



BOMA

PROJECT 2017 YEAR IN REVIEW

Empowering women
to transform their lives
and their communities.

BUILDING RESILIENCE

A Call to Action

The BOMA Project works with women who live in extreme poverty in the arid and semi-arid lands of Africa (the ASALs). In one of the poorest places on the planet—the true “last mile” of economic and social isolation—we are empowering women, working to build resilient families and communities, instilling hope, and changing the conversation about what is possible.



BOMA operates at the nexus of four critical United Nations Sustainable Development Goals—a global campaign to transform our world by 2030.

No Poverty. Zero Hunger.
Gender Equality. Climate Action.

BUILDING RESILIENCE



“Poverty isn’t just about money. Poverty is a **CALL TO ACTION to change the world so that many more may have enough to eat, adequate shelter, access to education and health, protection from violence, and a voice in what happens in their communities.”**

WORLD BANK

A Challenging Landscape

Extreme poverty is part of a global chain of consequences that includes climate change, disaster, conflict, decreased access to resources, and mass migration. In the arid lands of East Africa where BOMA works, the way of life practiced by pastoralist people for centuries has come increasingly under pressure.

AN ONGOING CRISIS In February 2017, the Government of Kenya declared a national drought emergency, with experts saying that the long-term consequences could be worse than the drought of 2011. The arid and semi-arid regions where BOMA works are the hardest hit:

- 3.4 million people have been left severely food insecure.
- 500,000 people are without access to water.
- An estimated 482,882 children require treatment for acute malnutrition.
- Communities unable to reach sustained humanitarian assistance are at risk of emergency levels of hunger, one step away from famine.

Source: reliefweb.int/disaster/dr-2014-000131-ken



In the remote regions where BOMA works, men travel for weeks looking for scarce water and grazing for their herds. Women and children are left in the villages without a stable source of food or income.

BUILDING RESILIENCE

The Face of Extreme Poverty



ACCORDING TO the UN Sustainable Development Goals, poverty is more than the lack of income and resources to ensure a sustainable livelihood. Its manifestations include hunger and malnutrition, limited access to education and other basic services, social discrimination and exclusion as well as the lack of participation in decision-making.*

- **767 million people live below the international poverty line of \$1.90 a day, with half of them living in sub-Saharan Africa.**
- **One in four children under age five in the world has inadequate height for his or her age.**
- **Gender inequality is a pervasive and driving force of poverty. It denies women their voices, devalues their work and makes women's position unequal to men's, from the household to the national and global levels.****
- **Women disproportionately suffer the cascading effects of extreme poverty as they struggle to provide for their families.**



"Most often these households are headed by a woman, trapped in a poverty cycle without the assets or social networks that can improve their lives."

WWW.ULTRA-POVERTY.ORG

*<http://www.un.org/sustainabledevelopment/poverty/>

**<https://www.oxfam.org/en/even-it/why-majority-worlds-poor-are-women>

Breaking the Cycle

FOOD AID, which is a necessary humanitarian response to save lives and address an immediate crisis, like severe drought or conflict, creates a cycle of dependence and turns people into passive beneficiaries. It is also costly and often extremely difficult to deliver in remote or conflict-affected areas, and does nothing to avert future catastrophes.

By giving women the tools and skills to become self-sufficient, we can break the generational cycle of extreme poverty, and build resiliency among vulnerable populations where they live.



Studies have shown that women invest up to 90% of their incomes back into their families and communities.

Clinton Global Initiative



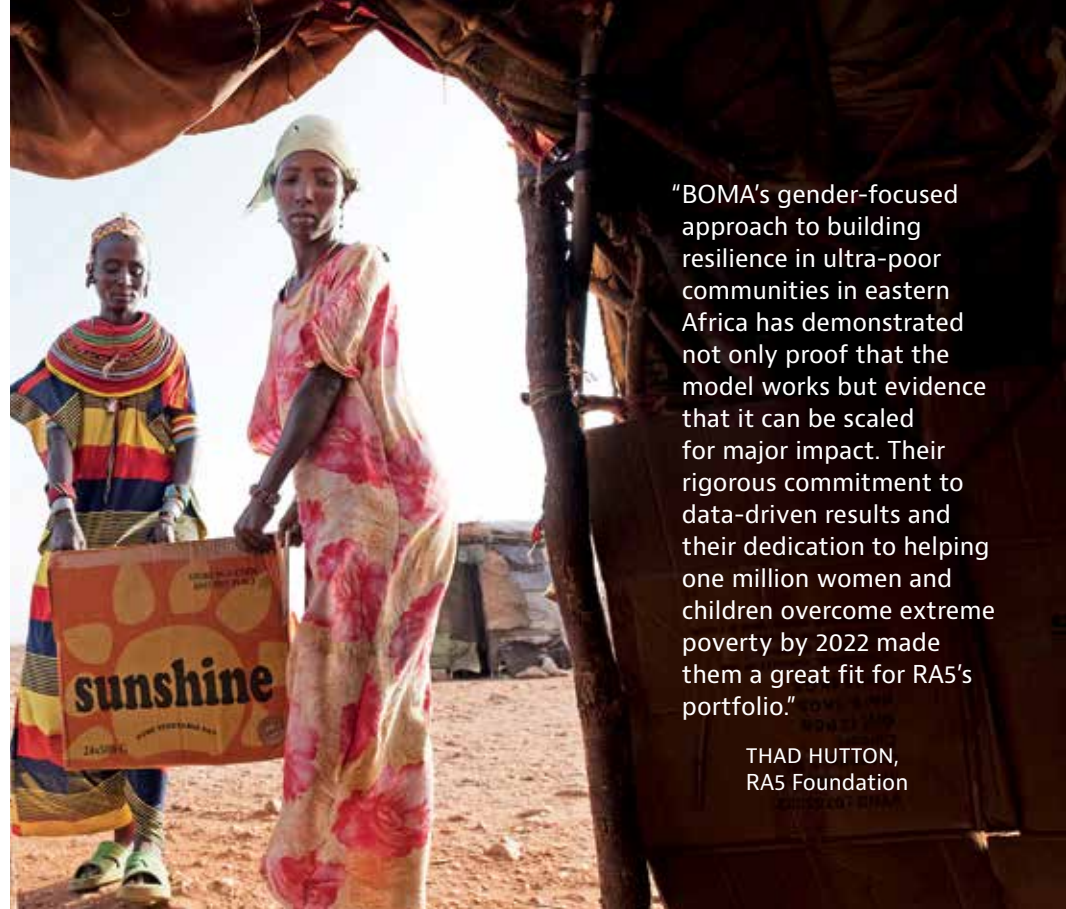
"I am a different person now, and my child is a different person. I will pass on these skills; and they will pass these skills on to their grandchildren. And they will follow this life."

MARITO RABHAYO,
BOMA Participant from Uyam Manyatta

The Proven Approach

EXTREME POVERTY has multiple, inter-related causes. BOMA's innovative program for ultra-poor women is based on a proven model* and takes a holistic approach to achieve long-lasting resiliency. By implementing a sequence of interventions, a clear exit strategy and data-driven definitions of success, we have the opportunity to forge a pathway to prosperity for millions of vulnerable people.

The BOMA Model is a low-cost, leading-edge and agile approach to international development that includes evidence-based best practices and innovations in technology, programming, empowerment and financial inclusion.



"BOMA's gender-focused approach to building resilience in ultra-poor communities in eastern Africa has demonstrated not only proof that the model works but evidence that it can be scaled for major impact. Their rigorous commitment to data-driven results and their dedication to helping one million women and children overcome extreme poverty by 2022 made them a great fit for RA5's portfolio."

THAD HUTTON,
RA5 Foundation



COMMUNITY ENTRY & TARGETING

Identify the most vulnerable members of a community and enroll them in our two-year program.



CONDITIONAL CASH TRANSFER

Provide a small cash transfer to invest in launching a business.



FINANCIAL & LIFE SKILLS TRAINING

Ongoing trainings in financial and gender-focused life skills.



MENTORING & COACHING

Support with two years of hands-on mentoring.



SAVINGS & ACCESS TO CREDIT

Help establish savings groups to accumulate capital and withstand shocks.



FINANCIAL INCLUSION AND MARKET LINKAGES

Access to mobile banking provides increased security for savings and the ability to safely transfer money.

Systems Change

A TRANSFORMATION is underway in how humanitarian aid programs are delivered, with tremendous implications for ending extreme poverty. BOMA's ultimate goal is to achieve systems change by embedding our resilience-building approach into social protection networks to:

- **Help vulnerable populations achieve basic human needs such as food, clothing, medical care and educational opportunities.**
- **Build overall resilience in families and communities to help them better cope with shocks and setbacks.**
- **Provide training and support so vulnerable populations, especially women and children, can achieve more agency and decision-making power and live with dignity.**
- **Decrease the overall global financial implications of disaster response.**

A recent study commissioned by USAID demonstrates that investing in a more proactive response to avert humanitarian crises could reduce the cost to international donors by 30%, whilst also protecting billions of dollars of income and assets for those most affected.*

*USAID "The Economics of Resilience to Drought"

www.bomaproject.org



BUILDING RESILIENCE

Women & Girls

"No society can achieve its potential with half of its population marginalized and disempowered."

MELINDA GATES, The Bill & Melinda Gates Foundation*

BOMA'S GENDER-FOCUSED MODEL

puts women and girls at the center of our program. When women achieve agency, they go from being liabilities dependent on aid to being self-sufficient, productive assets. Putting women at the center of our program creates transformation not just in their own lives, but within their larger communities.

Along with our life skills training and ongoing mentoring and support for participants, in 2017 we:

- **Launched a girl-child education campaign in an effort to enroll more girls in primary school.**
- **Delivered micro-trainings for participants to increase conflict management and decision-making skills.**
- **Conducted surveys and focus-group discussions as part of a Gates Foundation Women & Girls at the Center of Development study to gauge the increase in decision-making power.**

*"Putting Women and Girls at the Center of Development," (Science.com)



"Someone came and wanted to get engaged to my daughter. I strongly said, 'No, my girl will not be married, my girl will go to school.' And now my girl is in class 6."

SERIMA TORDER
BOMA 2014 graduate
Galdelian manyatta

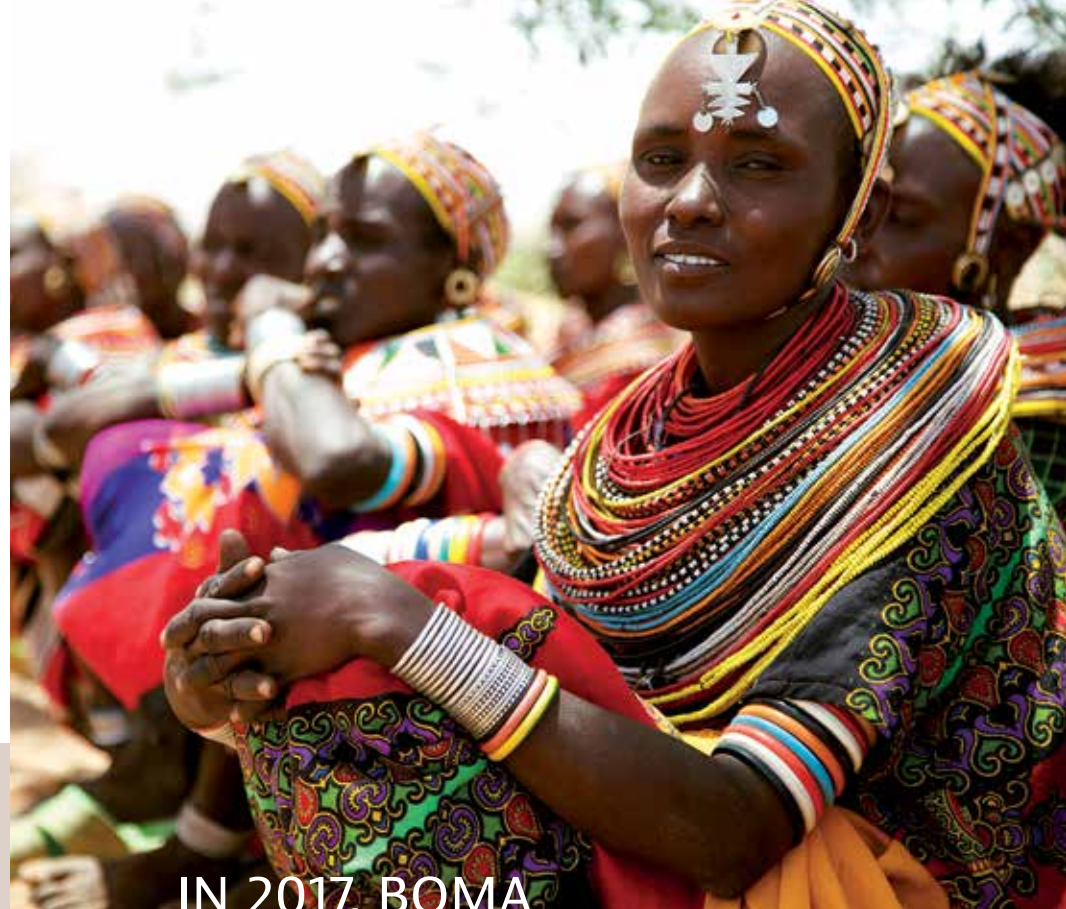
Our Reach

"BOMA's commitment to replicate your model at high-quality through partners deserves to be recognized and fueled. It's critical to impact at scale, yet a fiendishly hard thing to do well. We want to celebrate, share and invest in your progress."

KRISTIN GILLISS MOYER,
Senior Investment Partner, Mulago Foundation

BOMA's numbers since 2009

15,697 # OF WOMEN ENROLLED	78,485 # OF DEPENDENT CHILDREN IMPACTED	5,223 # OF BUSINESSES LAUNCHED
94,182 WOMEN AND CHILDREN TO DATE	1,000,000 WOMEN AND CHILDREN BY 2022	837 # OF SAVINGS GROUPS ESTABLISHED



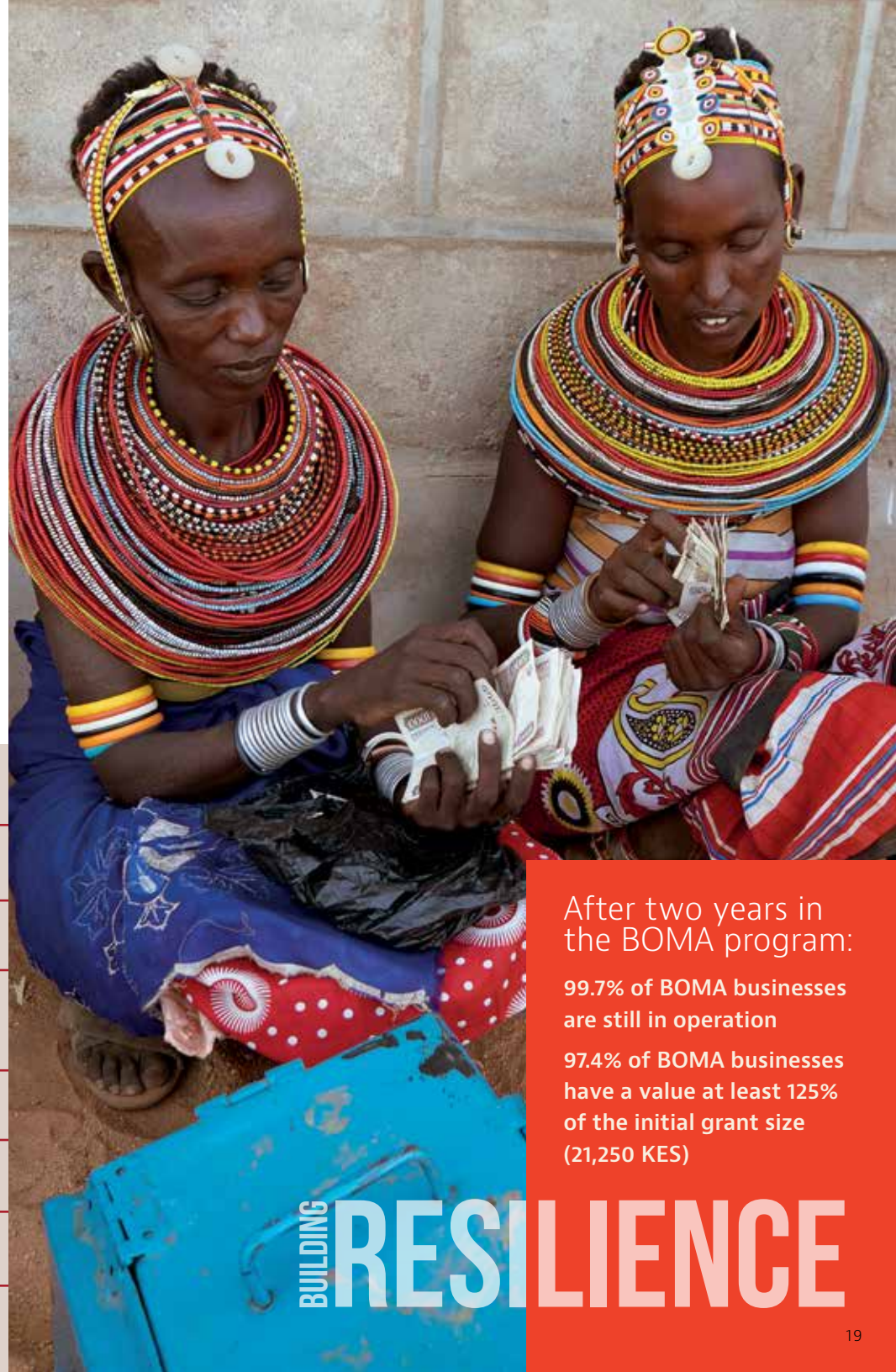
- Enrolled 4,555 women supporting 22,775 children—nearly twice as many as in 2016.
- Mentored 9,100 total women, supporting 45,500 children.
- Enrolled 360 women in a pilot program with Mercy Corps in two new counties, Wajir and Turkana.
- Distributed 895 progress grants to new savings groups.
- Formed 181 savings groups and had 427 active savings groups (including Mercy Corps).

BUILDING RESILIENCE

Measuring Progress

BOMA CAREFULLY MONITORS and tracks our participants' progress. The BOMA Standard of Living Index (SOLI) is a comprehensive questionnaire that BOMA Village Mentors and Field Officers use to learn about their income, savings, household decision-making power, livestock ownership, enrollment of children in school, food security and expenditures. The SOLI is administered at enrollment and exit, allowing us to measure the impact of our program over time.

	ENROLLMENT: SEPTEMBER 2015	EXIT: SEPTEMBER 2017
% of women who have savings	65%	100%
Average savings	1,482 Kenyan shillings	13,062 Kenyan shillings (794% increase)
% of women who have two or more sources of income	26.7%	98.1%
Annual school expenditures	3,217 Kenyan shillings	7,167 Kenyan shillings (122.7% increase)
Annual medical expenditures	407 Kenyan shillings	722 Kenyan shillings (89.6% increase)
Does the family eat two meals a day	70.3%	98.1%



After two years in the BOMA program:

99.7% of BOMA businesses are still in operation

97.4% of BOMA businesses have a value at least 125% of the initial grant size (21,250 KES)

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Transformative Technology

BOMA IS A GLOBAL PIONEER in the use of technology to inform data-driven decision making, and one of few organizations of its size that is 100% digital in data collection and analysis. In 2017 we launched Performance Insights, a proprietary cloud-based technology platform that allows us to collect, monitor, evaluate and respond to thousands of data points across our program.

- All BOMA Mentors use wireless tablets for monthly monitoring activities including business and savings group performance.
- Enumerators use tablets with specially configured apps for the collection of extensive baseline and endline data.
- BOMA also distributes mobile phones to all new participants, and helps set up accounts in MPesa.
- See our video about Performance Insights at: www.bomaproject.org/video-gallery

"Technology is the key to tracking our participants' progress and driving our program forward."

MESHACK OMARRE,
BOMA Regional Manager,
Marsabit Field Office

BUILDING RESILIENCE

The Path to Scale

IN 2017, BOMA made significant progress in scaling our program across the arid lands of eastern Africa **to reach 1 million women and children by 2022.**



Highlights:

➤ In May 2017, BOMA launched a pilot with the Government of Kenya's PROFIT (Programme for Rural Outreach of Financial Innovations and Technologies) to test embedding our model into GoK's social protection network. 1,600 women were enrolled in this cohort, and despite post-election challenges in Kenya including concerns about security, transportation, and supply of household goods and staples, data showed that both one-person and three-person businesses exceeded targets by 25% in October, 28% in November, and 30% in December.

➤ In December, BOMA signed an agreement with ACIDI/VOCA, with funding from USAID, to increase resilience through the Kenya Livestock Market Systems program. The agreement falls under the "Expanding and Diversifying Viable Economic Opportunities in Northern Kenya" program. BOMA will be working in Isiolo and Marsabit Counties, and providing technical assistance to Mercy Corps as they expand our program in Turkana, Wajir and Garissa Counties. Over the course of the 3-year agreement, we will reach 5,440 women.

➤ In December, BOMA attended a program design workshop with Catholic Relief Services to further our plans to implement a graduation pilot in the northern Uganda region of Karamoja. The plans are being finalized and the pilot is expected to launch later in 2018.

"BOMA is showing the way forward on Africa's greatest challenges, including food security, good governance and climate change. They are an important voice in the conversation on global development."

ANDREW QUINN, Aspen Institute New Voices Fellowship Director

BUILDING RESILIENCE

Reasons to Believe

"The BOMA Project pulls ultra-poor women out of poverty and into a livelihood and a life where they can support their families with dignity. It's powerful and it works."

JOHN STEPHENS, BOMA Board Member

2017 was a year of many challenges, but also tremendous progress at The BOMA Project. Here are some more of the reasons our funders and partners believe in our work.

We go beyond "impact." Our goal is to effect real systems change.

We invest in local leadership. Our 100+ team members in Kenya represent 11 different ethnic communities, bringing a wealth of knowledge, experience and deep cultural understanding to their roles.

Our commitment to transparency, accountability and results. We meet the strictest standards of world-class foundations and organizations, such as Impact Matters, The Bill and Melinda Gates Foundation, GuideStar, USAID and Big Bang Philanthropy.

Our approach stands up to rigorous testing. We completed a Spring Impact scale and replication assessment and tested our scale-through-partnership strategy by launching two successful replication pilots with Mercy Corps.

We have committed supporters who share our vision.

Every year, our donors and funding partners continue on this journey with us, driven by their belief in our program and our results. Our donors make it possible for us to innovate, expand, and to keep pushing towards our goal.



Letter from Mama Rungu

OUR NEXT IMPOSSIBLE GOAL



In 2014, the BOMA Project laid out a strategic plan which included an “impossible” goal of reaching 100,000 women and children by 2018. Not only did we achieve that goal, but this past November our Board of Directors approved a new strategic plan with our next “impossible” goal: reaching 1,000,000 women and children by 2022.

Our poverty graduation model for ultra-poor women maps the barriers to overcoming extreme poverty and then implements a holistic program encompassing

a sequence of interventions with a clear exit strategy and data-driven definitions of success. It is a leading-edge and agile approach to international development that includes evidence-based best practices and innovations in technology, programming, empowerment and financial inclusion.

Our program works. After two years, BOMA participants are earning reliable incomes and utilizing new skills and decision-making powers. Most importantly, they have accumulated savings to plan for long-term expenses like educating their children and helping them withstand the impacts of shocks like drought.

To accomplish transformation at scale, we know we need to go beyond just having an impact at the household level. We need to adapt new strategies in order to solve the problem and change the way humanitarian programs are delivered and how governments build social protection for their most vulnerable residents. So we are back to where we began: listening, learning and adapting in order to realize an audacious goal that will help vulnerable populations achieve long-lasting resiliency.

We know we can get there. In 2017 we launched a pilot with the Government of Kenya and are working closely with policy makers to eventually embed the graduation approach into their social protection system. We’ve established important partnerships with Mercy Corps and Catholic Relief Services that will take us to new regions in northern Kenya and Uganda.

With the help of donors, funders and partners, our next “impossible” goal is within reach. But we can’t do it without you. Thank you for being a part of an extraordinary journey to reach one million women and children by 2022.

Kathleen Colson, CEO & Founder, The BOMA Project

BOMA DONORS 2017

We are very grateful to the donors and organizations that supported The BOMA Project from February 2, 2017 to February 1, 2018. Every effort has been made to acknowledge contributions correctly and completely. Should you discover an error or omission, please call us at 802-231-2542. An asterisk (*) denotes a gift that has been matched.

MAMA RUNGU CIRCLE

\$100,000+

BOMA is grateful to the individuals who continue to generously support our work at the highest level, but choose to remain anonymous.

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\$25,000–\$99,999

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Perry and Lisa Boyle

BOMA CIRCLE

\$10,000–\$24,999

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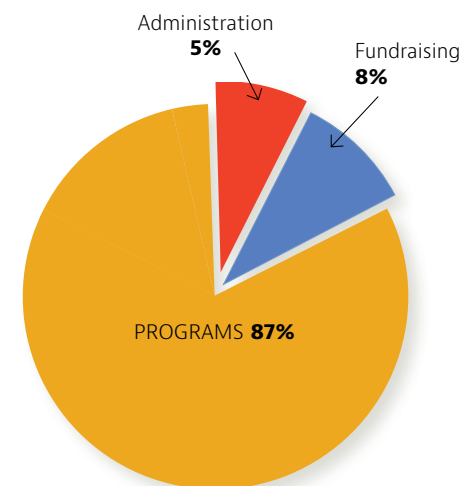
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2017 REVENUES & EXPENSES

- Total operating revenues for 2017 were \$2,993,988.
- As of December 31, 2017 cash received and contracted grant commitments represent 67% of budgeted expenses of \$3.9 million for the fiscal year ending September 30, 2018.
- Total operating expenses of \$3,038,964 in 2017 are as follows:



Revenues through December 31, 2017

GOVERNMENT	\$	706,872
INDIVIDUALS	\$	473,496
FOUNDATIONS/ORGS	\$	1,813,620
Total Revenue	\$	2,993,988

Expenses through December 31, 2017

PROGRAMS	\$	2,636,384	87%
ADMINISTRATION	\$	145,703	5%
FUNDRAISING	\$	256,877	8%
Total Expenses:	\$	3,038,964	100%

EIN: 84-1671995

OUR PARTNERS

BOMA is grateful to the following foundations and government agencies that supported our transformative work in 2017.

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ACDI/VOCA
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SPECIAL ACKNOWLEDGMENT

BOMA thanks and acknowledges those donors whose anonymous contributions came through Facebook and the Amazon Smile Foundation.

The BOMA Project is a 501(c)(3) organization. All gifts are tax deductible.

IN DECEMBER OF 2016, BOMA had 59 employees. We now have 108: 72 BOMA Village Mentors; 14 Finance, HR, M&E and IT staff in Nanyuki; 7 program and M&E staff in both Marsabit and Maralal; and 7 full-time staff in the U.S. In just one year, we've increased the size of our staff by 83%! We continue to explore new innovations and are constantly refining our digital monitoring and evaluation programs in order to support our front-line warriors — our Field Officers and BOMA Village Mentors. Our 100 team members in Kenya represent over eleven different ethnic Kenyan communities. Everyone brings a wealth of knowledge and experience to their roles, and a deep understanding of the culture in which we work.



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Thank you for believing that change is possible.

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