



BOMA PROJECT

2018 ANNUAL APPEAL

This is one of the lives you are changing.



Mutho Ogorgebo was a BOMA participant who graduated six years ago. She is part of the Munya Business Group and Aramia Burriolan Savings Group in Dubsahai Manyatta, Samburu County. "We were among the first groups to be funded by BOMA and we are still doing business. We had nothing before but then we learned how to help ourselves. Now we have businesses, our children stay in school, we don't worry that something will happen. Even the men listen to us now."

"Now we are powerful."

PHOTO: DAVID DUCHEMIN

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The BOMA Project was started with a simple goal: help women in the remote drylands of Africa forge their own pathways out of extreme poverty.

By the time women graduate from our program, their household incomes have doubled. They have a savings program and their children are receiving an education and medical care. They can rely on themselves to care for their families, bringing dignity to their everyday lives.

Our participants are not treated as passive beneficiaries of aid, but as active agents in building their own resilience. We focus on dignity and self-reliance through a program that is delivered by people who live in the communities in which we work. We're also raising the bar on what should be expected from traditional aid programs. With a rigorous commitment to collecting data on every participant in our program through the use of technology, we are bringing transparency to what works, and what doesn't, at a time when we must do more with less as we build a cost-effective approach to poverty alleviation.

To date, you have helped more than 118,000 women and children break the intergenerational cycle of extreme poverty. But we need to do more. We need to transform how humanitarian aid is perceived and delivered. We are setting an audacious goal of lifting one million women and children out of extreme poverty by 2022. To reach this goal, we urgently need your support.

This season of giving, please join us in our march to ending extreme poverty in Africa.

With profound gratitude,

JOHN STEPHENS, *Executive Director*

P.S. Your \$250 investment in BOMA lifts three women and 15 children — 18 people — out of extreme poverty. By providing financial and life skills training, seed capital to launch an income-generating activity, and two years of hands-on mentoring, you can create far-reaching change in one of the poorest places on the planet.

SKIP THE STAMP: Donate online at www.bomaproject.org/donate

For information on the BOMA Board of Directors please go to bomaproject.org/about-us/our-board

Forging a Path Out of Extreme Poverty

BOMA's unique two-year poverty graduation program is a holistic model that focuses on long-term, sustainable success for our participants. Operating at the intersection of four critical UN Sustainable Development Goals—eradicating poverty, ending hunger, promoting gender equality and mitigating the effects of climate change—BOMA is helping to transform the way humanitarian aid is perceived and delivered across rural sub-Saharan Africa.



By giving cash grants, not loans, to start a business, we can help the poorest most vulnerable women start earning income right away.

IMPACT

78.8%
increase in household income

99%
of businesses still operating two years after graduation

*Source: "Increasing Voice, Choice and Agency: An Analysis of BOMA Participants from the Bill & Melinda Gates Foundation Funded Cohort." To read the Analysis and other BOMA studies, please visit www.bomaproject.org/impact/studies/



Holistic training and hands-on mentoring in financial and life skills helps women build financial and social capital.

IMPACT

21%
increase in girls going to school

100%
participants who report being involved in household decision-making went from 16% at baseline to 100% at endline



Six months into our program, women join BOMA savings groups, so they can accumulate capital and take out loans to cover school or medical expenses.

IMPACT

1,748%
increase in savings over the course of two years

63%
decline in children going to bed without evening meal

OUR REACH SINCE JANUARY 2009



19,781

OF WOMEN ENROLLED



98,905

OF DEPENDENT CHILDREN IMPACTED



118,686

WOMEN AND CHILDREN TO DATE



1,000,000

WOMEN AND CHILDREN BY 2022



6,093

OF BUSINESSES LAUNCHED



1,259

OF SAVINGS GROUPS ESTABLISHED



YOUR GIFT IS EXPONENTIAL When individual donors like you give unrestricted contributions to the BOMA Project, it allows us to innovate and improve. In turn, the success of our model is being replicated by governments and other nonprofit partners to help us scale our program across Sub-Saharan Africa. Every dollar donated by individuals helps us leverage \$7 in institutional funding, increasing your impact exponentially. It means that we can reach many more women like Ntiyarin Lelenguiya of Nang'ida Business Group. Ntiyarin and her husband Michael have six children and one grandchild, and used to struggle to feed their family. **"Now my children eat well and we don't worry."**

Give to BOMA today:

Help us lift 1 million women and children out of extreme poverty by 2022

www.bomaproject.org/donate