



BOMA
YEAR IN
REVIEW
2014

Ending Extreme Poverty

IN OUR LIFETIME



The Global Challenge

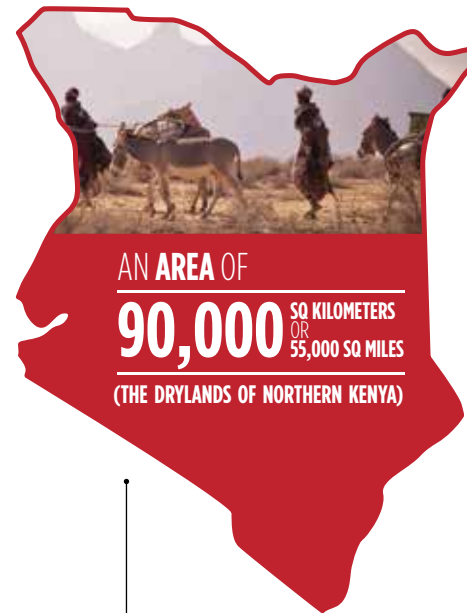
Since 1990, the number of people worldwide who live on less than \$1.25 a day has been halved. But 1.2 billion people still live in extreme poverty. BOMA is part of a global movement to eradicate extreme poverty and hunger by 2030.

The BOMA Solution

BOMA implements a high-impact income and savings program that has helped more than 50,800 women and children to graduate from extreme poverty since 2009. Our goal is to reach 100,000 women and children by 2018.



Where We Work



BOMA works in the drylands of Africa, where recurring drought—the consequence of climate change—has devastated grazing lands, livestock and livelihoods. The drylands comprise 40% of the continent.

- > The 2011 East Africa drought impacted 13 million people and left 50,000 to 100,000 dead. The cost of humanitarian response: \$1.5 billion.
- > In Northern Kenya, 92% of residents live in poverty (less than \$2.50 per day), and up to 82% live in extreme poverty (\$1.25 per day).
- > The average BOMA participant lives on a household income of 33 cents per day at intake.
- > The average growth rate of a BOMA business in 2014 was 169%.

Women and children in the village of Kargi haul water for drinking and cooking. The well is 8 kilometers from their homes.





A Better Life

"With this BOMA business, I no longer beg. I can get food and I can take my children to the clinic.

I can give them an education and they will learn from me how to do business."

Marsogoso Galnagale
BOMA business owner
(Matarbah, Northern Kenya)



Since January 2011, Marsogoso and her two business partners have owned a thriving kiosk that sells food staples and basic supplies. She has used the income to send her children and brother to school, and to pay for medical care for her family.

What We Do

BOMA's Rural Entrepreneur Access Project (REAP) is an innovative two-year poverty graduation program that provides a cash grant (seed capital to launch a business), sustained training in business skills and savings, and hands-on local mentoring to business groups of three women.





Market Day

Several BOMA business groups from the remote village of Ngurunit have partnered to buy wholesale supplies, which they load into a BOMA Land Cruiser to sell weekly at a busy livestock market in the settled town of Ilaut.

Our Reach

SINCE JANUARY 2009



LAST YEAR OUR **TRUCKS TRAVELED 101,949 KILOMETERS** (63,348 MILES) IMPLEMENTING BOMA PROJECTS

8,481

OF WOMEN ENROLLED



42,250

OF DEPENDENT CHILDREN IMPACTED



50,831

WOMEN AND CHILDREN TO DATE



100,000

GOAL: WOMEN AND CHILDREN BY 2018



2,651

OF BUSINESSES LAUNCHED



452

OF SAVINGS GROUPS ESTABLISHED

The Class of 2014

In November 2014, BOMA conducted an exit survey with 618 women who entered the program in November 2012.

- > 98% of businesses are still in operation.
- > 92% of women have "graduated" from extreme poverty based on BOMA's strict criteria in food security, sustainable livelihoods, shock preparedness (savings), durable household asset ownership and human capital investment.
- > 90 percent of participants have joined a BOMA savings association.





2014 Accomplishments

Reaching More Women

We enrolled 1,860 women in our two-year poverty graduation program in 2014, establishing 620 new businesses. The women will use the income and savings to support more than 3,000 children.

Finding a Path to Scale

BOMA was chosen to implement a \$1.8 million, two-year poverty graduation pilot through the Government of Kenya's new PROFIT initiative. If the pilot demonstrates impact, the model may be adopted as part of Kenya's national poverty reduction strategy.

Leveraging Technology

BOMA mentors are using wireless tablets to collect monthly performance data on BOMA businesses and savings groups in the field, uploading data in real-time to our customized Salesforce database. Targeted alerts are then sent to field officers, so they can respond to the needs of each group.

Women as Catalysts of Community Change

BOMA is implementing a three-year, \$1.9 million accountable grant for the UK Department of International Development. In addition to establishing 1,338 businesses across Northern Kenya, the grant includes a governance component that encourages the social and political empowerment of women. Through community meetings and education, the program addresses:

- The new Kenyan constitution and the rights of women
- The role of county government
- Increasing women's participation in community and household decision-making
- Why REAP targets women, who are harder-hit by hunger and poverty during drought

Who We Are

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Business Consultant, Speaker, Author
Chris Vanderzyden Global, LLC
Dorset, VT



"My wife and I spent two weeks in the field with Kathleen and Kura. The impact we witnessed was astounding. We heard story after story of economic empowerment, of self-reliance, of successful savings strategies. The savings groups established by BOMA's women have helped to strengthen communities and save lives by providing small

loans to pay for emergency transport to hospital, for school fees, or for helping the neediest. **We were overwhelmed by the gratitude expressed by the women we met for the tools, the support, and the awareness that BOMA has provided them."**

Bill Ambrose | BOMA board of directors

"We are thrilled to make a multi-year investment in BOMA, and its measurable and impactful approach towards creating dignity and self-reliance amongst women. **We are impressed with BOMA's commitment to the most impoverished people, the organization's vision for scale, and its thoughtful approach to mitigating risk."**

Dave Peery | Managing Director, Peery Foundation

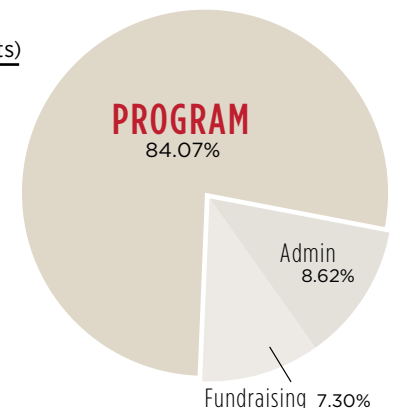


LOCALS LEAD: In November 2014, BOMA conducted a retreat in Kenya, with staff from our offices in Nanyuki, Marsabit and Vermont. BOMA employs two part-time and 54 full-time staff in Northern Kenya, plus 30 full-time Village Mentors. We work in 31 settled villages and 623 remote settlements across 65,000 square kilometers in rural Northern Kenya.

2014 BOMA OPERATIONS (Audited Results)

Total operating revenues for 2014 were \$1,397,056.
Total operating expenses of \$1,322,408 as follows:

	AMOUNT	PERCENTAGE
PROGRAM	\$ 1,111,843	84.07%
<i>REAP</i>	\$ 857,093	64.81%
<i>Governance</i>	\$ 185,328	14.01%
<i>Education</i>	\$ 69,422	5.25%
ADMIN	\$ 114,008	8.62%
FUNDRAISING	\$ 96,557	7.30%
TOTAL OPERATING EXPENSES	\$ 1,322,408	100%



Letter from Mama Rungu

IN FEBRUARY, I visited BOMA women in our northernmost villages. Beautifully wrapped in fabrics of gold, purple, green and yellow, their proud faces reflected the determination with which they face the future. Yattane Duba of North Horr told me, “I was the poorest thing in this village. Now I have a choice of what to feed my children. One of my neighbor’s children was sick and I helped take her to hospital. I can care for my family and have savings for the future. All of my children will go to school because of my hard work. I will be my own success.”

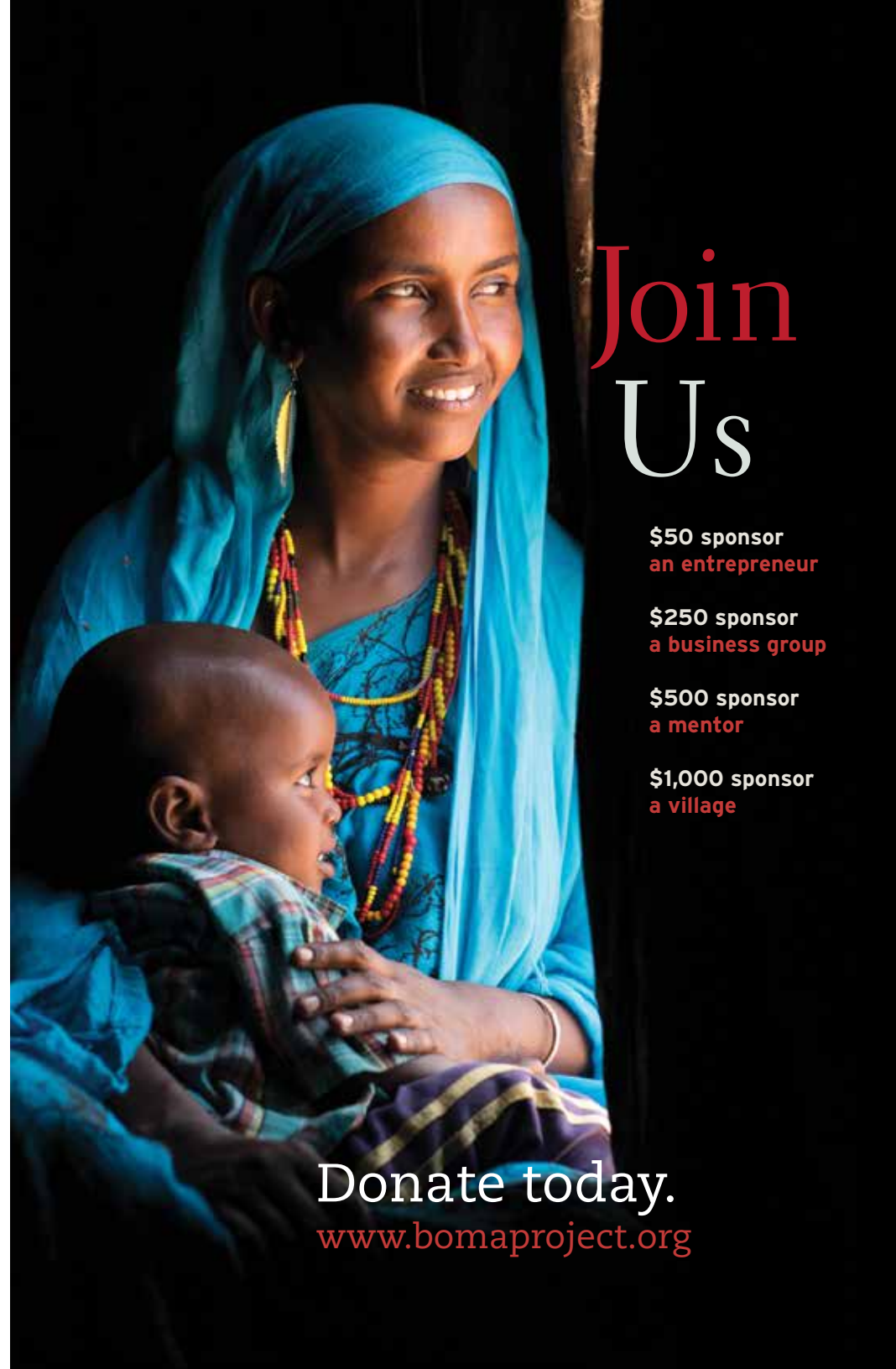


Like Yattane, at BOMA we think big. We are driven by an audacious goal: to end extreme poverty and hunger in our lifetime. To do this, our work in partnership with ultra-poor women must be ambitious and it must be bold. We seek nothing less than to dramatically change the lives of those who suffer the most, through income-led approaches that lead to lasting and meaningful change.

It is you, our donors, who make this possible. You are working beside us in this war to end extreme poverty. You give generously to people you have never met and to a place you have never been, because you share our vision of a world where women and children will have the minimum necessary to feed and clothe themselves. You remind us of the shared connections we have to each other. And you give us the moral imagination to dream of a world in which peace, compassion and social justice prevail. For this we are truly grateful.

With gratitude, 

PS: With a gift of \$250, you can launch a small business that will give three women — and 15 children — the opportunity to graduate from extreme poverty and reach for a better life.



Join Us

**\$50 sponsor
an entrepreneur**

**\$250 sponsor
a business group**

**\$500 sponsor
a mentor**

**\$1,000 sponsor
a village**

Donate today.
www.bomaproject.org

