DONATE TO BOMA
WOMEN POWERED WEDNESDAYS

Donate now to help female entrepreneurs break the cycle of poverty in Africa.
Women have the power to break the cycle of poverty in the drylands of Africa, but they need your help.

$100. That's all it takes for one woman in the drylands of Africa to start up her own business. To provide for her family, lift up her community, give her children an education and help break the cycle of extreme poverty once and for all.

And that's just one woman. Imagine what could be achieved if we were able to help 10,000 women start their own businesses? Together, we can make this vision into a reality.

Introducing Women Powered Wednesdays (WPW), a BOMA initiative designed to celebrate and recognize the power of female-led businesses around the world, while raising $1 million to directly fund female entrepreneurs in Africa.

100% of BOMA's profits from its Women Powered Wednesday campaign will go directly to funding new women-powered businesses.

By consciously supporting and celebrating female-powered businesses on Wednesdays, and by making a personal donation to BOMA, you can help make a real, long-term impact on the lives of these women and their families.

Support a women-led business, make a donation to BOMA and celebrate female entrepreneurship now!

To date, BOMA has helped more than 200,000 women and children forge a path out of extreme poverty in the drylands of Africa. Our goal? To transform the lives of 1,000,000 women and children by 2024.

1 DAY A WEEK. $1 MILLION. 10,000 NEW WOMEN ENTREPRENEURS.
HOW CAN YOU BE A PART OF WOMEN POWERED WEDNESDAYS?

Every Wednesday, we encourage you to support women entrepreneurs worldwide by purposefully purchasing products and services from female led and owned businesses. This is an opportunity for us all to celebrate the power of women all over the globe, while raising awareness for aspiring female entrepreneurs in Africa.

You can access a list of female-led businesses standing with us on this campaign, by visiting our website bomaproject.org/womenpoweredwednesdays. You can also keep an eye out for businesses displaying our WPW digital badges on their websites and in their offices or retail locations.

$1 MILLION = 10,000 WOMEN ENTREPRENEURS

How can you have an even bigger impact?

We aim to create 10,000 new women entrepreneurs in the drylands of Africa. To do that, we need to raise $1,000,000, and we need you to help us reach that target! You can personally play your part by making a direct donation to BOMA or holding a private fundraising event in support of BOMA. 100% of your donations will go straight into fueling the entrepreneurial spirit of women to lead and run countless new businesses across Africa.

Importantly, BOMA’s approach is proven to work now and over the long term. 99% of women entrepreneurs continue to run successful business even three years after graduating from BOMA’s transformative program.
As a result of the Covid-19 pandemic, the number of people living in extreme poverty is projected to rise for the first time in three decades. Now, more than ever, we need you to support BOMA to carry on their life-changing work, by making a direct donation today.

Women have the power to break the cycle of poverty in the drylands of Africa, but they need your help.

Sign up today to become a fully-fledged BOMA fundraiser. You can visit our WPW website bomaproject.org/womenpoweredwednesdays to find out how to host private fundraising events and raise even more funds, individually or as part of a team.

Round up your friends and families and make it an occasion to celebrate women empowerment by raising money for a good cause. Together, we can and we will end extreme poverty across Africa.

The Power of BOMA

Drought in the African drylands wipes out livestock herds, causing a devastating impact on the families left behind, with no food, cash or practical means of earning income. As men travel far from their villages in search of grazing terrain, for up to 6 months at a time, women and their families are often left behind, where there are sparse employment opportunities beyond menial labor.

That’s where BOMA comes in. BOMA gives these women a chance to unleash their potential to become entrepreneurs, lead their own businesses and provide for their families in the face of adversity.

BOMA was founded on two guiding principles: ending poverty must start with improving the economic potential of women and any long-term solution must be embraced and led by locals in order to succeed.

Since its founding in 2009, BOMA empowers women entrepreneurs, in the drylands of Africa to start their own businesses and break the cycle of poverty. In 2020, BOMA enrolled 3,930 new women onto its program and launched 1,310 new businesses, generating 20,790 women entrepreneurs and transformed the lives of 18,150 children.

With your support and donations, BOMA will have transformed the lives of 1 million women and children in the drylands of Africa by 2024.
She was once dependent on aid. But BOMA connected her to markets, capital and training, empowering her to forge a path of our poverty now — and well into the future.

**A GENDER FOCUSED MODEL**

BOMA’s Rural Entrepreneur Access Project (REAP) is a gender-focused model that identifies the barriers to overcoming extreme poverty and provides a series of interventions for pastoral families throughout Africa, to help them break the poverty cycle once and for all. Believing that empowering women and building their resilience is the key to ending extreme poverty in our lifetimes, BOMA’s model and monetary investment in women gives them an opportunity to create a sustainable livelihood and escape poverty for good.

**BOMA’S APPROACH IS TRANSFORMATIVE, WITH A 2018 LONGEVITY STUDY REVEALING**

- **90%+**
  - 90%+ of women continued to operate successful businesses even 3 years after exiting the BOMA program
- **63%**
  - 63% decrease in children going to bed hungry
- **147%**
  - 147% income increase
- **1400%**
  - 1400% increase in savings
FAQ’s

HOW CAN I DONATE?
You can donate to BOMA directly by visiting our website bomaproject.org/womenpoweredwednesdays and following the instructions.

HOW MUCH OF MY DONATION WILL GO TO HELPING WOMEN START NEW BUSINESSES.
100% of BOMA’s profits from its Women Powered Wednesdays campaign will go directly to funding new women-powered businesses in the drylands of Africa.

WHERE DO YOU OPERATE?
BOMA originated in Northern Kenya. Over the years, we have expanded our operations, and from Chad to Uganda, our teams are working across the drylands of Africa.

Josephine Ekai became an entrepreneur to provide her family financial stability and security after escaping a difficult marriage. Ekai says,

“My greatest achievement after opening this business is that I have built my very own house where we are living with my children… I am grateful to BOMA for coming to Oldonyiro and changing my life.”

We all have a part to play in celebrating and empowering women to start their own businesses, in the fight against extreme poverty in Africa. Every donation made contributes to our end goal, of raising $1 million to create 10,000 new female entrepreneurs in the drylands of Africa by the end of 2021.

Support women-led businesses globally every Wednesday and donate to BOMA directly today! bomaproject.org/womenpoweredwednesdays.
DONATE TODAY,
CHANGE LIVES FOREVER

bomaproject.org/womenpoweredwednesdays