

OUR FLAGSHIP APPROACH

RURAL ENTREPRENEUR ACCESS PROGRAM (REAP)

BOMA's Rural Entrepreneur Access Program (REAP) has empowered thousands of people to escape extreme poverty. REAP began as a focused project to lift pastoral women in Northern Kenya from extreme poverty. The results were astounding: women launched businesses that stood the test of time while gaining a newfound respect in their patriarchal communities. More girls were enrolled in school. Families ate more regular and diverse meals.

REAP proved so successful, sustainable, and cost-effective that BOMA invested in studying and scaling this approach to combat rising levels of extreme poverty in Africa's drylands. BOMA participants enroll in REAP for 12 to 24 months, during which they learn valuable skills, launch sustainable businesses, and form savings groups with their peers – all with the guidance of their BOMA mentors. Upon graduating from REAP, participants have measurably grown their family's savings, assets, and household income. In light of this success, REAP is now being scaled and adapted to maximize efficiency in an effort to transform the lives of 3 million women, youth, and refugees by 2027.

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.boma.ngo



TARGETING



TRANSFER



TRAINING



MENTORING



SAVINGS



LINKAGES

ADAPTATIONS OF REAP

REAP FOR CLIMATE RESILIENCE

Africa's drylands, and its people, are among the most vulnerable to the impacts of climate change despite contributing the least to the problem. The people who call these regions home are facing impacts from prolonged droughts to devastating floods. In response, BOMA has launched the Green REAP program, which focuses on building climate resilience while also working to end extreme poverty.

REAP FOR NUTRITION

For many families in Africa's drylands, a regular meal can be hard to come by – and a balanced one nearly impossible. As inflation worsens, so does malnutrition. To address this crisis, BOMA has designed the REAP for Nutrition Program which prioritizes the nutrition of children and pregnant or breastfeeding women. Entire households, including men, are engaged in nutrition-centric education.

REAP FOR REFUGEES

Refugees and displaced persons are among the world's most vulnerable populations, often lacking access to basic human rights and struggling with food insecurity, limited access to sustainable livelihoods, and insecurity. BOMA is taking action by adapting its successful REAP program to meet the unique challenges faced by refugees, displaced persons, returnees, and host communities.

REAP FOR YOUTH

SEED is designed to equip young men and women, ages 18-34, with the tools and resources needed to build lasting livelihoods. Unlike the classic REAP model, SEED enrolls an equal number of men and women and offers enhanced business training, coaching, and business development services. With a condensed 12-month timeline, the SEED program is a beacon of hope for young people in Africa's drylands.



IMPACT SINCE 2009*

898,680

LIVES IMPACTED

149,780

PARTICIPANTS SUPPORTED

748,900

DEPENDENTS BENEFITTED

44,559

BUSINESSES LAUNCHED

6,461+

SAVINGS GROUPS ESTABLISHED

*As of July 2024. Visit BOMA.ngo for the latest data.

BOMA'S MISSION

BOMA's mission is to provide the people and governments of Africa's drylands with economic inclusion programs that increase resilience to multiple crises. Our vision is to see the end of extreme poverty in Africa's drylands by building lasting resilience to economic and environmental shocks.

Contact Us

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