

2016 Year in Review

Transformation

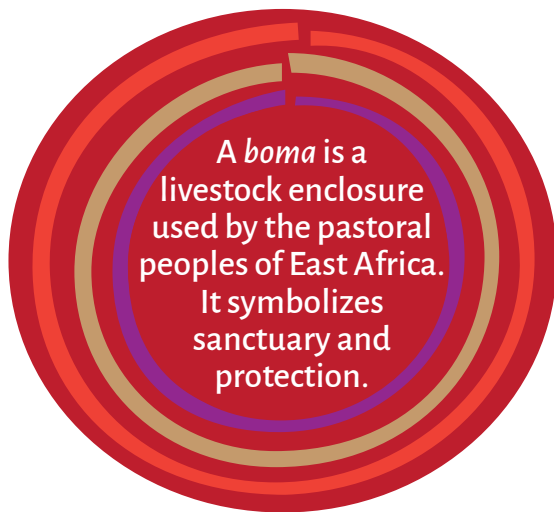
Investing
in
WOMEN
to end
EXTREME
POVERTY



BOMA
PROJECT

Investing in Hope

The BOMA Project works with women who live in extreme poverty in the arid lands of Africa. In one of the poorest places on the planet—the true “last mile” of economic and social isolation—we are empowering women, lifting up families, instilling hope, and transforming the conversation about what is possible.



BY 2030

**NO POVERTY. ZERO HUNGER.
GENDER EQUALITY. CLIMATE ACTION.**

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

“BOMA brings transformational change to women and their families living in extreme poverty in some of the most remote locations. We’re proud to support them in their goal to reach 100,000 women, and hope they reach millions more.”

John T. Stephens
Vibrant Village
Foundation



A Deepening Crisis

In recent years, climate change has driven pastoralist families deeper into poverty across the arid lands.

While the men travel for weeks at a time with the livestock herds, looking for scarce water and grazing terrain, the women and children are left alone in the villages without a stable source of food or income.



During times of drought, herders have to travel farther to find grazing and water, and wells have to be dug deeper.




The harsh effects of climate change are starkly visible in this landscape, shown before (left) and after (right) a drought.



Resilient Families

The Smart Way to End Extreme Poverty

When severe drought descends, humanitarian food aid saves lives but offers only a short-term solution. BOMA's gender-focused program builds long-term resiliency by giving families the resources to survive drought and cope with shocks.

A photograph of a woman in traditional Ethiopian dress, including a headnet and beaded necklace, feeding her three children. They are sitting on the ground in front of a rustic structure with a red cloth hanging on the wall. The woman is smiling and looking at her children. One child is holding a spoon, another is eating from a bowl, and a third is being held in her arms. A large metal pot is visible on the right.

Climate change triggers severe drought in pastoral lands and drives families deeper into poverty.

Every \$1 spent on disaster aversion or mitigation saves \$7 in humanitarian post-crisis aid.*

Gender-focused programs build resiliency and give families the resources to withstand shocks.

Resilient families uplift themselves and their communities, building a pathway out of extreme poverty.

Transformation The Proven Solution

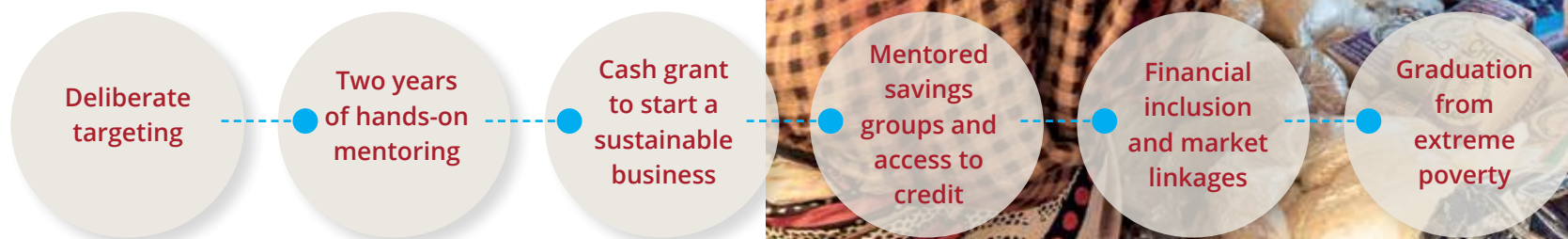
Globally, more than 700 million

people still live below the extreme poverty line (\$1.90 USD per day).* Half of these live in Sub-Saharan Africa. Rigorous studies—including a vast randomized controlled trial involving 21,000 people in six countries—have proven that poverty graduation programs like BOMA's are the most promising solution. BOMA enrolls ultra-poor women in a two-year poverty graduation program and teaches them financial literacy, business and life skills, and provides them a cash grant to start a small business. By earning a sustainable income and establishing savings, they can pay for education and medical care for their families, and withstand shocks and emergencies.

“The success of the approach has spurred governments and development agencies to expand the graduation model to millions of people.”

Innovations for Poverty Action

THE BOMA MODEL



Our Reach

In 2016, BOMA mentored **9,061 women** who support more than **43,000 dependent children** and enrolled **2,550 new participants**.

“BOMA’s data-driven, rigorous and dynamic approach has the exciting potential to reach millions in need across Africa.”

Greg Coussa
International Centre for
Social Franchising

BOMA BY THE NUMBERS SINCE 2009

11,502
women
enrolled

57,510
dependent children
impacted

69,012
women and
children to date

100,000
women and
children by 2018

3,658
businesses
launched

672
savings
groups



Our Impact

BOMA collects extensive data on the women in our program. How are they succeeding? What are their challenges? How have their lives changed in ways we can measure? In a comprehensive 2016 graduation exit evaluation, we found that after two years in our program:

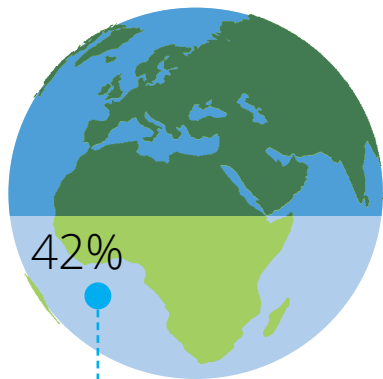
- 94% of women have graduated from extreme poverty
- 98% of women have savings
- 1,478% increase in average amount of savings
- 111% increase in value of average business
- 81% decrease in the number of children going to bed without an evening meal



"When BOMA first came here, we didn't understand business. Now I use the profits from my business to meet household needs, buying food and clothes, restocking my herd, paying school fees and covering medical expenses. I have enough food for my family and I have reduced the burden on my husband. So when he travels far with our livestock, he doesn't have to worry about me and the children back home." *BOMA business owner*



Financial Inclusion



42% percent of women and girls worldwide, approximately 1.1 billion, remain outside the formal financial system.*

“With savings, we can equip our children to achieve what they want to achieve.”

BOMA business owner

PROBLEM: Lack of access to financial services—like a bank account—reduces women’s ability to climb out of poverty, increases their risk of falling deeper into poverty, reduces their ability to fully engage in measurable and productive economic activities, and contributes to their marginalization.

SOLUTION: BOMA helps women open bank accounts so they can save safely, access loans and transfer money securely. We also give women mobile phones so they can access mobile money platforms.



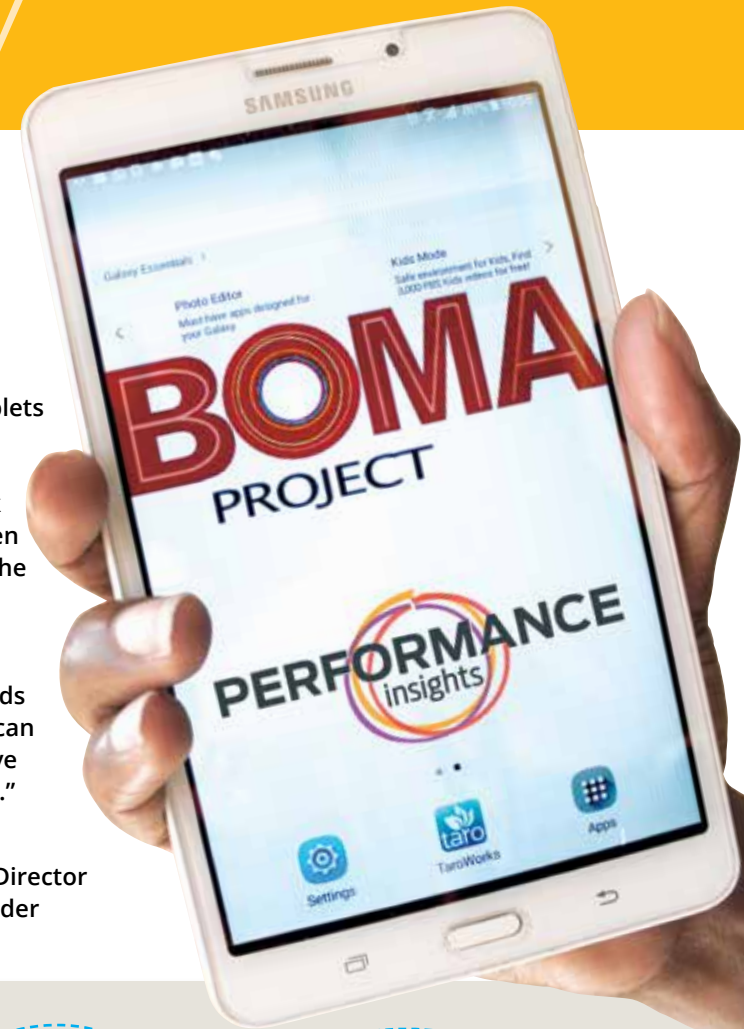
Transformation Technology

BOMA is a global pioneer in the use of technology to drive impact and monitor our work. BOMA was the winner of a Salesforce Force for Change grant award, which enabled us, in partnership with Vera Solutions, to develop a powerful new digital platform, **Performance Insights**. This customized, cloud-based data management and visualization platform allows us to track the real-time performance of participants, businesses and savings groups, resulting in data-driven decision-making and effective monitoring and support for our remote field staff.

"We used to carry a lot of heavy paper around to collect data, and we'd wait weeks to find someone to take the data to the field office. Now I can send all the data in a second!" *Roba Ganya Wosera*,
BOMA Village Mentor

"With our data platform and tablets we can upload information and receive feedback immediately, even when we are in the field. It allows us to evaluate and respond to our participants' needs in real time. We can be more proactive and less reactive."

Kura Omar
Deputy Country Director
& BOMA Co-founder



More efficiently
upload data
from the field

Easily access
& export data

Generate
user-friendly
reports &
dashboards

Track
performance
of our businesses
and savings groups

Provide
rapid response
& targeted trainings to
groups falling behind

Monitor
performance
of our mentors
& field staff

Empowering Women

A 2016 longevity study with women who graduated from BOMA's program between 2013 and 2015 illuminated the transformative long-term impact of BOMA's program on the lives of ultra-poor women. Our recent focus-group discussions with children, husbands, village elders and community leaders tell a story of personal and financial empowerment that transcends our impact statistics.

"Any help that reaches the women will always reach the children. By owning a business, they have helped their children and also the fathers. It has also helped the neighbors. BOMA has helped the entire village." *Husband of a BOMA participant*



Women are taking care of their families: buying food, paying for medical care, sending children to school.



They are mentoring other women, speaking out at community meetings, being consulted by their husbands and having more say in household decisions.



They are planning ahead, so they can survive drought and handle emergencies.



They are expanding their businesses, learning new skills, and earning the respect of their neighbors.

Scaling Our Impact

After four years of refining and testing our model, we are poised to scale our program across the arid lands of Africa, a region that represents 40 percent of the continent. In 2016:

- After two years of negotiations, BOMA signed a contract with the Government of Kenya and the Treasury Ministry's Programme for Rural Outreach of Financial Innovations (PROFIT). We are enrolling 1,600 women in our poverty graduation program as a pilot for integrating this approach into Kenya's social-protection system.
- We signed an agreement with Mercy Corps to replicate BOMA's model in new regions of Northern Kenya and four additional countries across the drylands of Africa: Somalia, Uganda, Ethiopia and Tanzania.
- We partnered with the International Centre for Social Franchising (ICSF), an organization with deep expertise in scaling and replicating social impact programs, to develop a methodical strategy for scaling our program across Africa.

These milestone agreements mean that BOMA has transitioned from making an impact—giving tens of thousands of women the ability to earn an income, build up savings and support their families—to solving a problem that affects millions of women and children across the African drylands.

WHERE WE WORK

- Direct implementation
- Direct implementation & government adoption
- BOMA partner implementation with Mercy Corps
- Projected partner implementation in 2017



ACCOLADES

BOMA is one of four nonprofits worldwide

to pass a rigorous “impact audit” conducted by Impact Matters, a new organization led by Yale economist Dean Karlan that helps donors identify the best return on charitable dollars. Highlights from the audit include:

- **BOMA** delivers a high-quality program
- **BOMA** is a learning and transparent organization
- **BOMA** is committed to rigorous evidence
- **BOMA** is implementing strong quality-assurance measures
- **BOMA** has clear paths for expansion of its program
- **BOMA** “deserves donor funding” and donor dollars “advance BOMA’s mission of improving the lives of ultra-poor women.”



ImpactMatters



The management teams from Nanyuki, Marsabit, Maralal and Vermont offices at a staff retreat in Samburu, Kenya. BOMA now employs 100 team members in Kenya and 7 in Vermont.

OUR PARTNERS

BOMA is grateful to the following foundations and government agencies that supported our life-changing work in 2016.

5DayDeal
Agora for Good
Aid for Africa
Bill & Melinda Gates Foundation
Boeing International
Bohemian Foundation
Dorothea Haus Ross Foundation
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Salesforce Foundation
Segal Family Foundation
Small Foundation
UK Department for International Development (DFID)
Uplift / Erol Foundation
Vibrant Village Foundation

“When evaluating BOMA, Small Foundation was impressed by its professionalism and commitment to impact. These values are visible throughout BOMA’s dedicated team. Even more importantly, these values show in the positive change in women’s confidence and incomes that I was able to see on a recent visit to Samburu County.” *Sally Walkerman, Small Foundation*

LETTER FROM MAMA RUNGU

The CEO of a leading global humanitarian organization recently challenged me to explain why BOMA is different.



That wasn't hard to answer. BOMA stands out in the poverty alleviation field because we're implementing an innovative adaptation of a proven, evidence-based program—poverty graduation—in a unique and important “last mile” space, the drylands of Africa.

Also called the Arid and Semi-Arid Lands (ASALs), it's a distinct geographic swath that covers 40 percent of the continent. In this often-neglected region, destitution and unprecedented emigration are rising as severe cyclical droughts

devastate rural communities. These regions now stand at the epicenter of extreme poverty, chronic hunger, climate change and the marginalization of women and girls worldwide.

BOMA's data-driven model delivers measurable results at the nexus of these challenges. We're also delivering results at the intersection of four of the United Nations Sustainable Development Goals, critical benchmarks the global community is banding together to achieve by 2030: ending extreme poverty, ending hunger, achieving gender equality, and adapting to climate change. By implementing our holistic poverty graduation model in the Sub-Saharan ASALs, BOMA is helping to solve a crisis that reaches far beyond Northern Kenya, where our work began in 2006.

With the sustained support of our donors and funders, BOMA gives women the tools they need to build a pathway out of extreme poverty for themselves and for their families. In a threatened and volatile region, you are helping them not only to survive, but to thrive.

And that is what makes BOMA different.

With gratitude,

Kathleen Colson, Founder & CEO

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We are very grateful to the donors and organizations that supported The BOMA Project from February 2, 2016 to February 1, 2017. 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.

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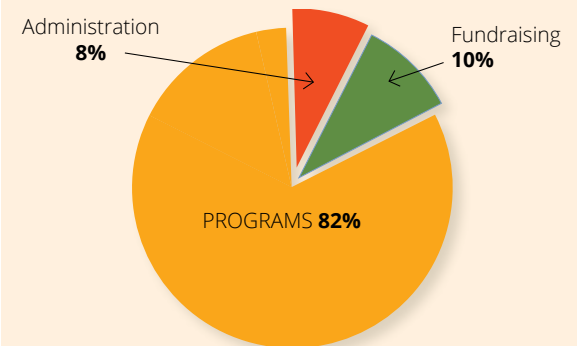
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2016 REVENUES & EXPENSES

Total operating revenues for 2016 were \$2,759,876. \$1,009,654 of revenues received in 2016 are restricted to fund program activities in 2017. Total operating expenses of \$1,925,290 in 2016 are as follows:



Revenues through December 31, 2016

GOVERNMENT	\$ 717,145
INDIVIDUALS	\$ 370,017
FOUNDATIONS/ORGS	\$ 1,672,714

Total Revenue **\$ 2,759,876 ***

** of which \$1,009,654 is restricted to 2017 program expenses*

Expenses through December 31, 2016

PROGRAMS	\$ 1,475,724	77%
EDUCATION AND ADVOCACY	\$ 110,751	5%
Total Program Expenses	\$ 1,586,475	82%
ADMINISTRATION	\$ 144,926	8%
FUNDRAISING	\$ 193,889	10%

Total Expenses: **\$1,925,290 100%**

EIN: 84-1671995

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Transformation

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"It's a privilege to partner with social entrepreneurs who take on the very hardest challenges to solve. I've always marveled at how BOMA's program empowers thousands of ultra-poor women, at the epicenter of climate change, to create a better future for themselves. BOMA is never satisfied with helping a few families a little bit. It's exciting to see BOMA position for rapid scale by enabling other organizations and governments to adopt the REAP model to help tens of thousands of families graduate from poverty forever."

Jane Leu, Founder & CEO, Smarter Good

Investing in Women to End Extreme Poverty

\$150 mentors 3 women for two years

\$300 sponsors a business group

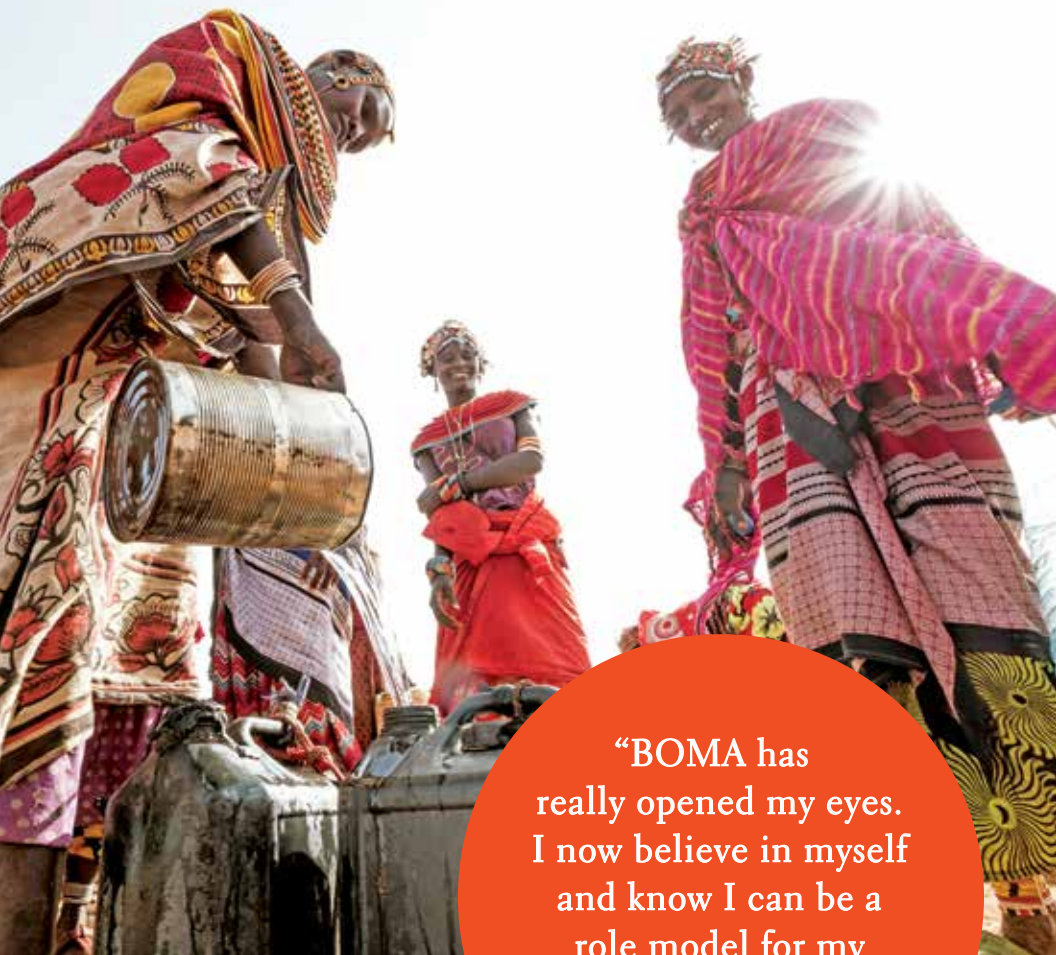
\$500 sponsors a mentor

\$1000 sponsors a village

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“BOMA has
really opened my eyes.
I now believe in myself
and know I can be a
role model for my
children.”

2015 BOMA Graduate

BOMA PROJECT

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