



# BOMA PROJECT

2019 ANNUAL APPEAL

## This is how we change the world

**“There is nothing new about poverty. What is new, however, is that we have the resources to get rid of it.”**

DR. MARTIN LUTHER KING, NOBEL PEACE PRIZE ADDRESS, 1964

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Questions?  
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**It's been nearly 60 years since Dr. King spoke those words.** In that time, the global poverty rate has steadily decreased, from about 50% to 10% today. That's the good news. The bad news: 750 million people still live in extreme poverty. Half of them live in sub-Saharan Africa, home to the deepest most persistent pockets of extreme poverty and hunger.

In 2019, BOMA enrolled almost 10,000 new women. Those women and more than 50,000 children and dependent family members are now on a path out of poverty and on to a brighter future.



**As a widow** raising five children in Nadala Loosuk in Northern Kenya, Sarah Lelesiit and her family lived in a leaky-roofed hut, and hunger stalked them constantly. Those days are gone. In 2017, Sarah enrolled in the BOMA Project's poverty graduation program and graduated in June 2019 as a proud owner of a bustling livestock business, with steady income and savings. **“Even though I am a widow, I am doing much better than some women with husbands. My children are in school and we have plenty to eat. I have a beautiful house where I can proudly welcome visitors.”**

Dr. King was right. We have the resources to end extreme poverty in our lifetimes. To date, you have helped more than 182,000 women and children break the intergenerational cycle of extreme poverty in Kenya and Uganda. But we need to do more.

In 2020, we aim to enroll almost 17,000 new women like Sarah in our program. And, we have set an audacious goal of reaching 1 million women and children 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.

**Thank you for joining us on this journey. Together, we can change the world.**

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. **Donate online at [www.bomaproject.org/donate](http://www.bomaproject.org/donate)**

# 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/](http://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 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

**30,349**

# OF  
WOMEN  
ENROLLED

**151,745**

# OF  
DEPENDENT  
CHILDREN  
IMPACTED

**182,094**

WOMEN AND  
CHILDREN  
TO DATE

**1,000,000**

WOMEN AND  
CHILDREN  
BY 2022

**10,283**

# OF  
BUSINESS  
LAUNCHED

**1,364**

# OF  
SAVINGS  
GROUPS  
ESTABLISHED



**"Now my children eat well and we don't worry."**

**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.

**GIVE TO BOMA TODAY:**

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

[www.bomaproject.org/donate](http://www.bomaproject.org/donate)