



EMPOWER WOMEN. GENERATE RESULTS.

BOMA YEAR IN REVIEW 2013

OUR MOTIVATION

“Climate change
will affect
all countries.
But the poor
will suffer first
and worst.”

Ban Ki-moon,
United Nations Secretary-General

FACT

92 percent of residents
in Northern Kenya's Marsabit County
live in poverty, and many organizations
estimate the number of people living in
extreme poverty to be as high as 72%.
The World Bank defines extreme poverty
as living “on the edge of subsistence”
on less than \$1.25 per day.

“Across the globe,
women play an
essential role in
tackling the climate-
change challenge.”

United Nations Momentum for Change

Our solution:

BOMA helps women to start small businesses in their communities, so they can earn a sustainable income, survive drought, feed their families, pay for school fees and medical care, and accumulate savings for long-term stability.

**WE
EMPOWER
WOMEN**

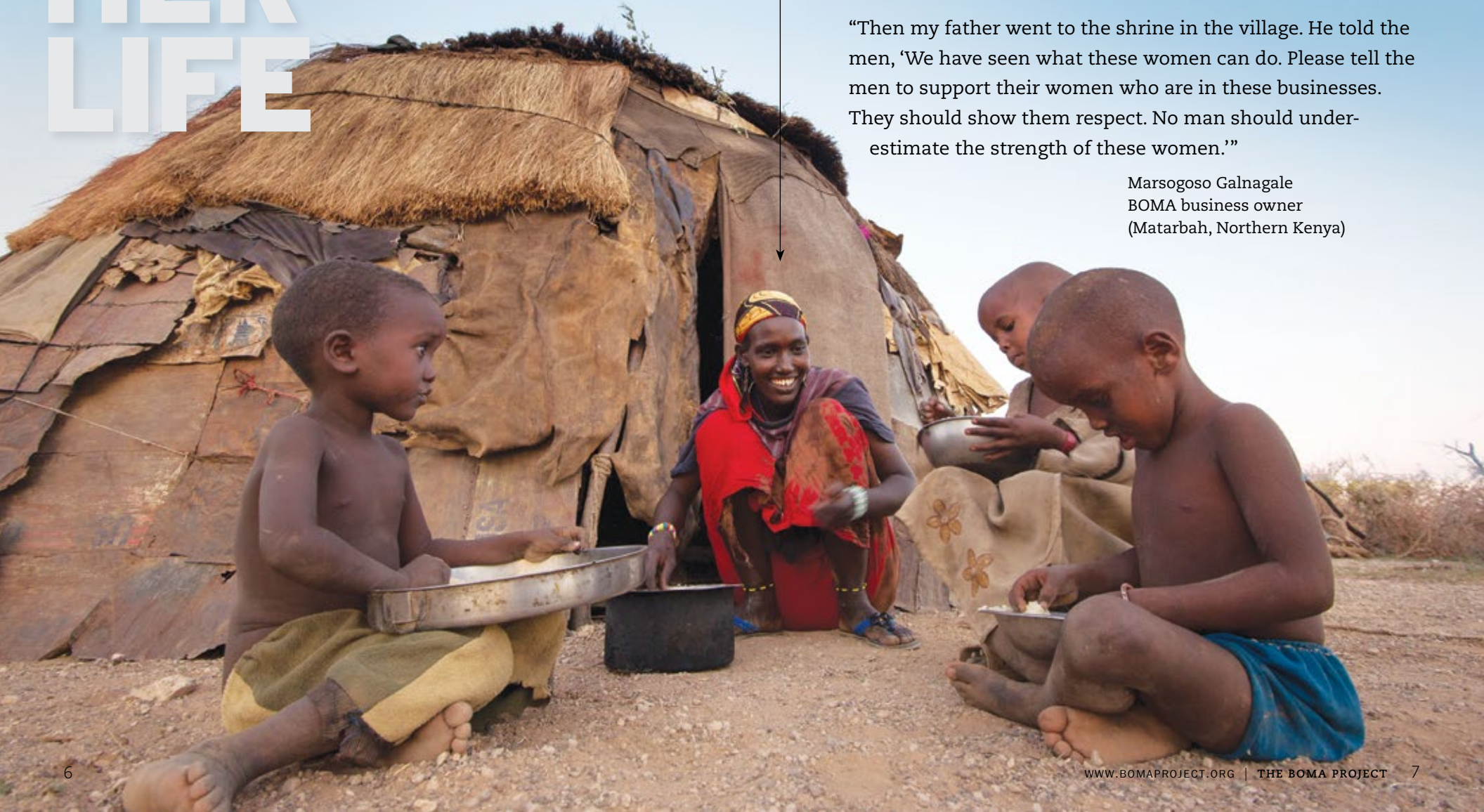
YOU CHANGED HER LIFE


“At first, the men were mocking us. We would take the lorry to Marsabit to buy stock for our business and the men would say, ‘These women. What are they up to?’

“My father raises livestock. He wanted to send my brother to school, but there were no buyers for our goats. This is when my business group supported a loan for school fees, and my brother went to school in Isiolo.

“Then my father went to the shrine in the village. He told the men, ‘We have seen what these women can do. Please tell the men to support their women who are in these businesses. They should show them respect. No man should underestimate the strength of these women.’”

Marsogoso Galnagale
BOMA business owner
(Matarbah, Northern Kenya)





WE GENERATE RESULTS

In 2013, BOMA launched **536 businesses** and **89 savings groups** across Northern Kenya, changing the lives of **1,608 women** and more than **8,000 children**.

TOTAL IMPACT TO DATE: 1,681 businesses and **5,571 women**, who use the income and savings to support more than **27,800 children**. Our goal is to reach **100,000 women and children** within five years.

SAVING FOR THE FUTURE

In February 2014, BOMA conducted an assessment that analyzed 725 loans made by BOMA savings groups to BOMA business owners and community members.

Total loan volume (725 loans): \$63,630

TOP THREE REASONS FOR THE LOAN:

Business expansion: \$30,498 (48%)

School expenses: \$16,204 (25%)

Medical expenses: \$10,764 (17%)

To read BOMA's impact evaluations, go to: www.bomaproject.org/impact

GAINING MOMENTUM

Thanks to your generous support, BOMA achieved some important milestones in 2013. Each of these accomplishments reflects our ongoing commitment to BOMA's founding principles, including:

ECONOMIC EMPOWERMENT: Under a new partnership with DFID, the UK aid agency, BOMA will launch **1,338 businesses** and **277 savings associations** across Marsabit District over three years, lifting more than **24,000 women and children** out of extreme poverty. We'll also continue to expand in Samburu District.

LOCAL LEADERSHIP: Opened a new field office in Marsabit and hired three full-time field officers to oversee **26 full-time BOMA Village Mentors.**

MEASURING OUR IMPACT: Launched a Randomized Controlled Trial and conducted additional in-depth studies and evaluations.

BUILDING CAPACITY: Thanks to a donor, purchased **two vehicles** and **10 motorbikes** for field staff in Kenya; gained almost 200 new donors in our first crowd-funding campaign.



HOW WE HELP CHILDREN



63% decrease in participants

who put their children to bed hungry

78% increase in number

of children enrolled in school at three years

60% increase in average per capita daily expenditures:

food, education, medical care, shelter and clothing



THE CLASS OF 2013

BOMA's Rural Entrepreneur Access Project is a two-year poverty graduation program. Here's a snapshot of participants who finished the program in 2013, including the percentage who had "graduated" from extreme poverty, according to our strict statistical criteria.

JANUARY: 95% GRADUATION RATE

64% decrease in families who have sent children to bed hungry in the last week

MAY: 92% GRADUATION RATE

78% had access to at least 5,000 Kenyan shillings (\$58) in savings

OCTOBER: 87% GRADUATION RATE*

75% owned businesses worth at least 125% of the original value

What does it mean to graduate from extreme poverty? It means that a woman is reliably food secure, has more productive and household assets, multiple sources of income, access to savings, and is able to successfully respond to shocks, such as drought.

**In October, we raised the bar on our graduation criteria by requiring broader achievement across all categories and specific targets in sustainable income and savings.*



GLOBAL RECOGNITION

In September 2013, BOMA was named a United Nations Momentum for Change Lighthouse Activity. We were recognized in the “Women for Results” category as one of six programs worldwide that “demonstrate the critical leadership and participation of women in addressing climate change.” The winners were honored in November at the UN COP19 climate-change conference in Warsaw, Poland. **BOMA founder and CEO Kathleen Colson was also named a Rainer Arnhold Fellow,** given every year to eight people globally with “good ideas about change in the places that need change the most.”

BOMA co-founders Kura Omar and Kathleen Colson receive a UN award from reggae superstar and global activist Rocky Dawuni.

To see the video, go to: <http://vimeo.com/79880031>.

WHO WE ARE

BOMA BOARD OF DIRECTORS (UNITED STATES)

CHAIR
David Chandler

Director of Operations
Chandler Four Corners
Manchester Center, VT

VICE CHAIR

James P. Young
President, Davidoff North America
Davidoff of Geneva Distribution
Pinellas Park, FL

TREASURER

Katie Kelley
CFO
Green Mountain Digital /
Nature Share
Woodstock, VT

ASSISTANT TREASURER / SECRETARY

Douglas Colson
President
Dorset Capital Partners
Dorset, VT

CO-FOUNDER AND CEO

Kathleen Colson
President
African Safari Planners
Dorset, VT

Steven Dear

Headmaster
Long Trail School
Dorset, VT

Jane Wilner

President
Umoja Women's Fund, Inc.
Washington, DC

Chris Vanderzyden

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

BOMA BOARD OF DIRECTORS (KENYA)

CHAIR

Ittasayon James Neepe
Pilot, Lady Lori Kenya, Ltd.
Nairobi, Kenya

TREASURER

Kathleen Colson
Co-Founder & CEO
The BOMA Project
President, African Safari Planners
Dorset, VT

SECRETARY

Ahmed “Kura” Omar
Program Director
The BOMA Project
Nanyuki, Kenya

Doug Colson

President
Dorset Capital Partners
Dorset, VT

Ham Zamberu

Head of Finance and Administration
Danish Refugee Council
Maban County, South Sudan

BOMA ADVISORY BOARD

Ken Himmelman

Chief Partnerships Officer
Partners in Health
Boston, MA

John Lomurut

EARTH University 2010 Agent of Change
Korr, Kenya

► **In the United States, BOMA has two full-time and two part-time staff, plus one full-time volunteer CEO. In Kenya, BOMA has two part-time staff and 42 full-time staff, including three field officers and 26 BOMA Village Mentors who live in the villages where we work. We believe in local leadership.**



BOMA DONORS 2013

Mama Rungu Circle

(\$25,000+)

Anonymous (2)

BOMA CIRCLE

(\$10,000 to \$24,999)

Kathleen and Doug Colson
William McQuillan and
Linda Criniti
Rich and Gina Kelley
Bob and Mary-Anne
Van Degna

ELDERS' CIRCLE

(\$5,000 to \$9,999)

Steve Colson
David duChemin
Bill and Sako Fisher
Sarah Johnson
Maximus Foundation
Wayne and Jess Paglieri
Jeanette Reddington
Tim and Denny Solso
Michael and Claudia Spies
Jane and Tom Wilner

LOLOKWE CIRCLE

(\$1,000 to \$4,999)

Anonymous
Joyce and Paul Beatenbough
Diana and Michael Bickford
Claudia Bonilla
Lucy and Clendon Caire
Chip and Kit Chamberlain
Robert Colangelo
John and Lilly Combias
Rocco Maggiotto & Kathleen Fisher
Barbara & Ivor Freeman Charitable Fund,
a Donor Advised Fund of
Combined Jewish Philanthropies
of Greater Boston, Inc.
Joe and Debbie Giglio
Jerry and Harriet Hopkins
AZ and Mike Jenkins
Craig and Nikki Johnson
George and Jennifer Ligeti
Samuel and Jane Long
Gavin McMurdo
Mr. and Mrs. Nelson Mead Jr.
Richard and Andrea Montoni
The Neel Foundation
Noah and Annette Osnos
Randall Perkins
Phillipe Camus and Laurel Polleys-Camus
Karen Wachtmeister
Sanfra and Ben Weiss
Scott and Liz Wilson
Meg Harris and Raph Worrick
WJY Consulting
James and Colleen Young

We are very grateful to the donors and organizations that supported The BOMA Project from February 2, 2013 to February 1, 2014. 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 matching gift.

VILLAGE LEADERS

(\$500 to \$999)

Susan Ackland
Bill and Amy Ambrose
Anonymous
Ken and Cathy Ballard
Bruce and Ann Benedict
Carter and Lisa Cafritz
Peter Kellogg and
Carol Curley*
Jeremy and BD Dworkin
Ash and Shannon Eldredge
The Dyer Family
Ken and Lisa Favaro
Karen and Daniel Feldman
Clint Gilbert
Warren and Cathy Gorrell
Louise Sams and
Jerome Grilhot
Mike Gummeson
Bill and Sarah Hadden
Jim and Marilyn Hand
Alan Wiegand and
Marcia Holland
Betty Hutchings
Phil and Susan James
Ralph and Lynn Jones
Bruce and Susan Kelley
John Straus and
Liza Ketchum
Michael Lees
Chris and Julie Lovell
Steven Holman and Georgine
MacGarvey
Angela Maddox*
Peter and Jules Martin*
Richard Meister
Charlotte Metcalf
Keith and Patti Michl
Nick and Maria Pietrone
Second Congregational
Church (Londonderry, VT)
Mary Louise Shenk
Levin, Bartlett,
Swantic & Co.
Richard and Nancy Truluck
Elaine Viebranz
Peter and Catherine Walcott
Jeff and Maureen Weikert
Susan Whitehead
Amy Zierler

ACACIA TREE

(\$150 to \$499)

Scott and Bobbie Addis
Elizabeth Alden
Chip Ams
Anonymous
Elizabeth Bagley
Lakeland Bank
Rupert and Ludy Bayr
Tami Blanchard
Betty Boyd
Joseph and Meredith Braz
Michael Gorrell and
Kathleen Brown
Richard Bryan
Susan and George Cady
Mr. and Mrs. William
Chandler
Robin and Henry Chandler
David and Janet Chandler
Margaret Clark
Leslie Clevenger
Concannon Miller & Co.
Chris and Katherine Crane*
Mary and Vaughn Crawley
Nahela Hadi and
Joe DePlasco
Candice and Gerald Drabyn
Bob and Connie Ferguson
Tony Fleischmann
Nichols Foundation, Inc*
Bill and Lynn Fox
Clark and Lu French
Richard and
Eleanor Friedman
Gisela Gamper
Andrew Gordon*

Monica Greeley
Tom and Pam Green
Tom and Liliana Grip
Warren and
Catherine Guthrie
Maureen Hagen
Bob Hakim*
Robert and Kristen Hampton
James R. Hand
Alfred Hanmer
Jared Hardner
Audrey Harris
Kim Pedersen and
Kate Heaton
Corwin Hiebert
Ken and
Caroline Himmelman
Ron and Dianne Hoge
Leigh Horton
Ron, Ann and Emma Houser
Carey Christa and Bill Kaiser
Rick and Katie Kelley
David and Sally Kelly
Arthur and Jane Klonsky
Ann and Wouter Koriijn
Karin Kramer
Marty and Pamela Krasney
Kendall Landis
Todd and Jody Lindsey
Sam Long
David Maldonado
Sona Manzo
Ted Maynard
Jim and Sue McCann
Lauren McFarlane
Alice McLerran
Rob McNamee

OUR PARTNERS

Aid for Africa
Boeing International
Catchafire
UK Department for International Development
Dining for Women
Journey Charitable Foundation
Mulago Foundation
Planeterra Foundation
Segal Family Foundation
Umoja Uaso Women's Fund

“The personal return on investment is enormous. BOMA makes a big difference with every dollar they get. I feel like we really understand where the money is going and how effectively it is being used.”

Francine Fleming (Journey Charitable Foundation)

Kevin Brown and
Betsy Meinhardt
Michele Melet
Jean Miller
David Kremer and
Marla Miller
Laura Mountcastle
Barbara Mullen
Cheryl and James O'Connor
Lance and Patsy Odden
Joseph O'Dea
Kate and George Orme
Alec Orphanidis
Philip Pabst
Mary and Barrett Peterson
Mike and Barbara Powers
Monica Reusch
r.k. Miles, Inc.
Leslie Roach
Corky Robinson
Paul Gilbert and
Patricia Romeo-Gilbert
Gian and
Carmen Rossi-Espagnet
Ann Roth
The Rothermel Family
Nancy Howe and
James Russell
Tom Peters and
Susan Sargent
Cindy Loudenslager and
Gretchen Schmidt
Kathryn Scott
Brian Guse and
Theran Shelton
Jim and Ila Sterling
Catherine Stewart
Patrice Stowe
Summit Management
& Realty Co.
James and Kirin Walsh
Betsy and Garry Weischedel

Frederick and
Constance West
Middy Whelley
Larry Wilner
Donna Winston
Robert Young

WARRIORS
(\$10 TO \$149)
Boreto Abel
Ann Adams
John and Ellen Affel
Barbara Alexson
Robert and Sherri Alper
Cristina Alvarez
Chris and Jane Ams
Beverly Anderson-Sanchez
Tracie Andrade
Anonymous (5)
Saqib Asghar
Concha Baquera
Joel Barad
Terry Bava
Tom Beaton
Barbara Benson
Susan Birrell
Jack Blair
Alex Bornstein
Jim Bowen
Terry Brackett
Bob and Lindsay Bradley
Christine Brady
Fritz and
Vivian Branschofsky
Lasse Brautaset
John Breuer
Jamie and Elisa Brickell
Bristol Animal Hospital
Maryann Brondi
Matt Brown
June Brown

Billy and Blair Brownlee
Barry and Ruth Budlong
Sharon Burde
Teresa Cahill
John and Pat Canor
Matt and Jolene Carotenuto
Margaret Carothers
Shirley Caulkins
Oliver and Liz Ceely
Geoff and
Heidi Chamberlain
Marjorie Chamberlain
Alice Chandler
Henry Chandler
Mimi Chen
Jane Childs
Guy Cipriano
Peter and Marjorie Clifford
Clark Clipson
Lillian Cochran
Rich and Seija Cochran
Ruth and Ed Cogen
Teresa Cohen
Ralph Colin
Margaret Collins
Amy Comport
Fernando Fernandez and
Marguerite Conde
James Cousounis
Christina D. Crawford
Julia Creighton
John and Esther Creighton
Ellen Culliton
Mary Dailey
Diane Davis
Joan and Jim Davis
Steven and Janie Dear
Millie Delgado
Steven and Mary Dennison
Steve Dimowitz
Ray Dobert*
Bill and Kate Durso

Michael Eddy
Audra Eng
Nancy Ensey
The Amoroso Family
Haley Feickert
Judith Fenson
Debbie Forester
Andrew Gallina
Tony and Val Garcia
Stacy and David Gates
Roberta and Hans Geier
Salley and Robert Gibney
Renee Giovarelli
Kathy Glass
Russell Gold
Hank and Anne Gutman
Allen Hadley
Linda Hammer
Susannah Hammersley
Shirl and Steven Harrington
Ed Harvey
Ned and Liz Hazen
Kathleen James and
Alex Heintz
Jeff Henderson
Harold and Ruth Henderson
Susan Hendricks
Katie Henneman
Amanda Herzberger
Therese Hjelm
J. F. Hodges
Lori Hodgson
Kathleen Hoffman
Kelly and Webber Hudson
Jonathan and Patricia Hulme

Margaret Hut
Mary Ives
Noah Johnson
Hugh Johnson
Mary Glendinning Johnson
Jill Jolliff
Andrea Jung
Stanley Okin and Arden
Kahlo
BK Kapella
Lambeth Hochwald and
Brian Kaplan
William Kavan
Diana Kelly
Carroll Kelly
Karim Keshavjee
Sean and Ann Killeen
Paul Kivuva
Robert and Janet Kmetz
Craig Kollman
Bunny Kolodner
Melodee Kopa
Ellie Kouwenhoven
Peter Hetz and Marianne
Kuitert
Eric Kuto
William and Lisa Laberge
Richard and Lucinda Laird
James and June Lambert
Joan Lander
Dominic Starsia and
Kristin Lasagna
Douglas Laue
Karen Ferguson and
John Laundon

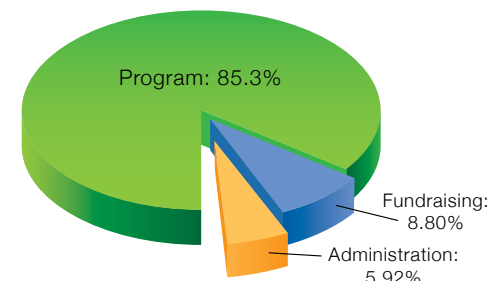
Karin Lavigne
Lynne LeBlanc
Andrew Leiser
Gail Leiser
Kathy Letendre
Stella Ley
Jeff Drugge and Karen Li
Lorraine Liberti
David and Lizzy Lindenberg
Judy Lindsey
Suzanne Lipscomb
Robert and Sue Lloyd
Micheal and Heidi Lynn
Duncan MacNichol
Ellen Maloney
Sharon and Harold Manhart
Felicia Marcu
Sylvie Mayer
Jack Mayer
Marilyn Mazur
Sharla and Owen McCarron
Meri McCoy-Thompson
Angie McMonigal
Charles Meister
Stephen Meister
John Melhus
Bruce Golden and
Michelle Mercer
Chad Miller
Lincoln Miller
William Miller
Linda Mitchell
Juliann Moenter
Mary Moffroid
Meg Montgomery

2013 BOMA INCOME & EXPENSES (Unaudited Results)

Total 2013 Operating Income: \$877,857 (Up 35% from 2012)

	AMOUNT	PERCENTAGE
Admin	\$ 51,978	5.92%
Fundraising	\$ 77,250	8.80%
Program	\$ 748,629	85.3%
TOTAL	\$ 877,857	100%

Audited statement and all financial documents are available at www.guidestar.org and www.bomaproject.org.



“BOMA is equipped to make a difference among illiterate, marginalized women in the most desperately poor and forgotten area of Kenya. The thoroughness of their studies is amazing; they collect data on each woman and her family and use this as a baseline for measuring progress out of poverty.”

Jane Wilner, Umoja Uaso Women's Fund & BOMA Board of Directors

Dennis Morreale
Carole and David Morris
Michael and Jane Morrissey
Jim and Kay Morrissey
Ed and Barbara Morrow
Mark Mulert
Hazel Murray
Bill and Joanne Muse
Dr. Celia Nyamweru and
Njuguna Mwangi
Bill and Martha Neale
Jackie Noonan
Sean O'Byrne
Sue and Chris O'Connell
Daniel and Julie O'Connor
Jamie and Gregory Odrezin
Ellen Ogden
Patrick White and
Maureen O'Grady*
Kelly Orme
Margot Page
Amy Palmer
Amy Panitz
Linda Paquette
George and Norene Peck
Willia Pelkey
Andrea Perkins
Bill and Sandy Perkins
Nicholas Perzanoski
Martha Pfeiffer
Quentin and Wilma Pletsch
Cecilia Pontoriero
Stephanie Purcell
Rebecca Purdom
Rick and Lisa Raber
Mary Raiser
Wayne and Helen Reiss
Kim Rizio
Abigail Robinson
Charlotte Robinson

Beth Robinson
Cassandra Robinson
William and
Christina Rodgers*
Lee and Susan Romano
Louise Ross
Susan Ruben
Bruce Levy and
Brooke Rudolf
Tom Ryhiner
Rob Salerno
Nicholas Sang
Jyll Saskin
Steve Huettel and Jen Scott
Cheryl and Tim Seavey
Scott and Rebecca Settje*
Jeffrey Severson
Tony Sheldon
Stephanie Sheldon-Watrous
Jean Siegchrist
Frampton Simons
Peter and Lillian Sivaslian
Linda Small
Alice and Joe Smith
John Sobel
Mary Stone
Mike Swantic
Larry and Linda Templeton
Gretchen Thiele
Heather Thomas
Les Hill and Megan Thomas
Azra and Nathan Thomas
Jack Thompson
Sherry and David Thompson
James Thoroman
Lars Tiffany
Nancy and Daniel Toscani
Allen Turner
Tracey Uy
Tina Victor

Anne Wachtmeister
Jeff Wagner
Kit Wallace
Cindy Ware
Nancy Weber
Nancy Wegierski
Charles and
Ann-Marie Weinstein
Walter Werther
Sara Wessling Agency, Inc.
Kara Wiegand
Dianne Willard
Ellen and James Wilner
Mr. and Mrs. David
D. Wilson
Carol Wood
Mary and Don Woodruff
Amy Hastings and
Larry Yarbrough
Sang Yoon
Nan Yost
Ryan Young
Emily Young
Debra Young
Patti Young-Guippone
Bob and Nancy Zapletal

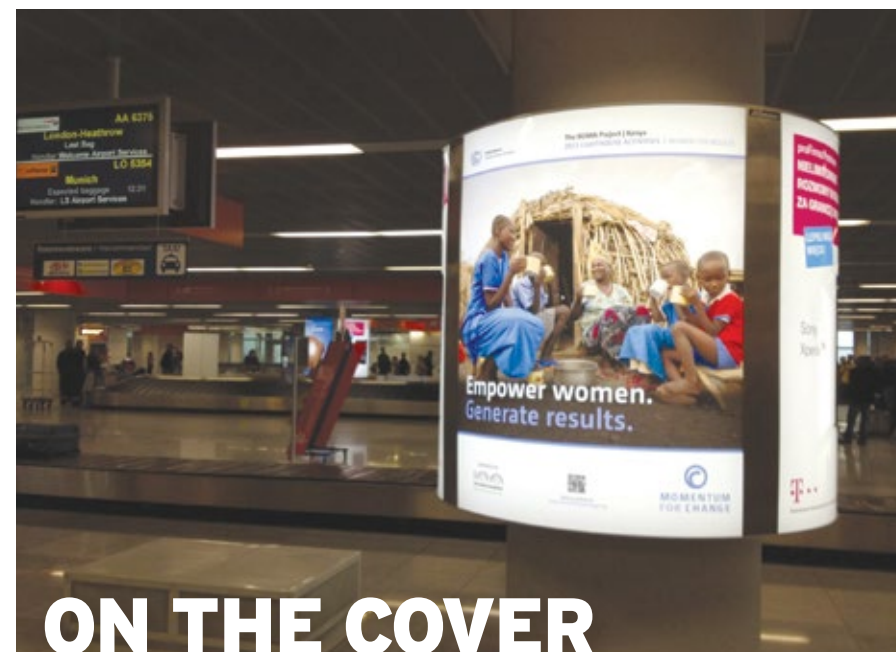
MATCHING GIFT COMPANIES

BayCorp Holdings Ltd
Bill & Melinda Gates
Foundation
Chevron Humankind
FM Global Foundation
HSBC Philanthropic
Programs
Merck Foundation
Microsoft Corporation
Monsanto Fund
Nichols Foundation, Inc.

2013 VOLUNTEERS, GIFTS AND IN-KIND

Anonymous
Baisy Oryx Tours and Travel
Coulson Harney Advocates (Nairobi)
David duChemin
Hosea Kiplagat Galken Edmole
Pam and Phil Galley
Salley Gibney
Google, Inc.
Alix Grubel & Andrea Lolli
Sarah Hadden
International Livestock Research Institute
Kathleen James
Amos Kipyegon
Stephen Klein
Abby Lalor
Nick Maroun & Ben Lamson (WeDidIt)

Jess Meoni
Microsoft
Middlebury College
Teresa Ndirangu
Leslie Noyes Creative Consulting
Ellen Ogden
Julie Oliva
George Orme
Judy Paris
Dr. Andrew Schmid
Jennifer Schmidt
Alpesh Shah
TechSoup
Zsolt Tolgyesi
Jay Weber
Wilderness Lodge / Samburu Lodge



ON THE COVER

The BOMA photo you see on the cover of our annual report was used as a promotional poster during the United Nations COP19 climate-change conference, held in November in Warsaw, Poland. BOMA was honored during the global conference as a UN Momentum for Change “Lighthouse Activity” (see page 14). We spotted this poster — one of many scattered around the city — at the Warsaw airport baggage claim.

LETTER FROM MAMA RUNGU

There is much to celebrate this year, not only in our annual report, but also in the studies on global poverty. According to the Brookings Institution, the percentage of people living below \$1.25 per day has been halved since 1990. Encouraged by this progress, there is now a new and noble goal—to end the worst forms of human poverty in our lifetimes. This is not a dream. It's realistic. And as a BOMA donor, you've joined the global movement to end extreme poverty by 2030.

BOMA's place in this fight is unique: We implement a two-year poverty graduation program that specifically targets ultra-poor women in the drylands of Africa. It's one of the poorest places on the planet, but thanks to your support,

we're winning the fight. An average of 91% of the women who finished our program in 2013 had “graduated” from extreme poverty with the assets, skills and confidence to reach for a better life.

At BOMA, we're fiercely committed to impact. That means we focus on measurable outcomes like improved nutrition and sustainable savings. But how do you measure the pride and happiness of a woman who can now afford to send her children to school? At a recent staff meeting in Kenya, we jokingly proposed that happiness could be measured by the number of times we hear the women in our program singing.

I wish you could be with me when I arrive in a BOMA village to a chorus of beautiful women who welcome us with songs. That is the greatest gift of all.

In gratitude,



Kathleen Colson, FOUNDER AND CEO,
THE BOMA PROJECT

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.



Colson meets with a BOMA savings group in Northern Kenya.

HOW YOU CAN HELP

“We all have a chance to create a world where extreme poverty is the exception rather than the rule. For those of us who believe in the value of every human life, there isn't any more inspiring work underway in the world today.”

Bill Gates

Donate today.
www.bomaproject.org

\$50 sponsor an entrepreneur

\$250 sponsor a business group

\$500 sponsor a mentor

\$1,000 sponsor a village

YOUR IMPACT ►

One year after launching a BOMA business, school expenditures have increased from 400 Kenyan shillings per household per month to almost 4,100 shillings.





“With this business, 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. I want my last-born to reach the highest level. It is the educated ones that come back and help us. Now I must make this happen.”

Marsogoso Galnagale,
BOMA business owner (Matarbah, Northern Kenya)



www.bomaproject.org

US: 802.231.2542

Kenya: 254 (0) 208.009.959

EMAIL: info@bomaproject.org

