

ENDING EXTREME POVERTY

IN AFRICA'S DRYLANDS

BOMA is working to lift 3 million people out of extreme poverty by 2027. BOMA's mission is to provide the people and governments of Africa's drylands with economic inclusion programs that increase resilience to multiple crises. Founded 15 years ago to eliminate extreme poverty among pastoralist women in Kenya, BOMA has since transformed the lives of more than 350,000 women, youth and refugees in East Africa. BOMA stands out for its focus on last mile populations of the drylands of Africa, who are most at risk to shocks from climate change and COVID-19, tech savvy and data driven approach, impressive graduation rate and 99% local structure based in Africa.

KEY IMPACTS



Savings Increase by 509%

Empowering participants to save their earnings is a key aspect of BOMA's program. Upon graduation, participants experience a 509% average increase in savings.



Income Increases by 32%

BOMA's participants see their household income rise by 32% on average, following graduation from BOMA's program.



Return on Investment: 1:3.1

BOMA's approach yields a ROI (or benefit-cost ratio) of 3.1, meaning that every \$1 invested in BOMA's program delivers about \$3 in benefits to the communities we serve.

BOMA is a registered 501 (c)(3) in the United States and a Kenyan NGO. Learn more at www.bomaproject.org



LISTEN

To community priorities & youth needs



LAUNCH

Initiatives with start-up capital



TRAIN

Youth in business skills & climate adaptation



MENTOR

Entrepreneurs & conservation groups



SAVE

Profits and access credit



CONNECT

Communities to green markets and value chains

Now more than ever, there is an urgent need for solutions that build resilience among the most vulnerable. Worldwide, the COVID-19 pandemic has plunged an additional 70 to 100 million people into extreme poverty and climate change threatens millions more. The drylands of Africa are at the nexus of this crisis, facing the compounding impacts of youth unemployment, refugee migration, gender inequality, and climate change.

In response, BOMA has committed to expand our proven poverty graduation approach to at least nine countries in Africa's drylands in order to lift 3 million women, youth, and refugees out of extreme poverty by 2027.

BOMA works at the nexus of four of the United Nations Sustainable Development Goals: ending poverty, eradicating hunger, combating gender inequality, and mitigating the effects of climate change.



IMPACT SINCE 2009

450,954 TOTAL WOMEN & CHILDREN TO DATE

60,315 TOTAL WOMEN ENROLLED

301,575 TOTAL CHILDREN IMPACTED

19,964 BUSINESSES LAUNCHED

3,974 SAVINGS GROUPS ESTABLISHED

BOMA's Rural Entrepreneur Access Project (REAP) is one of the most successful, sustainable, and cost-effective poverty graduation approaches in the world. It was designed for and has been tested and refined in the uniquely challenging context of the arid and semi-arid lands (ASALs) of northern Kenya. REAP entails 12 to 24 months of sequenced interventions with a clear exit strategy and rigorous criteria for success. Communities nominate their poorest, most vulnerable members, who then form small business groups, learn how to draft a business plan, and receive a cash grant to immediately start a small business. New entrepreneurs receive financial and life skills training and are mentored for two years to manage and grow their business. They also contribute to a savings pool, which they can access as needed to cope with shocks or to invest in expanding their business. Participants have "graduated" from poverty when they meet their benchmarks for food security, sustainable livelihoods, shock preparedness, and human and social capital.

BOMA'S MISSION

BOMA is working to lift 3 million people out of extreme poverty — defined as living on less than \$1.90 per day — by 2027. Our mission is to provide the people and governments of Africa's drylands with economic inclusion programs that increase resilience to multiple crises.

Contact Us

-  P.O. Box 48932- 00100, Nairobi
-  info@bomaproject.org
-  www.bomaproject.org