THE KATHLEEN COLSON LEGACY FUND for INNOVATION and EXPANSION
IN 2005, KATHLEEN COLSON VISITED NORTHERN KENYA during a severe drought. The suffering she witnessed, particularly among women and children, drove her to seek a better solution.

Through years of extended visits to the region, she witnessed first-hand how humanitarian aid programs saved lives in the short term but did nothing to help the most vulnerable people build their own resilience in the face of future droughts, which were only increasing in severity and frequency.

She launched the BOMA Project with just one employee and several thousand dollars of her own money to try to find a better way to help the ultra-poor. Thirteen years later, BOMA has pioneered an innovative poverty graduation model that has transformed the lives of over 160,000 women and children.

Today, over 150 BOMA staff leaders in East Africa are scaling the model that Kathleen — who BOMA women have dubbed their “Mama Rungu” — pioneered. The model now serves as a benchmark for partner organizations seeking to achieve the United Nations’ number one Sustainable Development Goal: ending extreme poverty.

This is Kathleen’s legacy.
“My husband used to return from herding and not know if we would be dead or alive. Now he finds us thriving.”

Malawane Lejalle

AS BOMA ENTERS the next phase of its evolution, Kathleen has transitioned out of her role as CEO while continuing to promote and inspire the organization as we make the shift from “doers to teachers.” She made this change confident that the organization had the technical know-how to realize her vision, and the organizational leadership structure to succeed.

BOMA has emerged as a welcome disrupter in the poverty graduation marketplace. As we pivot to a structure where we equip large humanitarian organizations and governments with the training and tools to implement our model, we are poised to exponentially increase the impact of our work. The Kathleen Colson Legacy Fund will power the innovation and infrastructure necessary to facilitate this transition, forever transforming the lives of millions and providing a multi-generational return on our donors’ generous support.
BOMA’s model to date has been to directly implement our program in Kenya, a growth strategy that requires continuous expansion of resources and infrastructure. By transitioning to a scaling strategy whereby we provide technical assistance to other organizations and governments, we can greatly increase the scope and cost-efficiency of our work. Donors’ impact — and our effectiveness — increases exponentially.

**GROWING OUR IMPACT 〉 $250,000 INVESTMENT**

- **DIRECT IMPLEMENTATION**
  - 625 women
  - 8,100 children
  - 3,750 women & children total

- **TECHNICAL ASSISTANCE**
  - 3,240 women
  - 16,200 children
  - 19,440 women & children total
Please join us in bringing Kathleen’s vision to life: an end to extreme poverty

$100,000+ As a Mama Rungu Maverick, you will be able to join Kathleen on a personally-guided safari in Northern Kenya and meet some of the women and families whose lives you have transformed.

$50,000+ BOMA Believers will have a BOMA Field Vehicle named in your honor, and you will get updates from the field on where your vehicle has been and which villages and Business and Savings Groups the Field Team has visited.

$25,000+ As a BOMA Hero, you will receive a framed, signed print of an original BOMA photo by famed photographer David duChemin whose work you can see in this brochure.

$10,000+ As a BOMA Star, you will receive a collection of the beautiful beaded home goods that are a signature of Kenyan culture—hand-made by BOMA participants.

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

Your support of the Kathleen Colson Legacy Fund is critical to BOMA’s success. The $500,000 fund will help us reach 1 million women and children by 2022—an audacious goal but achievable with your help. In a part of the world where a rapidly changing climate is causing indescribable suffering, you will be creating transformative change for generations of women and children.
“Our gift to the Kathleen Colson Legacy Fund for Innovation and Expansion is our way of recommitting to Kathleen’s belief that an end to extreme poverty is possible in our lifetimes. The work that BOMA is doing has the potential to drastically alter the humanitarian landscape and transform the lives of millions. We believe in it wholeheartedly, and we ask you to join us.”

Mary Anne and Bob VanDegna, longtime BOMA supporters and charter Legacy Fund members