EMPOWER WOMEN.
GENERATE RESULTS.

BOMA YEAR IN REVIEW 2013
“Climate change will affect all countries. But the poor will suffer first and worst.”

Ban Ki-moon, United Nations Secretary-General

FACT

92 percent of residents in Northern Kenya’s Marsabit County live in poverty, and many organizations estimate the number of people living in extreme poverty to be as high as 72%. The World Bank defines extreme poverty as living “on the edge of subsistence” on less than $1.25 per day.
“Across the globe, women play an essential role in tackling the climate-change challenge.”

United Nations Momentum for Change

Our solution:
BOMA helps women to start small businesses in their communities, so they can earn a sustainable income, survive drought, feed their families, pay for school fees and medical care, and accumulate savings for long-term stability.
YOU CHANGED HER LIFE

“At first, the men were mocking us. We would take the lorry to Marsabit to buy stock for our business and the men would say, ‘These women. What are they up to?’

“My father raises livestock. He wanted to send my brother to school, but there were no buyers for our goats. This is when my business group supported a loan for school fees, and my brother went to school in Isiolo.

“Then my father went to the shrine in the village. He told the men, ‘We have seen what these women can do. Please tell the men to support their women who are in these businesses. They should show them respect. No man should underestimate the strength of these women.”

Marsogoso Galnagale
BOMA business owner
(Matarbah, Northern Kenya)
In 2013, BOMA launched 536 businesses and 89 savings groups across Northern Kenya, changing the lives of 1,608 women and more than 8,000 children.

**TOTAL IMPACT TO DATE:** 1,681 businesses and 5,571 women, who use the income and savings to support more than 27,800 children. Our goal is to reach 100,000 women and children within five years.

**SAVING FOR THE FUTURE**

In February 2014, BOMA conducted an assessment that analyzed 725 loans made by BOMA savings groups to BOMA business owners and community members.

**Total loan volume (725 loans):** $63,630

**TOP THREE REASONS FOR THE LOAN:**
- Business expansion: $30,498 (48%)
- School expenses: $16,204 (25%)
- Medical expenses: $10,764 (17%)

To read BOMA’s impact evaluations, go to: www.bomaproject.org/impact
GAINING MOMENTUM

Thanks to your generous support, BOMA achieved some important milestones in 2013. Each of these accomplishments reflects our ongoing commitment to BOMA’s founding principles, including:

**ECONOMIC EMPOWERMENT:** Under a new partnership with DFID, the UK aid agency, BOMA will launch 1,338 businesses and 277 savings associations across Marsabit District over three years, lifting more than 24,000 women and children out of extreme poverty. We’ll also continue to expand in Samburu District.

**LOCAL LEADERSHIP:** Opened a new field office in Marsabit and hired three full-time field officers to oversee 26 full-time BOMA Village Mentors.

**MEASURING OUR IMPACT:** Launched a Randomized Controlled Trial and conducted additional in-depth studies and evaluations.

**BUILDING CAPACITY:** Thanks to a donor, purchased two vehicles and 10 motorbikes for field staff in Kenya; gained almost 200 new donors in our first crowd-funding campaign.
The Class of 2013

BOMA’s Rural Entrepreneur Access Project is a two-year poverty graduation program. Here’s a snapshot of participants who finished the program in 2013, including the percentage who had “graduated” from extreme poverty, according to our strict statistical criteria.

January: 95% Graduation Rate
63% decrease in participants who put their children to bed hungry
78% increase in number of children enrolled in school at three years
60% increase in average per capita daily expenditures: food, education, medical care, shelter and clothing

May: 92% Graduation Rate
78% had access to at least 5,000 Kenyan shillings ($58) in savings

October: 87% Graduation Rate*
75% owned businesses worth at least 125% of the original value

What does it mean to graduate from extreme poverty? It means that a woman is reliably food secure, has more productive and household assets, multiple sources of income, access to savings, and is able to successfully respond to shocks, such as drought.

*In October, we raised the bar on our graduation criteria by requiring broader achievement across all categories and specific targets in sustainable income and savings.
In September 2013, BOMA was named a United Nations Momentum for Change Lighthouse Activity. We were recognized in the “Women for Results” category as one of six programs worldwide that “demonstrate the critical leadership and participation of women in addressing climate change.” The winners were honored in November at the UN COP19 climate-change conference in Warsaw, Poland. **BOMA founder and CEO Kathleen Colson was also named a Rainer Arnhold Fellow**, given every year to eight people globally with “good ideas about change in the places that need change the most.”

BOMA co-founders Kura Omar and Kathleen Colson receive a UN award from reggae superstar and global activist Rocky Dawuni. To see the video, go to: http://vimeo.com/79880031.
**BOMA DONORS 2013**

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($25,000+)
Anonymous (2)

**BOMA Circle**  
($10,000 to $24,999)
Kathleen and Doug Colson  
William McQuillan and Linda Criniti  
Rich and Gina Kelley  
Bob and Mary-Anne Van Degna

**Elders’ Circle**  
($5,000 to $9,999)
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Maximus Foundation  
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We are very grateful to the donors and organizations that supported **The BOMA Project** from February 2, 2013 to February 1, 2014. Every effort has been made to acknowledge contributions correctly and completely. Should you discover an error or omission, please call us at 802.231.2542. An asterisk (*) denotes a matching gift.
“The personal return on investment is enormous. BOMA makes a big difference with every dollar they get. I feel like we really understand where the money is going and how effectively it is being used.”

Francine Fleming (Journey Charitable Foundation)

2013 BOMA INCOME & EXPENSES (Unaudited Results)

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<th>AMOUNT</th>
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Audited statement and all financial documents are available at www.guidestar.org and www.bomaproject.org.
“BOMA is equipped to make a difference among illiterate, marginalized women in the most desperately poor and forgotten area of Kenya. The thoroughness of their studies is amazing; they collect data on each woman and her family and use this as a baseline for measuring progress out of poverty.”

Jane Wilner, Umoja Uaso Women’s Fund & BOMA Board of Directors

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ON THE COVER

The BOMA photo you see on the cover of our annual report was used as a promotional poster during the United Nations COP19 climate-change conference, held in November in Warsaw, Poland. BOMA was honored during the global conference as a UN Momentum for Change “Lighthouse Activity” (see page 14). We spotted this poster — one of many scattered around the city — at the Warsaw airport baggage claim.
LETTER FROM MAMA RUNGU

There is much to celebrate this year, not only in our annual report, but also in the studies on global poverty. According to the Brookings Institution, the percentage of people living below $1.25 per day has been halved since 1990. Encouraged by this progress, there is now a new and noble goal—to end the worst forms of human poverty in our lifetimes. This is not a dream. It’s realistic. And as a BOMA donor, you’ve joined the global movement to end extreme poverty by 2030.

BOMA’s place in this fight is unique: We implement a two-year poverty graduation program that specifically targets ultra-poor women in the drylands of Africa. It’s one of the poorest places on the planet, but thanks to your support, we’re winning the fight. An average of 91% of the women who finished our program in 2013 had “graduated” from extreme poverty with the assets, skills and confidence to reach for a better life.

At BOMA, we’re fiercely committed to impact. That means we focus on measurable outcomes like improved nutrition and sustainable savings. But how do you measure the pride and happiness of a woman who can now afford to send her children to school? At a recent staff meeting in Kenya, we jokingly proposed that happiness could be measured by the number of times we hear the women in our program singing.

I wish you could be with me when I arrive in a BOMA village to a chorus of beautiful women who welcome us with songs. That is the greatest gift of all.

In gratitude,

Kathleen Colson, Founder and CEO, The BOMA Project

PS: With a gift of $250, you can launch a small business that will give three women — and 15 children — the opportunity to graduate from extreme poverty and reach for a better life.

HOW YOU CAN HELP

“We all have a chance to create a world where extreme poverty is the exception rather than the rule. For those of us who believe in the value of every human life, there isn’t any more inspiring work underway in the world today.”

Bill Gates

Donate today.
www.bomaproject.org

$50 sponsor an entrepreneur
$250 sponsor a business group
$500 sponsor a mentor
$1,000 sponsor a village

YOUR IMPACT

One year after launching a BOMA business, school expenditures have increased from 400 Kenyan shillings per household per month to almost 4,100 shillings.
“With this business, I can get food and I can take my children to the clinic. I can give them an education and they will learn from me how to do business. I want my last-born to reach the highest level. It is the educated ones that come back and help us. Now I must make this happen.”

Marsogoso Galnagale,
BOMA business owner (Matarbah, Northern Kenya)