.7%</td>
<td>98.1%</td>
</tr>
<tr>
<td>Annual school expenditures</td>
<td>3,217 Kenyan shillings</td>
<td>7,167 Kenyan shillings (122.7% increase)</td>
</tr>
<tr>
<td>Annual medical expenditures</td>
<td>407 Kenyan shillings</td>
<td>722 Kenyan shillings (89.6% increase)</td>
</tr>
<tr>
<td>Does the family eat two meals a day</td>
<td>70.3%</td>
<td>98.1%</td>
</tr>
</tbody>
</table>

After two years in the BOMA program:

99.7% of BOMA businesses are still in operation
97.4% of BOMA businesses have a value at least 125% of the initial grant size (21,250 KES)
Transformative Technology

**BOMA IS A GLOBAL PIONEER** in the use of technology to inform data-driven decision making, and one of few organizations of its size that is 100% digital in data collection and analysis. In 2017 we launched Performance Insights, a proprietary cloud-based technology platform that allows us to collect, monitor, evaluate and respond to thousands of data points across our program.

- All BOMA Mentors use wireless tablets for monthly monitoring activities including business and savings group performance.
- Enumerators use tablets with specially configured apps for the collection of extensive baseline and endline data.
- BOMA also distributes mobile phones to all new participants, and helps set up accounts in MPesa.
- See our video about Performance Insights at: www.bomaproject.org/video-gallery

“Technology is the key to tracking our participants’ progress and driving our program forward.”

MESHACK OMARRE,
BOMA Regional Manager,
Marsabit Field Office
In May 2017, BOMA launched a pilot with the Government of Kenya’s PROFIT (Programme for Rural Outreach of Financial Innovations and Technologies) to test embedding our model into GoK’s social protection network. 1,600 women were enrolled in this cohort, and despite post-election challenges in Kenya including concerns about security, transportation, and supply of household goods and staples, data showed that both one-person and three-person businesses exceeded targets by 25% in October, 28% in November, and 30% in December.

In December, BOMA signed an agreement with ACDI/VOCA, with funding from USAID, to increase resilience through the Kenya Livestock Market Systems program. The agreement falls under the “Expanding and Diversifying Viable Economic Opportunities in Northern Kenya” program. BOMA will be working in Isiolo and Marsabit Counties, and providing technical assistance to Mercy Corps as they expand our program in Turkana, Wajir and Garissa Counties. Over the course of the 3-year agreement, we will reach 5,440 women.

In December, BOMA attended a program design workshop with Catholic Relief Services 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 to launch later in 2018.

“BOMA is showing the way forward on Africa’s greatest challenges, including food security, good governance and climate change. They are an important voice in the conversation on global development.”

Andrew Quinn, Aspen Institute New Voices Fellowship Director
2017 was a year of many challenges, but also tremendous progress at The BOMA Project. Here are some more of the reasons our funders and partners believe in our work.

We go beyond “impact.” Our goal is to effect real systems change.

We invest in local leadership. Our 100+ team members in Kenya represent 11 different ethnic communities, bringing a wealth of knowledge, experience and deep cultural understanding to their roles.

Our commitment to transparency, accountability and results. We meet the strictest standards of world-class foundations and organizations, such as Impact Matters, The Bill and Melinda Gates Foundation, GuideStar, USAID and Big Bang Philanthropy.

Our approach stands up to rigorous testing. We completed a Spring Impact scale and replication assessment and tested our scale-through-partnership strategy by launching two successful replication pilots with Mercy Corps.

We have committed supporters who share our vision. Every year, our donors and funding partners continue on this journey with us, driven by their belief in our program and our results. Our donors make it possible for us to innovate, expand, and to keep pushing towards our goal.
OUR NEXT IMPOSSIBLE GOAL

In 2014, the BOMA Project laid out a strategic plan which included an “impossible” goal of reaching 100,000 women and children by 2018. Not only did we achieve that goal, but this past November our Board of Directors approved a new strategic plan with our next “impossible” goal: reaching 1,000,000 women and children by 2022.

Our poverty graduation model for ultra-poor women maps the barriers to overcoming extreme poverty and then implements a holistic program encompassing a sequence of interventions with a clear exit strategy and data-driven definitions of success. It is a leading-edge and agile approach to international development that includes evidence-based best practices and innovations in technology, programming, empowerment and financial inclusion.

Our program works. After two years, BOMA participants are earning reliable incomes and utilizing new skills and decision-making powers. Most importantly, they have accumulated savings to plan for long-term expenses like educating their children and helping them withstand the impacts of shocks like drought.

To accomplish transformation at scale, we know we need to go beyond just having an impact at the household level. We need to adapt new strategies in order to solve the problem and change the way humanitarian programs are delivered and how governments build social protection for their most vulnerable residents.

So we are back to where we began: listening, learning and adapting in order to realize an audacious goal that will help vulnerable populations achieve long-lasting resiliency.

We know we can get there. In 2017 we launched a pilot with the Government of Kenya and are working closely with policy makers to eventually embed the graduation approach into their social protection system. We’ve established important partnerships with Mercy Corps and Catholic Relief Services that will take us to new regions in northern Kenya and Uganda.

With the help of donors, funders and partners, our next “impossible” goal is within reach. But we can’t do it without you. Thank you for being a part of an extraordinary journey to reach one million women and children by 2022.

Kathleen Colson, CEO & Founder, The BOMA Project
AGENCIES THAT SUPPORTED OUR TRANSFORMATIVE WORK IN 2017

BOMA is grateful to the following foundations and government agencies that supported our transformative work in 2017.

Foundations
- Aggie Cahill & Bill Kowalski
- David & Julia Carver
- Chip & Kit Chamberlain
- Jane Childs
- Edward Duffy
- Ken & Lisa Favaro
- Feeley Family Charities Fund
- Karen & Daniel Feldman
- Robyn & Jonathan Gengras
- AIDC/VOCA
- Boeing International
- Bill & Melinda Gates
- BRAC USA
- ACDI/VOCA
- 5DayDeal
- Dorothea Haus Ross
- Catholic Relief Services
- Avant Garde

Government
- Government of Kenya
- Dorothea Haus Ross
- Catholic Relief Services
- Boeing International
- Bill & Melinda Gates
- BRAC USA
- Aid for Africa
- Acacia Tree
- ACACIA TREE
- Cutler Durkee
- Richard Wohlstadter

Individuals
- Mr. & Mrs. Gordon S. Calder, Jr.
- Robert & Connie Ferguson
- Chuck Feldman
- Mary Louise Shenk
- Daniel Benckart & Jim & Kay Morrissey
- Rachel & Michael Gorrell
- Patti Black Giltner
- Megan Mayhew Bergman
- Raquel Suarez Hontoria
- Kathy Hoffman
- Christine Hoek
- EIN: 84-1671995

Revenues & Expenses

Total operating revenues for 2017 were $2,993,988.
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.
Total operating expenses of $3,038,964 in 2017 are as follows:

- Fundraising: 8%
- Administration: 5%
- Programs: 87%

**Total Revenue** $2,993,988

**Total Expenses**: $3,038,964

**GOVERNMENT** $706,872

**INDIVIDUALS** $473,496

**FOUNDATIONS/ORGS** $1,813,620

**PROGRAMS** $2,636,384

**ADMINISTRATION** $145,703

**FUNDRAISING** $256,877

EIN: 84-1671995

OUR PARTNERS

BOMA is grateful to the following foundations and government agencies that supported our transformative work in 2017.

**OUR PARTNERS**

- International Livestock Research Institute
- Jester Foundation
- Journey Charitable Foundation
- Mercy Corps
- Montpelier Foundation
- Mulago Foundation
- Partners for Equity
- Peery Foundation
- Planet Wheeler
- RAS Foundation
- Salesforce.org
- Segal Family Foundation
- Small Foundation
- TarWorks
- UK Department for International Development (DFID)
- U.N. Federal Credit Union
- UpLift/Erol Foundation
- Vera Solutions
- Vibrant Village Foundation

**OUR PARTNERS**

- Charlotte Metcalf
- Keith & Patti Michl
- Cheryl & James O’Connor
- Lance & Patsy Odden
- Kate & George Orme
- The Rubin Family Fund
- Amanda Sunter
- Kate Sutton
- Skip & Liz Swikart
- Mike Towey
- Richard & Nancy Truluck
- Valley Family
- Chris Vanderzanden
- The Jeff & Maureen Weikert Charitable Fund
- Whitehead Family Fund
- Richard Wohlstatter

**ACACIA TREE**

- $250–$499
- Chip Ams
- Sarah Ashton & John Mooney
- Dr. H. Brandon & Ami Ayre
- Constance Beatty
- Mogolodi Bond
- Susan Bornstein
- Kathleen Brown
- Michael Gorrell

**WARRIORS**

- $0–$249
- Robert Ambrose & Linda Jansen
- Kim H. Amoroso
- Patricia Andersson
- Anonymous
- Anonymous
- Joel Barad
- Rick & Catherine Baum
- Tom Beaton
- Megan Mayhew Bergman
- Patti Black Giltner

**2017 REVENUES & EXPENSES**

**VILLAGE LEADERS**

- Susan Ackland
- Mr. Robert W. Allen & Mrs. Karen H. Allen
- Aggie Cahill & Bill Kowalski
- David & Julia Carver
- Chip & Kit Chamberlain
- Jane Childs
- Edward Duffy
- Ken & Lisa Favaro
- Feeley Family Charities Fund
- Karen & Daniel Feldman
- Robyn & Jonathan Gengras
- Paul Gilbert
- & Patricia Romeo-Gilbert
- Bob Hakim*
- Jean Wright Hudson & Joseph L. Hudson Jr. Family
- Mary Glendinning Johnson
- Peter Kellogg & Carol Curley
- Bradley & Leah Korbel
- Samuel & Gail Lindenberg
- Connie Mack & Priscilla McGillicuddy
- Rocco Maggiotto & Kathleen Fisher
- David & Elise Marshall
- Joe & Caren McVicker

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www.bomaproject.org

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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 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%! We 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. 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.
BOMA’S TRANSFORMATIVE PROGRAM not only helps women in the drylands of Africa overcome extreme poverty; it also shines a light on the potential of the humanitarian aid landscape, showing how building long-lasting resiliency among vulnerable populations creates a pathway toward a brighter future for all of us.

Thank you for believing that change is possible.

WHAT YOUR GIFT ACCOMPLISHES:
$150 mentors 3 women for two years
$300 sponsors a business group
$500 sponsors a mentor
$1000 sponsors a village

DONATE TODAY:
www.bomaproject.org