

BOMA PROJECT

2017 Q1 REPORT | January through March 2017

Letter from the CEO



In the face of drought and famine, we have good news to report.

On February 10, the Government of Kenya declared a national disaster in 23 arid and semi-arid counties, including Marsabit and Samburu, key regions where we work.

One month later, the United Nations' top humanitarian official, Stephen O'Brien, described the crisis

in Africa as the worst since 1945. After three years of drought, millions of people face famine and starvation, disease, dislocation and loss of livelihood. Within this tragic context, we have good news to report.

As of early April, we are seeing the start to some rains. These are challenging times, but some things are working in Northern Kenya. Every day, schools provide meals to all children who attend—from nursery to secondary school—keeping kids nourished and enrolled. BOMA businesses are holding steady, providing women with vital income. Meanwhile, BOMA savings groups are offering loans to neighbors in need.

How do we know this? Because every day, our Mentors travel across this remote region—on foot or by motorbike—visiting distant villages to coach BOMA participants, deliver training sessions, and gather performance data. They use wireless tablets to upload this information to Salesforce via our innovative new digital platform, Performance Insights. Our hard-working M&E team crunches the numbers in real-time, generating reports on how BOMA women and families are faring across a region the size of New England.

By helping women to build a pathway out of extreme poverty, our goal is to transcend the cycle of disaster and humanitarian relief across the arid lands of Africa. Our vision is radical, but our tools are deceptively simple: a small cash grant, hands-on advice from a local Mentor, and tablets that transform millions of data points into a picture of hope.

KATHLEEN COLSON, *Founder and CEO*

OUR REACH & IMPACT SINCE 2009

14,482

of women enrolled

72,410

of dependent children impacted

86,892 → 100,000

Women and children to date

100,000

Women and children by 2018

4,818

of businesses launched

737

of savings groups established



BOMA PROJECT 2017 Q1 REPORT PROGRAM MILESTONES

Government Pilot is Underway

IN THE FIRST QUARTER OF 2017, we made significant progress in preparing for the May 2017 enrollment of 1,600 women into BOMA's poverty graduation program through the Government of Kenya's Programme for Rural Outreach of Financial Innovations and Technologies (PROFIT).

Aimed at integrating the graduation approach into Kenya's national social protection system, the pilot will provide women with support for household consumption and health-care, seed capital to launch a small business, and two years of training and mentoring.

Accomplishments include:

- Conducting village assessments and community entry across Samburu County, including introducing our local leaders, identifying the population and income sources, and surveying infrastructure and resources (roads, water, existing businesses, financial services, mobile networks, schools and healthcare).
- Targeting qualified participants through a new and more inclusive process called Participatory Rural Appraisal (for more information, see below).
- Hiring and training 27 Mentors and three Field Officers.
- Procuring assets, including 6 laptops, 27 tablets and 27 motorbikes.



Targeting New Participants

AS OF MARCH 31, we had conducted 172 targeting exercises across 23 locations, covering 24,016 households, to identify 1,600 new BOMA participants. The women will receive their initial training and cash grants in May 2017. [CLICK TO READ](#) more about the PROFIT pilot.



BOMA PROJECT 2017 Q1 REPORT PROGRAM MILESTONES

PROFIT at a Glance

The BOMA-implemented PROFIT pilot comprises two groups that will be evaluated for impact and effectiveness—providing key comparative information as the Government of Kenya considers adopting the poverty graduation approach into its national social-protection system.

WOMEN IN EACH GROUP	WOMEN IN EACH BUSINESS	COMPONENTS	NOTES
1,350	3	Conditional cash transfer, consumption stipend for six months, subsidized health care insurance for 18 months, training and coaching delivered at the group level through business and savings groups	BOMA's unique group-based poverty graduation model
250	1	Conditional cash transfer, consumption stipend for six months, subsidized health care insurance for 18 months, training and coaching delivered one-on-one through individual business and household visits	Standard one-person-per-business poverty graduation model

1,600 women total

Stipends: Meeting Basic Needs

The PROFIT pilot offers participants in both groups subsidized health insurance for 18 months (\$5 per month to enroll the family in Kenya's national plan) and consumption stipends for six months (\$18 per month for food). The stipends help ultra-poor women meet basic needs until the business starts to make a profit.

BOMA is also testing stipends in its Mercy Corps partnership pilots, which recently enrolled 240 women in Turkana and Wajir counties in Kenya as a first step for replicating BOMA's program in four additional countries across East Africa. Half of the women were randomly selected to receive a consumption stipend for six months to see whether those business groups fare better over time. [CLICK TO READ](#) about our work with Mercy Corps.





BOMA PROJECT 2017 Q1 REPORT PROGRAM MILESTONES

BOMA Enrolls 1,380 Women in Marsabit and Samburu

ENROLLED
1,380

women in
February and
March 2017

IN FEBRUARY AND MARCH 2017, BOMA enrolled 1,380 women in Marsabit and Samburu districts, providing initial training and cash transfers to start 460 three-woman businesses. This launch is funded by Boeing, Vibrant Village Foundation, and unrestricted donations from foundations and individual donors.



Sending Girls to School

BOMA places a high priority on the importance of sending children—particularly girls—to school. In fact, one of the criteria we use to measure graduation out of extreme poverty is “All primary school-aged girls in the family are attending primary school.” To encourage this ambitious goal, we emphasize the benefits of girl-child education at the start of every training session and business- and savings-group meeting. We also work directly with local leaders and school heads to encourage enrollment.

Since we are in this BOMA program, we have the savings box and our money accumulates. Every woman here with a child in secondary [school], we are saving for those. There are three women with children in university. Now we are in December and we know that the school will reopen in January. We will make sure by December 30, all the outstanding loans need to be repaid with interest. And us who have children in school will line up to be given another loan. And we see the amount of money that we have and we define according to the need. Nowadays we don't have that poor scenario where our children are staying at home. We are very happy and proud of BOMA and our money. —INTERVIEW WITH BOMA PARTICIPANT IN NGURUNIT, NORTHERN KENYA (DECEMBER 10, 2016)



BOMA PROJECT 2017 Q1 REPORT MONITORING & EVALUATION

BOMA Refines its Targeting Methods

BOMA DEPUTY COUNTRY DIRECTOR KURA OMAR and regional director Samiti Leireye attended an immersion visit with BRAC in Bangladesh from January 22 to 26. BRAC, a leader in the global poverty graduation field, is serving as technical advisor to the Government of Kenya for the PROFIT pilot, and the field trip gave Kura and Samiti a firsthand look at BRAC's pioneering model. They met with BRAC staff, visited ultra-poor households, and returned with new strategies, including a more inclusive targeting process for identifying and enrolling the most vulnerable women in each community.

BOMA's new targeting method now includes three components:



- > Participatory Rural Appraisal is a community-based wealth-ranking process. Residents “map” their community, define its socio-economic categories, and assign all households to those categories using pictures, symbols and other visual cues.
- > Rural villagers then analyze this data before handing it over to a BOMA Locational Committee for vetting. BLC members are nominated by fellow villagers and 50% must be women. The BLC reviews the pool for balanced representation of clans and ethnic groups.
- > BOMA field staff interview potential participants in their homes, using the BOMA-developed Participant Targeting Tool, specifically designed for the pastoralist communities in which we work. The PTT collects information on household demographics, conditions and assets to create a composite poverty score, similar to surveys used by BRAC in Bangladesh.

SMART START
EVALUATION & RESEARCH

Checking Our Work

SmartStart, a California-based research and evaluation firm, will conduct an independent external evaluation of the PROFIT pilot for BOMA and the Government of Kenya.



BOMA PROJECT 2017 Q1 REPORT NEW PARTNERS



BOMA Signs MOU with HelpAge International

BOMA HAS SIGNED A MEMORANDUM OF UNDERSTANDING with HelpAge International, an NGO that helps older people challenge discrimination and overcome poverty. BOMA and HelpAge will adapt BOMA's poverty graduation model for the active elderly population, particularly women over 55 who serve as primary caretakers of grandchildren across Kenya, Tanzania and Ethiopia.

The pilots will improve income security among ultra-poor older women while gathering data on the integration of cash transfers, livelihood support, financial services and coaching. This knowledge will be shared with policymakers and practitioners to support the scale-up of programs that target the elderly within national social-protection policies.



Promising Talks with UNHCR

BOMA WAS INVITED BY THE UNITED NATIONS High Commission for Refugees (UNHCR) to consider co-designing a poverty graduation program for refugees in Northern Kenya. We're in discussion to design a pilot that would target the Kakuma Refugee Camp, home to 150,000 refugees from Sudan and Ethiopia. UNHCR is particularly interested in BOMA's rigorous approach to data, including monitoring our program and measuring its impact through our digital platform, Performance Insights.

In the News



"Groups like ours exist to help lift up the poorest and most marginalized with innovative solutions. This ban will make our work to foster peace, sustainability, opportunity and inclusiveness much harder."

—OPEN LETTER FROM NGO LEADERS TO PRESIDENT TRUMP

BOMA FOUNDER AND CEO KATHLEEN COLSON

wrote about her five weeks in Kenya, which included extended time in the field during a worsening drought, for the *Huffington Post* (March 3, 2017).

[CLICK TO READ](#) her article, "Investing in Women to End Extreme Poverty."

Colson was also among more than 400 NGO leaders and social entrepreneurs who signed an open letter to U.S. President Donald Trump to "Make America Admired Again." Initiated by the Skoll Foundation, the letter expressed opposition to Trump's January 27, 2017 executive order that banned individuals from seven Muslim-majority nations from entering the country. [CLICK TO READ](#) the full text.



BOMA PROJECT 2017 Q1 REPORT STAFF TRAINING

BOMA Mentor Workshop

BOMA EMPLOYS 77 MENTORS who work in villages scattered across Northern Kenya. Mentors stay in constant contact with supervising field officers—based in regional offices in Nanyuki, Marsabit and Maralal—and gather as a group twice a year for training and sharing ideas.

Mentors met in Archer's Post January 9–12 for training on tablets (which they use in the field to gather data) and best practices for savings groups, record-keeping, and training participants on the importance of family planning and educating their children, especially girls.



BRAC Trains the Trainers

FROM FEBRUARY 6–9, three BRAC representatives visited BOMA's new Maralal field office to train BOMA staff, field officers and Mentors in health and social messaging. BOMA will integrate these new modules into its PROFIT pilot, adding home visits and increased coaching around topics like family planning and the importance of education.



BOMA PROJECT 2017 Q1 REPORT STAFF TRAINING

Staff and Leadership Retreat in Samburu

KEY BOMA STAFF FROM THE UNITED STATES AND KENYA met February 2–5 at Samburu Lodge for a leadership retreat. The team reviewed BOMA’s paths to scale, ways to standardize our model, and tools for faster, easier implementation and roll-out.



New Hires



Helen Dalton

HELEN DALTON has joined BOMA as East Africa Regional Director. Dalton has worked in international development for more than 25 years and held positions in various development organizations—including AMREF, Oxfam, Mercy Corps and the International Rescue Committee (IRC)—while working in Uganda, Kenya, Sudan, Thailand, Iraq, the Republic of Georgia and the UK.

As country director for IRC, she set up health programs in refugee camps on the Thai-Burma border; in the Republic of Georgia and Iraq, she nurtured citizen participation in democracy; in Kenya, she helped civil-service organizations respond to the impact of HIV on women and children. Most recently, she was Chief of Party for a \$45 million USAID program that improved the wellbeing of vulnerable children in Uganda. She is a citizen of Kenya and holds a Master of Philosophy from the University of Sussex UK. She will oversee BOMA’s operations in East Africa from our office in Nanyuki.



Nicole Mills

NICOLE MILLS has been hired as BOMA’s Director of Marketing and Communications, responsible for guiding the strategy for all communications, Website, public relations, donor messaging and collateral to consistently articulate BOMA’s mission, vision and impact. Nicole is the former Associate Publisher, Marketing, for *Cosmopolitan Magazine* and moved to Vermont after a twenty-year career in media in New York City, including roles at *People* and *Elle*. She holds a BA in art history from Smith College.

➤ **Three new field officers have joined the BOMA team in the new Samburu office. David Lekichon Lekuchula, Thomas Lmentiga Lenaruti, and Sarah Sein Lanyasunya.**



BOMA PROJECT 2017 Q1 REPORT FIELD VISITS

FEBRUARY 6-14: Award-winning humanitarian photographer David duChemin and his business partner, Corwin Hiebert, traveled through the field with Kathleen Colson, Meshack Omarre and Kura Omar, capturing images of the landscapes of Northern Kenya and the extraordinary participants in our program.



“MY TIME IN KENYA’S NORTH WAS, as it always has been, life-changing. It re-calibrates me, puts a spark back into my soul, reminds me of what is good, urgent and important. Parts of the north are experiencing a drought, having missed one of their usual rainy seasons entirely. Wells are running dry, herders are taking their flocks hundreds of kilometers away to find water and grazing, while at home the women and children walk kilometers to boreholes to get the day’s water. And still they remain strong, kind, creative, wonderful people that defy me to do anything but love them, shake my head at their tenacity and grace, and be grateful for all I take for granted. Huge thanks to BOMA for allowing me to partner with them in their work in this hard, dry place.”

—David duChemin



FEBRUARY 20: Sally Walkerman (above left) from the Small Foundation met with staff at the Nanyuki office and then visited BOMA businesses and savings groups in Seriolepi.

MARCH 20-24: BOMA hosted a team from the International Livestock Research Institute (ILRI) to see our work in Marsabit and Samburu. Funded by a \$1.4 million USAID grant, ILRI is teaming up with the University of California at Davis to conduct a randomized controlled trial to evaluate the impacts of programs that combine training, support and aid with affordable insurance to reduce chronic poverty. The study will include BOMA’s graduation program, Kenya’s Hunger Safety Net Programme, and livestock insurance.



BOMA PROJECT 2017 Q1 REPORT FUNDRAISING & FINANCE

AS OF MARCH 31, 2017 revenues received and contracted grant commitments represent 78% of budgeted expenses of \$3.7 million for the fiscal year ending September 30, 2017.

Effective October 1, 2016, the BOMA Project changed its fiscal year to end on September 30. Consequently, the figures below represent Revenues and Expenses for the six months ended March 31, 2017.

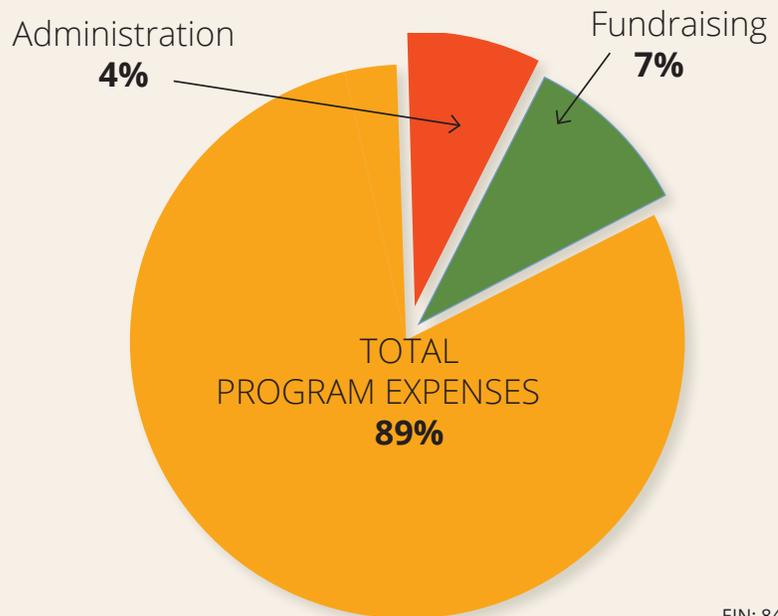
2017 REVENUES & EXPENSES

Revenues for the six months ended March 31, 2017

GOVERNMENT	\$ 484,214
INDIVIDUALS	\$ 212,613
FOUNDATIONS/ORGS	\$ 1,349,276
*Total Revenue	\$ 2,046,103 *

Expenses for the six months ended March 31, 2017

		Percentage of total expenses
PROGRAMS	\$ 1,197,431	84%
EDUCATION & ADVOCACY	\$ 66,171	5%
Total Program Expenses	\$ 1,263,602	89%
ADMINISTRATION	\$ 58,907	4%
FUNDRAISING	\$ 102,766	7%
Total Expenses:	\$ 1,425,275	100%



EIN: 84-1671995

Funding partners

FUNDING PARTNERS WHO PROVIDED GENEROUS SUPPORT or renewed their funding commitment to BOMA in the first quarter of 2017 include the Segal Family Foundation, Peery Foundation, 5DayDeal, and the Bill & Melinda Gates Foundation.

