

BOMA PROJECT

2017 Q2 REPORT | April through June 2017

Aiming for One Million



Over the past few months, the BOMA leadership team and board of directors have been engaged in exciting work. Led by Jane Leu of Smarter Good, we're developing a three-year strategic plan that will guide us in planning for scale, building capacity and maximizing opportunities.

**“Poverty is not natural. It is man-made and can be overcome by the actions of human beings.”
—Nelson Mandela**

The project began with a top-down analysis, as we evaluated five countries in the Arid and Semi-Arid Lands (ASALs) of Africa, the region where we work. How many women in these nations are living in extreme poverty? Next we worked from the bottom up, identifying funding partners who share our vision of ending extreme poverty in the ASALs in our lifetime. We also looked through three important lenses:

Impact: What's the most effective way to achieve our goal of reaching one million women and children in the next five years?

Influence: How do we establish BOMA as a thought leader on poverty graduation and women's economic empowerment in Africa, and how will this influence help the families we serve?

Capacity: How do we build our organizational capacity as we shift from directly implementing our program via BOMA staff to providing technical assistance to partner organizations who will implement our model in other countries and regions of Kenya?

As the great Nelson Mandela once said: “Like slavery, like apartheid, poverty is not natural. It is manmade and can be overcome by the actions of human beings.” We agree. In five years, we plan to be one million women and children closer to reaching that goal.

KATHLEEN COLSON, *Founder and CEO*

OUR REACH & IMPACT SINCE 2009

14,602

of women enrolled

73,010

of dependent children impacted

87,612 → 100,000

Women and children to date

Women and children by 2018

4,858

of businesses launched

737

of savings groups established



BOMA PROJECT 2017 Q2 REPORT PROGRAM MILESTONES

Ceremony Kicks Off PROFIT Enrollment

BOMA OFFICIALLY KICKED OFF ITS PILOT with the Government of Kenya—the Programme for Rural Outreach of Financial Innovations and Technology (PROFIT)—on June 22 with a celebration in the village of Nkeju-Emuny attended by BOMA field staff, new participants and government officials.

BOMA has enrolled 1,600 women in its holistic poverty graduation program across Samburu County, providing them with seed capital to launch a new business, two years of hands-on mentoring and training, and support for household consumption and healthcare. The goal is to lift these women, who support more than 8,000 children, out of extreme poverty while testing the integration of the graduation approach into the government’s social protection systems.

Prior to the launch, BOMA conducted targeting to identify 1,600 qualified ultra-poor women, and hired 23 independent enumerators and three supervisors—from 400 applicants—to conduct a baseline survey of participants from April 24 through May 15. The survey, which gathers important data used to measure progress out of poverty, was carried out in partnership with Smart Start, an independent consulting firm that will conduct an external evaluation of the pilot. Look for baseline highlights in our third-quarter report.



Women in Samburu, Northern Kenya, celebrate their BOMA enrollment on June 22.

Mercy Corps Pilot (Round Two)

IN APRIL, 120 ADDITIONAL WOMEN WERE ENROLLED in BOMA’s poverty graduation program in Turkana, Northern Kenya, receiving skills training and cash grants to establish 40 businesses as part of our joint-replication pilot program with Mercy Corps. Starting with a small cohort of 240 women total, BOMA and Mercy Corps are training staff, learning, testing and establishing best practices.



BOMA PROJECT 2017 Q2 REPORT PROGRAM MILESTONES

New Businesses Show Early Profits

IN FEBRUARY AND MARCH 2017, BOMA ENROLLED 1,380 WOMEN across Marsabit and Samburu Districts, providing training and cash transfers of \$200 (approximately 20,000 Kenyan shillings) to start 460 businesses. Within two months, the average business value had increased by 50 percent over the value of the grant, with typical business values—including stock and cash on hand—ranging from 30,000 to 42,000 shillings. The field team is providing targeted support to businesses that are struggling (for example, with a business value of 18,000 shillings). Mentors visit each business monthly and upload performance data in real-time from the field via our innovative new digital platform, Performance Insights.



Jane Leu



Senior Week in Vermont

BOMA's senior leadership team met in June in Vermont for a week of planning and brainstorming sessions about how to build capacity, manage growth and change, improve our decision-making abilities and maximize opportunities. The week concluded on Friday with a full-day session led by Jane Leu, the founder of Smarter Good. Jane is an internationally recognized social entrepreneur and Ashoka Fellow with more than 20 years of experience in founding and leading numerous social enterprises. Jane subsequently led our senior staff and board retreat over the weekend.

BOMA's senior leadership team is shown in the photo at top right. Back row (l to r): Nicole Mills (Marketing and Communications Director), Helen Dalton (East Africa Regional Director), Stephen Kelly (CFO), Michael Felix (Director of Programs and Innovation). Middle row: Kathleen Colson (CEO), Kura Omar (Deputy Country Director). Front row: Jaya Tiwari (Strategic Partnerships Director), Susan Bornstein (Deputy Director).



BOMA PROJECT 2017 Q2 REPORT MONITORING & EVALUATION

Bill & Melinda Gates Foundation Funded Cohort Midline: One-Year Snapshot

FROM APRIL 10-30, BOMA conducted a midline survey to measure progress out of poverty after one year for 750 women who enrolled in BOMA's program in May 2016 with funding from the Bill & Melinda Gates Foundation.

To date, the women have received one year of hands-on training and mentoring, two cash grants totaling roughly \$300 or 30,000 Kenyan shillings (KES 20,000 to establish a business, followed by KES 10,000 at six months), and formed savings groups that meet monthly. Highlights of the midline survey include:

- 100 percent of businesses are still in operation
- 38% increase in average household income
- 31% increase in school expenditures
- 21% increase in medical expenditures
- 100% of participants have savings, compared to 33% at baseline
- 768% increase in value of savings
- 76% percent of participants report that no child in their household went to sleep without an evening meal in the past week, compared with 43% at baseline

The Gates cohort has a special focus on women's empowerment and household decision-making. In addition to economic empowerment, women in the midline survey report an increased role in household decisions related to children's education, medical expenses and purchasing and selling livestock.



Many BOMA businesses, like this new enterprise in the village of Bubisa, are small "dukas" or shops that sell food staples and basic household items.



Savings Group Registration

In Kenya, any organization that wishes to open a bank account or apply for governmental or non-governmental funding must be registered with the Ministry of Social Service. To foster long-term sustainability, all BOMA savings groups are now registered as part of our exit strategy, so they can seek opportunities beyond our two-year program. In total, 75 savings groups were registered across Marsabit and Samburu this spring.



BOMA PROJECT 2017 Q2 REPORT MONITORING & EVALUATION

Child Impact Survey Ready to Roll

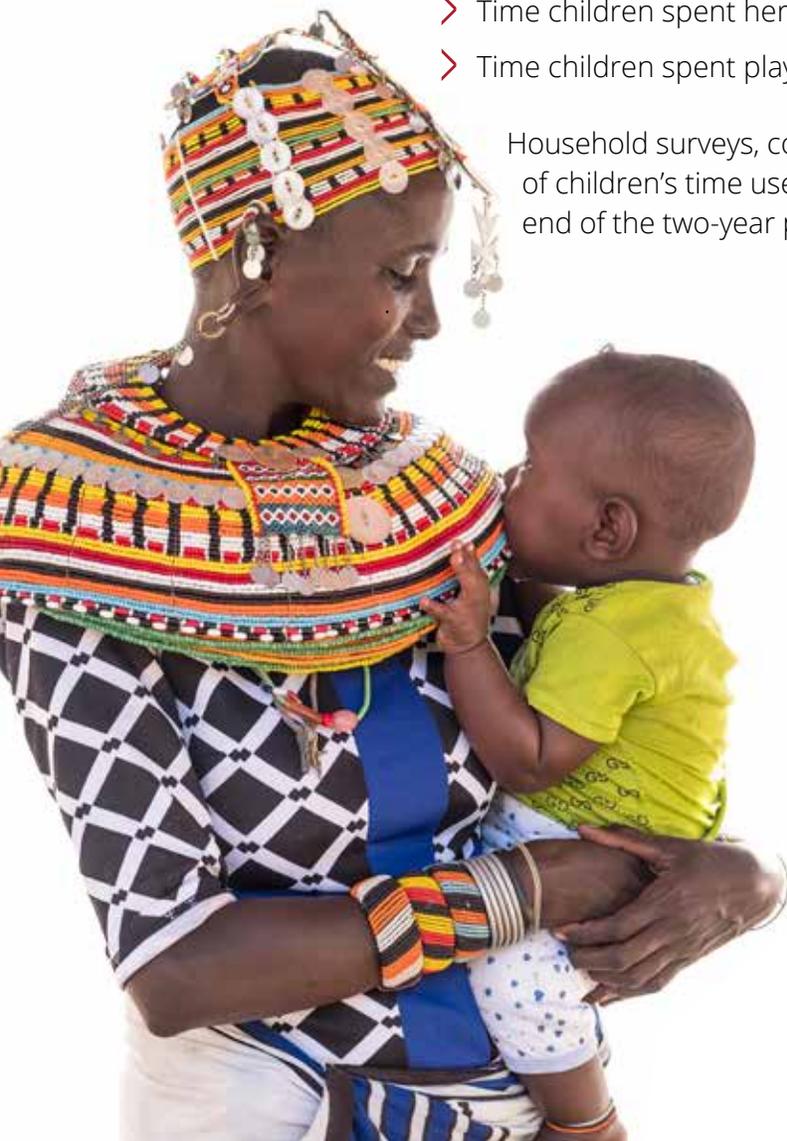
AFTER EXTENSIVE RESEARCH, BOMA has developed a quantitative survey to measure the indirect impacts of BOMA's poverty graduation on children whose mothers are enrolled. The study, which is funded by the Dorothea Haus Ross Foundation, will be conducted this summer among 1,600 participants in the Government of Kenya PROFIT pilot (see page 2).

In April, the study was reviewed by the Maseno University Ethical Review Committee to ensure the methodology was scientifically sound. The research protocol was approved by Ilan Cerna-Turoff, a consultant who specializes in research on child rights and protection.

Anecdotally, BOMA's three-person business model reduces the labor burden on each participant and offers women flexibility in managing their caregiving and household responsibilities. This study will help us to formally test this hypothesis by carefully measuring changes in:

- School enrollment and attendance
- Time children spent herding, doing household chores, and doing homework
- Time children spent playing and helping with BOMA businesses

Household surveys, collection of school attendance records and measurement of children's time use will be conducted at baseline, after one year and at the end of the two-year program.



Spot Checks

Field officers are now conducting spot checks of BOMA businesses. Using a randomization app, they visit 10 businesses per village cluster and gather performance data, using the same form that Mentors use during their monthly visits. The spot checks help BOMA's monitoring and evaluation team to verify and assess the quality of data gathered by Mentors in the field.



Teaching the teachers

AS BOMA EMBARKS on its scaling strategy of replication across the African drylands through strategic partnerships with NGOs like Mercy Corps, training has become an even more important part of our work.

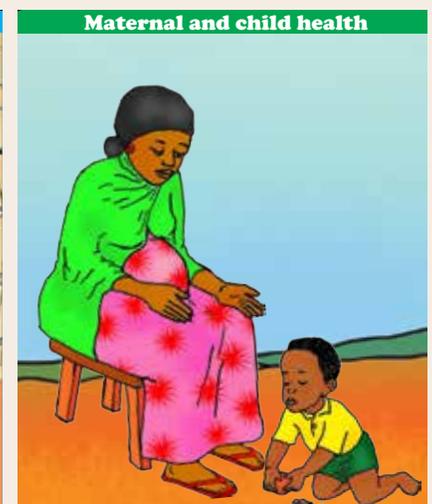
In recent months, BOMA has conducted multi-day training sessions with:

- Enumerators (best practices for conducting our baseline and exit surveys)
- Field officers and managers (Salesforce, business monitoring, supervisory skills)
- Mercy Corp field staff (targeting through Participatory Rural Appraisal)
- Mentors (business monitoring, mentorship skills, using tablets to gather data in the field, the BOMA savings model)

The BOMA team also organized and attended the important biannual BOMA Mentor Workshop in July.

Training Manuals, Revised

BOMA has updated its training manuals for Mentors and Field Officers, adding new or revised modules on marketing, resolving conflict in business groups, leadership and communication, business basics, group dynamics and sustainability, livestock management, family planning and women's rights, along with various health and social messaging strategies. Because many BOMA participants are illiterate, Mentors often use illustrated training materials to engage participants, such as those shown here:





Bornstein Joins BOMA as Deputy Director



Susan Bornstein

Susan Bornstein has joined the BOMA team as Deputy Director. She comes to BOMA from Land O'Lakes International Development, where she served as director of technical services and strategic partnerships. Her focus at Land O'Lakes was on program quality and improving systems and processes to support growth and drive a performance culture. Prior to this, Susan worked for 17 years with the international development nonprofit TechnoServe, in roles including senior director for program development, interim country director for Kenya, and deputy director of Africa operations. While at TechnoServe, she developed and managed innovative public-private partnerships between agribusinesses and emerging market farmers and small and growing businesses that contributed to a fivefold growth of the organization.

Susan was a Peace Corps volunteer in Senegal and has also supported agriculture development programs in Asia and Africa at VOCA. She holds an MA in International Transactions from George Mason University and a BA in International Studies from Michigan State University. Bornstein is based in Arlington, VA, and will travel frequently to Vermont and East Africa in her new role.

Stephens and Boyle Elected to BOMA Board

JOHN T. STEPHENS is a seasoned humanitarian professional who is committed to bringing transformational solutions to the world's most urgent problems. Currently at The Vibrant Village Foundation, John is the Senior Director of Program & Partnerships, and oversees a portfolio of 26 grant partners as well as three field teams based in Ecuador, Ghana and Kenya. Previously, John held a number of positions over twelve years at Mercy Corps. John previously served as a board member of The Rebuilding Center, a nonprofit in Portland, Oregon, where he supported the organization through a major strategic evolution and leadership transition. John holds a Masters of International Management from Portland State University, and a Bachelors of Arts from Evergreen State College. John is based in Portland, Oregon, is married and has two children.



John T. Stephens

H. PERRY BOYLE, JR., CFA, is president and chief investment officer of Stamford Harbor Capital, LP. He originally joined S.A.C. Capital Advisors in 2004 as the firm's first director of equity research. In January 2013 he became head of equities and in January 2015 he was named head of discretionary investing at Point72, a role he held until leaving for Stamford Harbor Capital in June 2016. He was a founding partner of Thomas Weisel Partners and a managing director at Alex. Brown and Sons. He began his career as an investment banker with Salomon Brothers, BT Securities and The Deerpath Group. He received his AB in Economics from Stanford University and his MBA from the Tuck School of Business at Dartmouth College. He serves on the board of the U.S. Friends of the International Institute for Strategic Studies (IISS.org) and is a Council Member of the Hoover Institution.



Perry Boyle



BOMA PROJECT 2017 Q2 REPORT TRAVEL & FIELD VISITS

APRIL 4-7: BOMA CEO Kathleen Colson and Director of Strategic Partnerships Jaya Tiwari attended the Skoll World Forum in Oxford, England. It's one of the largest global gatherings of social entrepreneurs and funders. To watch a video, [CLICK HERE](#).



< **MAY 1-5:** BOMA hosted a delegation from the Bill & Melinda Gates Foundation in Northern Kenya, including (left to right): Kristen Envarli, Gender Services; Alaina Schultz, Financial Services for the Poor (FSP); Wendy Chamberlin, FSP; Helen Dalton, BOMA East Africa Regional Director; Kathleen Colson, BOMA founder and CEO; Paul Mosely, FSP; and Kura Omar, BOMA Deputy Country Director. The Gates team met with BOMA staff in the Marsabit field office and visited BOMA businesses and savings groups in Maikona and Loglogo.

MAY 22-26: Kathleen Colson and Jaya Tiwari attended the SEEP Women's Economic Empowerment Forum in Bangkok, Thailand, where BOMA co-hosted a "peer learning panel" with Mercy Corps and the Bill & Melinda Gates Foundation. Kathleen and Jaya also attended sessions convened by the Gates Foundation for winners of its "Putting Women and Girls at the Center of Development" Global Grand Challenge grants.

[CLICK HERE](#) to learn more about WEE and [CLICK HERE](#) to read Kathleen's May 23 WEE blog post, "What Does Resilience Look Like?"



BOMA founder Kathleen Colson speaks on fostering economic empowerment for women at WEE Forum 2017 with Vicki Wilde of the Bill & Melinda Gates Foundation and Nelson Owange of Mercy Corps.

IN JUNE, BOMA hosted Jason Morris of Peery Foundation, who met in Northern Kenya with senior BOMA staff and representatives from Mercy Corps and the PROFIT program.

Awards & Accolades



BOMA GOES PLATINUM BOMA is now a Platinum participant on GuideStar USA, the nation's leading nonprofit database (guidestar.org). Platinum is the highest level of participation and requires nonprofits to provide extensive financial information, answer five qualitative questions about impact (goals, strategies, capabilities, indicators and progress), and provide quantitative information about program results. To see BOMA's GuideStar profile, [CLICK HERE](#).



BOMA PROJECT 2017 Q2 REPORT BOMA IN THE NEWS

APRIL 17: The *Washington Post* published a Letter to the Editor from BOMA founder Kathleen Colson, responding to an April 12 article titled “Wars Have Left 20 Million People on the Brink of Starvation.” [CLICK HERE](#) to read her full letter and the original article.

“The arid and semi-arid lands of northern Kenya have seen cycles of humanitarian aid over the past 50 years, and, although these efforts have saved lives, they treat residents as passive beneficiaries, trapping them in cycles of vulnerability and dependence. While humanitarian response is important, it must be coupled with proven, holistic, resilience-building programs to help residents make a meaningful transition from dependence to self-reliance, even in the face of severe and frequent shocks such as climate change and conflict.”

KATHLEEN COLSON (*Washington Post*, April 17)

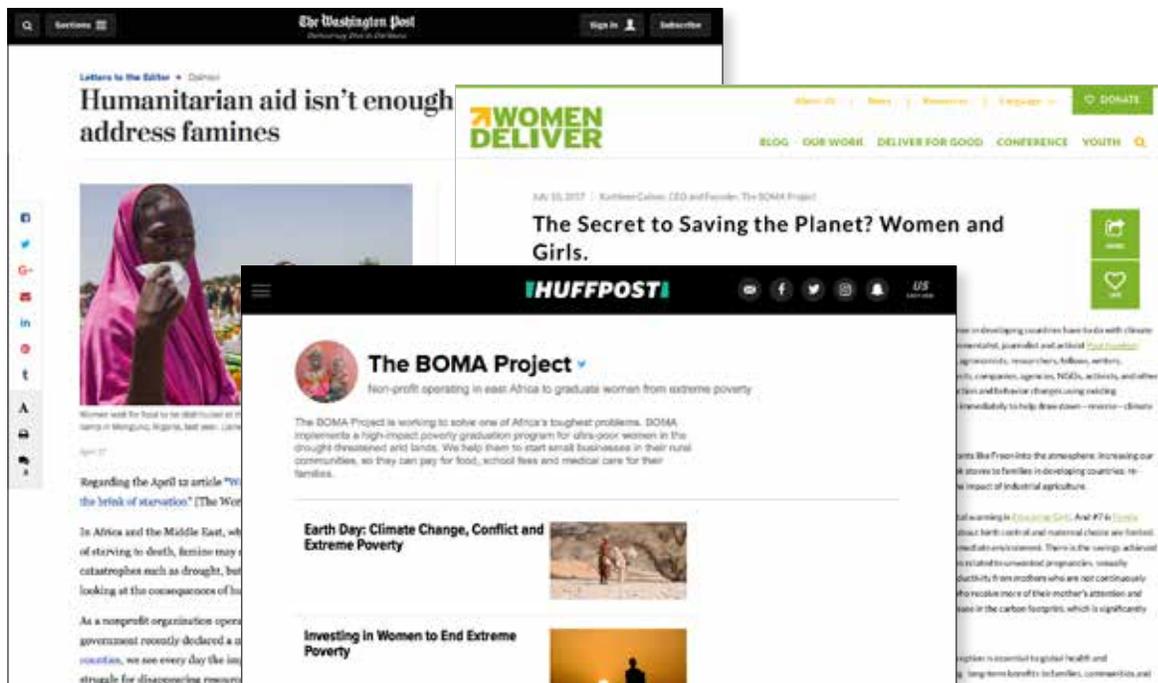


Find Us On Social Media

Since February, BOMA has increased its Twitter followers to 917 from 575, and its Facebook followers to 1,697 from 1,513. Join our online community on [FACEBOOK](#) (facebook.com/thebomaproject) and [TWITTER](#) (@bomaproject)

JUNE 7: BOMA is featured as a case study on the home page of Women Deliver, a leading global advocate for the health, rights and wellbeing of women and girls. [CLICK HERE](#) to check out the case study and [CLICK HERE](#) to read our June 7 blog post (“Defining the Resources That Build Resiliency”) on the Women Deliver site.

COLSON ALSO PUBLISHED TWO BLOG POSTS on the *Huffington Post* this quarter: “Earth Day: Climate Change, Conflict and Extreme Poverty” on Earth Day, April 22 ([CLICK HERE](#)) and “Investing in Women to End Extreme Poverty” on May 16 ([CLICK HERE](#)).





BOMA PROJECT 2017 Q2 REPORT FUNDRAISING & FINANCE

AS OF JUNE 30, 2017 revenues received and contracted grant commitments represent 85% 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 nine months ended June 30, 2017.

2017 REVENUES & EXPENSES

Revenues for the nine months ended June 30, 2017

GOVERNMENT	\$ 976,485
INDIVIDUALS	\$ 249,250
FOUNDATIONS/ORGS	\$ 1,511,657

***Total Revenue \$ 2,737,392 ***

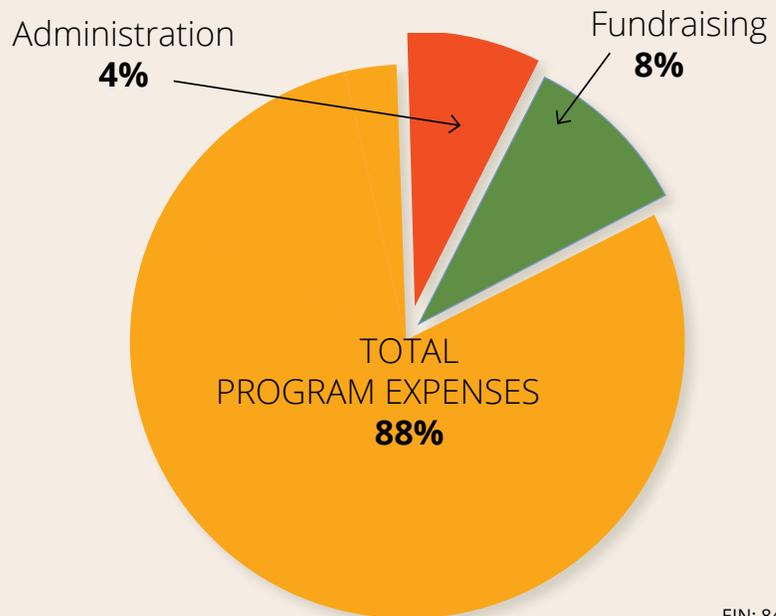
Expenses for the nine months ended June 30, 2017

		Percentage of total expenses
PROGRAMS	\$ 1,761,392	82%
EDUCATION & ADVOCACY	\$ 125,416	6%
Total Program Expenses	\$ 1,886,808	88%

ADMINISTRATION \$ 83,364 4%

FUNDRAISING \$ 169,309 8%

Total Expenses: \$ 2,139,481 100%



EIN: 84-1671995

BOMA WAS ONE OF FOUR NONPROFITS TO RECEIVE \$40,000 from the University of Texas at Austin Philanthropy Lab as part of a student project. Each three-student group presented a different nonprofit for a class vote.

FUNDING PARTNERS who provided generous support or renewed their funding commitment to BOMA in the second quarter of 2017 include: Bohemian Foundation, Imago Dei and One Day's Wages.

