Investing in WOMEN to end EXTREME POVERTY

2016 Year in Review

Transformation

BOMA PROJECT
The BOMA Project works with women who live in extreme poverty in the arid lands of Africa. In one of the poorest places on the planet—the true “last mile” of economic and social isolation—we are empowering women, lifting up families, instilling hope, and transforming the conversation about what is possible.

"BOMA brings transformational change to women and their families living in extreme poverty in some of the most remote locations. We’re proud to support them in their goal to reach 100,000 women, and hope they reach millions more."

John T. Stephens
Vibrant Village Foundation

A boma is a livestock enclosure used by the pastoral peoples of East Africa. It symbolizes sanctuary and protection.

BY 2030

NO POVERTY. ZERO HUNGER. GENDER EQUALITY. CLIMATE ACTION.

BOMA works at the nexus of four critical United Nations Sustainable Development Goals—a global campaign to transform our world.
In recent years, climate change has driven pastoralist families deeper into poverty across the arid lands. While the men travel for weeks at a time with the livestock herds, looking for scarce water and grazing terrain, the women and children are left alone in the villages without a stable source of food or income.
Resilient Families

The Smart Way to End Extreme Poverty

When severe drought descends, humanitarian food aid saves lives but offers only a short-term solution. BOMA’s gender-focused program builds long-term resiliency by giving families the resources to survive drought and cope with shocks.

Every $1 spent on disaster aversion or mitigation saves $7 in humanitarian post-crisis aid.*

Gender-focused programs build resiliency and give families the resources to withstand shocks.

Resilient families uplift themselves and their communities, building a pathway out of extreme poverty.

Climate change triggers severe drought in pastoral lands and drives families deeper into poverty.

*Source: unocha.org
Globally, more than 700 million people still live below the extreme poverty line ($1.90 USD per day).* Half of these live in Sub-Saharan Africa. Rigorous studies—including a vast randomized controlled trial involving 21,000 people in six countries—have proven that poverty graduation programs like BOMA’s are the most promising solution. BOMA enrolls ultra-poor women in a two-year poverty graduation program and teaches them financial literacy, business and life skills, and provides them a cash grant to start a small business. By earning a sustainable income and establishing savings, they can pay for education and medical care for their families, and withstand shocks and emergencies.

THE BOMA MODEL

"The success of the approach has spurred governments and development agencies to expand the graduation model to millions of people.”
Innovations for Poverty Action

In 2016, BOMA mentored 9,061 women who support more than 43,000 dependent children and enrolled 2,550 new participants.

BOMA BY THE NUMBERS SINCE 2009

- 11,502 women enrolled
- 57,510 dependent children impacted
- 69,012 women and children to date
- 100,000 women and children by 2018
- 3,658 businesses launched
- 672 savings groups

“BOMA’s data-driven, rigorous and dynamic approach has the exciting potential to reach millions in need across Africa.”

Greg Coussa
International Centre for Social Franchising
BOMA collects extensive data on the women in our program. How are they succeeding? What are their challenges? How have their lives changed in ways we can measure? In a comprehensive 2016 graduation exit evaluation, we found that after two years in our program:

- 94% of women have graduated from extreme poverty
- 98% of women have savings
- 1,478% increase in average amount of savings
- 111% increase in value of average business
- 81% decrease in the number of children going to bed without an evening meal

“When BOMA first came here, we didn’t understand business. Now I use the profits from my business to meet household needs, buying food and clothes, restocking my herd, paying school fees and covering medical expenses. I have enough food for my family and I have reduced the burden on my husband. So when he travels far with our livestock, he doesn’t have to worry about me and the children back home.” BOMA business owner
PROBLEM: Lack of access to financial services—like a bank account—reduces women’s ability to climb out of poverty, increases their risk of falling deeper into poverty, reduces their ability to fully engage in measurable and productive economic activities, and contributes to their marginalization.

SOLUTION: BOMA helps women open bank accounts so they can save safely, access loans and transfer money securely. We also give women mobile phones so they can access mobile money platforms.

“With savings, we can equip our children to achieve what they want to achieve.”

BOMA business owner

42% percent of women and girls worldwide, approximately 1.1 billion, remain outside the formal financial system.*
BOMA is a global pioneer in the use of technology to drive impact and monitor our work. BOMA was the winner of a Salesforce Force for Change grant award, which enabled us, in partnership with Vera Solutions, to develop a powerful new digital platform, Performance Insights. This customized, cloud-based data management and visualization platform allows us to track the real-time performance of participants, businesses and savings groups, resulting in data-driven decision-making and effective monitoring and support for our remote field staff.

“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

“With our data platform and tablets we can upload information and receive feedback immediately, even when we are in the field. It allows us to evaluate and respond to our participants’ needs in real time. We can be more proactive and less reactive.”

Kura Omar
Deputy Country Director & BOMA Co-founder

More efficiently upload data from the field
Easily access & export data
Generate user-friendly reports & dashboards
Track performance of our businesses and savings groups
Provide rapid response & targeted trainings to groups falling behind
Monitor performance of our mentors & field staff
A 2016 longevity study with women who graduated from BOMA’s program between 2013 and 2015 illuminated the transformative long-term impact of BOMA’s program on the lives of ultra-poor women. Our recent focus-group discussions with children, husbands, village elders and community leaders tell a story of personal and financial empowerment that transcends our impact statistics.

“Any help that reaches the women will always reach the children. By owning a business, they have helped their children and also the fathers. It has also helped the neighbors. BOMA has helped the entire village.” Husband of a BOMA participant
After four years of refining and testing our model, we are poised to scale our program across the arid lands of Africa, a region that represents 40 percent of the continent. In 2016:

- After two years of negotiations, BOMA signed a contract with the Government of Kenya and the Treasury Ministry’s Programme for Rural Outreach of Financial Innovations (PROFIT). We are enrolling 1,600 women in our poverty graduation program as a pilot for integrating this approach into Kenya’s social-protection system.

- We signed an agreement with Mercy Corps to replicate BOMA’s model in new regions of Northern Kenya and four additional countries across the drylands of Africa: Somalia, Uganda, Ethiopia and Tanzania.

- We partnered with the International Centre for Social Franchising (ICSF), an organization with deep expertise in scaling and replicating social impact programs, to develop a methodical strategy for scaling our program across Africa.

These milestone agreements mean that BOMA has transitioned from making an impact—giving tens of thousands of women the ability to earn an income, build up savings and support their families—to solving a problem that affects millions of women and children across the African drylands.

WHERE WE WORK
- Direct implementation
- Direct implementation & government adoption
- BOMA partner implementation with Mercy Corps
- Projected partner implementation in 2017

OUR GOAL
- 100,000 WOMEN & CHILDREN reached by 2018
- 1,000,000 WOMEN & CHILDREN reached by 2021

DRYLANDS OF AFRICA
40% of continent
BOMA is one of four nonprofits worldwide to pass a rigorous “impact audit” conducted by Impact Matters, a new organization led by Yale economist Dean Karlan that helps donors identify the best return on charitable dollars. Highlights from the audit include:

- **BOMA** delivers a high-quality program
- **BOMA** is a learning and transparent organization
- **BOMA** is committed to rigorous evidence
- **BOMA** is implementing strong quality-assurance measures
- **BOMA** has clear paths for expansion of its program
- **BOMA** “deserves donor funding” and donor dollars “advance BOMA’s mission of improving the lives of ultra-poor women.”

“The management teams from Nanyuki, Marsabit, Maralal and Vermont offices at a staff retreat in Samburu, Kenya. BOMA now employs 100 team members in Kenya and 7 in Vermont.

**OUR PARTNERS**

BOMA is grateful to the following foundations and government agencies that supported our life-changing work in 2016.

- 5DayDeal
- Agora for Good
- Aid for Africa
- Bill & Melinda Gates Foundation
- Boeing International
- Bohemian Foundation
- Dorothea Haus Ross Foundation
- Government of Kenya (PROFIT)
- Imago Dei Fund
- Innovations for Poverty Action
- Jester Foundation

- Journey Charitable Foundation
- Mercy Corps
- Montpelier Foundation
- Mulago Foundation
- Peery Foundation
- Planet Wheeler
- RAS Foundation
- Salesforce Foundation
- Segal Family Foundation
- Small Foundation
- UK Department for International Development (DFID)
- Uplift / Erol Foundation
- Vibrant Village Foundation

“**When evaluating BOMA**, Small Foundation was impressed by its professionalism and commitment to impact. These values are visible throughout BOMA’s dedicated team. Even more importantly, these values show in the positive change in women’s confidence and incomes that I was able to see on a recent visit to Samburu County.” Sally Walkerman, Small Foundation
LETTER FROM MAMA RUNGU

The CEO of a leading global humanitarian organization recently challenged me to explain why BOMA is different.

That wasn't hard to answer. BOMA stands out in the poverty alleviation field because we're implementing an innovative adaptation of a proven, evidence-based program—poverty graduation—in a unique and important "last mile" space, the drylands of Africa.

Also called the Arid and Semi-Arid Lands (ASALs), it's a distinct geographic swath that covers 40 percent of the continent. In this often-neglected region, destitution and unprecedented emigration are rising as severe cyclical droughts devastate rural communities. These regions now stand at the epicenter of extreme poverty, chronic hunger, climate change and the marginalization of women and girls worldwide.

BOMA's data-driven model delivers measurable results at the nexus of these challenges. We're also delivering results at the intersection of four of the United Nations Sustainable Development Goals, critical benchmarks the global community is banding together to achieve by 2030: ending extreme poverty, ending hunger, achieving gender equality, and adapting to climate change. By implementing our holistic poverty graduation model in the Sub-Saharan ASALs, BOMA is helping to solve a crisis that reaches far beyond Northern Kenya, where our work began in 2006.

With the sustained support of our donors and funders, BOMA gives women the tools they need to build a pathway out of extreme poverty for themselves and for their families. In a threatened and volatile region, you are helping them not only to survive, but to thrive.

And that is what makes BOMA different.

With gratitude,

Kathleen Colson, Founder & CEO

---

BOMA DONORS 2016

**Mama Rungu Circle**

$25,000+

Anonymous
Kathy and Hugh Roome

**BOMA Circle**

$10,000-$24,999

Bill and Amy Ambrose
H. Perry Boyle
Kathleen and Doug Colson
Rich and Gina Kelley
Wayne and Jess Paglieri

**Elders Circle**

$5,000-$9,999

Steve Colson
Michel Filion
Bill and Sako Fisher
Susie Hunter & Douglas Watson
Kaplan Sisters Foundation
Charlie & Emily Kelley
David Middleton & Claire Beck
Michael & Claudia Spies
Jaya Tiwari & Chuck Armentrout
Tosin Tomori

**Lolokwe Circle**

$1,000-$4,999

Anonymous
Anonymous
Anonymous
Joyce & Paul Beatenbough
Bruce & Ann Benedict
Diana & Michael Bickford
Brian Boland
Jane Brown
Joan and Bruce Carp
Andrew Colson
Jim Enright
Ken and Lisa Favaro
Karen & Daniel Feldman
Francine Fleming
Barbara & Ivor Freeman
Charitable Fund
Lance Haines*
Ron & Dianne Hoge
Jerry & Harriet Hopkins
AZ & Mike Jenkins
Craig & Nikki Johnson
Carey Kaiser*
Chris Kaneb
Brad and Leah Korbel
Andrew Koss & Maxine Linehan
George and Jennifer Ligeti
Samuel & Jane Long
Sandra Long
Chris and Julie Lovell

Angela Maddox*
Rocco Maggiotto & Kathleen Fisher
Bill & Martha McLaughlin
Family Foundation
Gavin McMurdo
Mr. & Mrs. Nelson Mead Jr.
Amy Oppenheimer
Randall Perkins
Nick & Maria Pietrone*
Jim & Craigin Salsgiver
Maria Sandoval*
Marc Singer & Leah Lande
Susan & Russell Stall
Nancy Stroup
Hans & Ingela Sundstrom
Ken Vittor & Judith Aisen
Karen Weir Wachtmeister
Sanfra & Ben Weiss
Jim & Colleen Young

We are very grateful to the donors and organizations that supported The BOMA Project from February 2, 2016 to February 1, 2017. 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 gift that has been matched.
**Village Leaders**  
$500 - $999

Susan Ackland  
Ken & Cathy Ballard  
Rebecca Cardenas  
Joan Flagg-Chace & Paul Chace  
Mildred Davis  
Jean-Marc & Laurie Dubois  
Jeremy & BD Dworkin  
Anonymous

**Acacia Tree**  
$150 - $499

Marta Adelson  
Chandra Barnett  
Barry & Ruth Budlong  
Wendy Chamberlin*  
Jane & Pete Childs  
Rich & Seija Cochran  
Matthew Cohen  
Ralph Colun  
The Coveney Family  
David Drahn  
Edward Duffy  
Katee & Bill Durso  
Chuck Feldman  
Walter Foster & Kate Gibalerio  
Dan & Hilary French  
Rick & Ellie Friedman  
Mark Friese  
Gisela Gamper  
Robert & Hans Geier  
Claire Gibson  
Eilen Goodman  
Robin Greenspon  
Amy & Miskachenko  
Ege Goke & Mike Seely  
Daniel Benckart & Barbara Mullen  
Sue & Chris O’Connell  
Cheryl & James O’Connor  
Philip & Koshka Pabst  
Malissa Peabody  
Ruth Pfeifer  
Donald Peterson  
Kurt Peterson

Sarah Harrington & Kate Morrissey  
Terri Hathaway  
Lisa Hayes  
Kate Heaton & Kim Pedersen  
Martin & Marsha Heimann  
Suan Hendricks  
Jean & Joe Holman  
Charitable Fund of Fidelity Charitable  
Raquel Suarez Hontoria  
Deborah Howland  
Hut Family Fund  
Mrs. Ford Hutchings  
Ralph & Lynn Jones  
Robert Kafka  
Rana Kaplan  
David & Sally Kelly  
Alan Klevorick  
Marty Krasney  
Judy Lake  
The Landgrove  
Meeting House  
Yu Lau*  
Harry Lawson  
Deirdre Leahy  
Lynne LeBlanc  
Todd & Megan Lewis  
Samuel & Gail Lindenberg  
Cindy Loudenslager & Gretchen Schmidt  
Dorrit Lowson  
John Mabie & Valerie Stuart  
Laurie MacSween  
Laura Marquina  
Ellie & Zach Matthay  
Ted Maynard  
Karl McCabe & Nate McBride  
Jim & Sue McCann  
Judith & Levring McCormick  
McEvo Charitable Fund  
Carter Meiselman  
Gale Merseth  
Jean Miller  
Melinda Milliken  
Amy & Charles Milliken  
Meg Mitchrider & Mike Seely  
Daniel Benckart & Barbara Mullen  
Sue & Chris O’Connell  
Cheryl & James O’Connor  
Philip & Koshka Pabst  
Melissa Peabody  
Ruth Pfeifer  
Donald Peterson  
Kurt Peterson

**WHO WE ARE**

**BOARD OF DIRECTORS**  
(United States)

CHAIR  
William Ambrose  
Principal, Stone Silo Advisors, LLC  
Chairman, Bluefield Research  
Boston, MA

VICE CHAIR  
James P. Young  
President, Davidoff North America  
Davidoff of Geneva Distribution  
St. Petersburg, FL

TREASURER  
James Salsgiver  
Consultant, Salsgiver & Associates  
Dorset, VT

SECRETARY  
Katherine Roome  
VP, Associate General Counsel (retired)  
The McGraw-Hill Companies, Inc.  
Greenwich, NY

H. Perry Boyle, Jr.  
President & Chief Investment Officer  
Stamford Harbor Capital LP  
Darien, CT

Douglas Colson  
President  
Dorset Capital Partners  
Dorset, VT

Kathleen Colson  
Founder & CEO  
The BOMA Project  
Dorset, VT

Katie Kelley  
Consultant, Kenyon Business Consulting  
Manchester, VT & Vero Beach, FL

Nancy Stouppe  
Senior Officer, Planning & Evaluation  
John Templeton Foundation  
Philadelphia, PA

Ham Zambro  
Consortium Finance Manager  
Norwegian Refugee Council  
Nairobi, Kenya

**BOARD OF DIRECTORS**  
(Kenya)

CHAIR  
Ham Zambro  
Consortium Finance Manager  
Norwegian Refugee Council  
Nairobi, Kenya

VICE CHAIR  
Ret. Major Iltsayon James Nepe  
Pilot, Ladybird Helicopter Charter Service, Ltd.  
Nairobi, Kenya

SECRETARY  
Ahmed “Kura” Omar  
Deputy Country Director & Co-founder  
The BOMA Project  
Nairobi, Kenya

William Ambrose  
Principal, Stone Silo Advisors, LLC  
Chairman, Bluefield Research  
Boston, MA

Douglas Colson  
President  
Dorset Capital Partners  
Dorset, VT

Kathleen Colson  
Founder & CEO  
The BOMA Project  
Dorset, VT

Laurence Platt & Elizabeth Herington  
Mike & Barbara Powers  
Stephanie Purcell  
Louise Ross  
Dena Sedov  
Eric Selvin  
Mary Louise Shenk  
Jacque Sommers  
Jim & Ilia Sterling  
Bruce Stout  
John Straus & Liza Ketchum  
Harriet & Daniel Stroupe  
Michael Suchyna  
Katie Townsend  
Paul & Jeanne Valley  
Ann Vanderbough-Korijn & Wouter Jack Korijn  
Vermont Community Foundation  
Suzanne Vitale  
Constance & Frederick West  
Susan Williams  
Richard Wohlstedter  
Robert Young  
Dana Zappetti

**Warriors**  
0 to $149

Ann Adams  
Kristen Alberts  
Mara Almeida  
AmazonSmile Foundation  
Kim H. Amorosono  
Patricia Andersen  
Dr. H. Brandon & Mrs. Ayre  
Susan Bahary  
Sophie Bashkin  
Tom Beaton  
Louis Berman  
Marc Bishoff  
Patti Black Giltner  
Clint & Joyce Blithe  
Betty Boyd  
Charlotte Boyd  
Deborah Britt  
Carolyn Brogan & Yoshi Akiyama  
Benedict Brown  
Melissa Brown  
Anthony Bui  
Maura Bulkeley  
Cargill Corporation  
Lashaunda Carr  
Marg Chamberlain
## 2016 REVENUES & EXPENSES

Total operating revenues for 2016 were $2,759,876. $1,009,654 of revenues received in 2016 are restricted to fund program activities in 2017. Total operating expenses of $1,925,290 in 2016 are as follows:

**Revenues through December 31, 2016**

- **GOVERNMENT** $717,145
- **INDIVIDUALS** $370,017
- **FOUNDATIONS/ORGS** $1,672,714

**Total Revenue $2,759,876**

*of which $1,009,654 is restricted to 2017 program expenses

**Expenses through December 31, 2016**

- **PROGRAMS** $1,475,724 77%
- **EDUCATION AND ADVOCACY** $110,751 5%
- **Total Program Expenses $1,586,475** 82%

- **ADMINISTRATION** $144,296 8%
- **FUNDRAISING** $193,889 10%

**Total Expenses: $1,925,290** 100%

EIN: 84-1671995

---

### Matching Donors

**Automatic Data Processing**

- Bill & Melinda Gates Foundation
- Boeing Company
- Chevron Humankind
- Chubb Corporate Giving
- Microsoft Corporation
- Morgan Stanley
- Reader's Digest Foundation
- Schneider Electric North America Foundation

**2016 Volunteers & In-Kind**

- Sarah Ashton
- David duChemin
- Alex Heintz

---

- **Jenni Lalor**
- **Manchester Community Library**
- **Edwin Maynard** (Paul, Weiss)
- **Kathleen Mills** (Fitzpatrick Lentz & Bubba, P.C.)
- **John Mooney**

---

- **Fiona Mooney**
- **Salesforce Foundation**
- **Tufts University** (Fletcher School of International Affairs)
- **Jenny Aker & Kim Wilson**
- **University of Michigan Law School**
Join Us

“It’s a privilege to partner with social entrepreneurs who take on the very hardest challenges to solve. I’ve always marveled at how BOMA’s program empowers thousands of ultra-poor women, at the epicenter of climate change, to create a better future for themselves. BOMA is never satisfied with helping a few families a little bit. It’s exciting to see BOMA position for rapid scale by enabling other organizations and governments to adopt the REAP model to help tens of thousands of families graduate from poverty forever.”

Jane Leu, Founder & CEO, Smarter Good

Investing in Women to End Extreme Poverty

$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
“BOMA has really opened my eyes. I now believe in myself and know I can be a role model for my children.”

2015 BOMA Graduate