

BOMA PROJECT

2020 Q3 IMPACT REPORT | July through September

Open for Business



BOMA women entrepreneurs have displayed remarkable resilience during COVID-19.

The COVID-19 pandemic tested the resilience of BOMA participants and staff like no other crisis in recent memory. That's why I am so proud of everyone for navigating the past six months in such a creative, resilient and inspiring way. Today, I am proud to report that:

- 1. BOMA's participants are resilient:** At a time when businesses around the world are shutting down, they have worked tirelessly to increase both sales and profits during the pandemic.
- 2. BOMA's staff is resilient:** We put in place strict procedures for all employees that included canceling group gatherings, maintaining social distancing and canceling all non-essential travel. Even with these restrictions, BOMA's mentors and staff were able to go above and beyond in helping our women entrepreneurs survive, and in some cases, even flourish after the outbreak of COVID-19.
- 3. BOMA's strategy is resilient:** Over the past decade, BOMA's Rural Entrepreneurship Access Project (REAP) has been successful in helping participants cope with the shocks of climate change. Today, coupled with our adaptive strategy made up of 3 elements—Assess, Adapt and Advocate—REAP is helping participants navigate the shocks of COVID-19.

Agnes Lekupe is just one of thousands of entrepreneurs who have displayed remarkable resilience over the past six months. Over the last few months, Agnes has been especially concerned about her children.

"With everyone at home during COVID-19, teen pregnancies are on the rise."

Agnes is apprehensive. And yet, she is optimistic. Her daughters tell her she worries too much. They tell her that they see her mother as a role model.

Agnes' primary business (trading cattle at livestock markets) and secondary business (a convenience store) were badly impacted. BOMA's team connected Agnes to the Government of Kenya's National Agricultural and Rural Inclusive Growth Project. Agnes and her fellow women entrepreneurs received funds to build a shed to rear chickens. They were able to make up the loss of income from the closure of their other businesses.



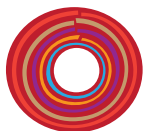
The Oxford dictionary defines resilience as the ability of people or things to recover quickly after shocks. With your support and generosity, Agnes and thousands of other entrepreneurs have been able to do just that. In doing so, they have demonstrated the effectiveness of BOMA's approach. Building resilience is how we end extreme poverty in our lifetimes. Building resilience is how we change the world.

In solidarity,

JOHN STEPHENS, *Executive Director, and the BOMA Team*

OUR IMPACT SINCE 2009

1,325	34,186	170,930	205,116	11,412	1,958
NEW WOMEN ENROLLED IN 2020	TOTAL WOMEN ENROLLED	TOTAL CHILDREN IMPACTED	TOTAL WOMEN AND CHILDREN TO DATE	BUSINESSES LAUNCHED	SAVINGS GROUPS LAUNCHED



ASSESS → ADAPT → ADVOCATE

Since the outbreak of COVID-19, the BOMA team has deployed rapid surveys to assess the real-time impact of the pandemic on our participants, and design effective responses.

BOMA and The Busara Center for Behavioral Economics conducted a survey that sampled 461 women enrolled in BOMA's Rural Entrepreneurship Access Project (REAP) in Isiolo, Marsabit and Samburu counties in Northern Kenya.

The survey was designed to provide insights on how women in these counties were coping with the economic and social aftershocks of the COVID-19 pandemic. More specifically, the survey sought to understand the impact of COVID-19 on individuals and households by examining four criteria: economic, psychosocial, food security, and resource access and utilization. BOMA leveraged the survey's findings to develop targeted interventions and enable participants to stay resilient to the shocks of COVID-19.

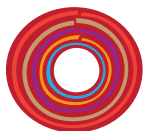
Here are 3 key findings from the survey:

1. Participants have relied on BOMA's mentors to stay healthy during the pandemic. The most commonly cited sources of information about COVID-19 were BOMA Mentors (80%) and Local Media (78%), followed by Neighbors/Relatives (58%), Health Facilities (51%) and Community Health Workers (49%).

How BOMA acted on survey findings: We continue to build upon sanitation trainings that were put in place in February 2020. Trainings will be delivered remotely and in-person—in which case they will be held in strict accordance with the regulations of the Government of Kenya.



BOMA mentor Basili Lonyait shows proper handwashing techniques to the members of a BOMA savings group in February 2020.



2. Participants face deteriorating food security: 66% of women indicated they or someone in their households have had to limit portion size at least 1 day in the past week. 64% of participants indicated they or someone in their households had to reduce the number of meals eaten in a day at least 1 day in the past week.




"After COVID-19 struck, the income from the livestock business went down," says Lydia Lenanguram, a BOMA entrepreneur in Samburu County. "All markets were closed. BOMA's mentors reached out. We connected by phone and discussed the road forward. BOMA was able to connect me to a program that was funding chicken-rearing businesses."

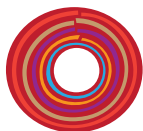
How BOMA acted on survey findings: BOMA's Performance Insights that runs on Salesforce enables us to monitor the performance of several business and nutrition-related criteria in real time. We are leveraging this data to provide timely and targeted interventions that help our participants navigate the pandemic.

3. BOMA's participants are utilizing three strategies to navigate the pandemic. BOMA's participants are navigating the pandemic in three important ways:



Lydia Lenanguram is a BOMA participant in Barsaloi, Samburu County.

Diversifying income streams	Drawing on past savings	Market/Government linkages
Working with BOMA's mentors, participants have diversified to businesses that are not as impacted by COVID-19.	Women entrepreneurs are drawing on the savings accumulated prior to the pandemic to capitalize on new business opportunities.	BOMA's market linkages team are deepening connections between our participants and government and financial institutions.
 <p>After their livestock trading business was impacted following the outbreak of the pandemic, Mercy Lekolo's business group started sewing and selling COVID-19 masks.</p>	 <p>Buke Galgallo drew on the savings from her convenience store business to start a business charging cell phones.</p>	 <p>BOMA's team connected Agnes Lekupe to the Government of Kenya's National Agricultural and Rural Inclusive Growth Project. Agnes and her group used the funds to start a chicken-rearing business and make money.</p>



ASSESS → ADAPT → ADVOCATE



BOMA participants giving feedback on Interactive Voice Recognition at a focus group-- the feedback gathered in these sessions will be used to deliver training remotely through "flip" phones.

BOMA is rapidly adapting its programming to provide mentoring and support to our participants in the time of COVID-19.

BOMA initiated a pilot using Interactive Voice Recording (IVR) technology to deliver remote training and mentorship to REAP participants when in-person mentoring was not possible.

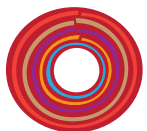
The pilot delivered pre-recorded audio messages in local languages to 405 pilot participants in Ngaremara, Merille, Laisamis, and Logologo. After seven weeks, BOMA conducted focus group discussions in each of the five pilot locations.

In addition to IVR, BOMA will also test radio-based mentorship delivery with 100 REAP business groups (composed of 300 women) in locations without reliable mobile phone networks.

Here are key findings from the program that will inform programming going forward:

IVR is effective	Participants said remote IVR trainings helped them get timely information about COVID-19. They also reported that the trainings were helpful in helping them devise strategies to cope with transport restrictions and market closures.
IVR works – but when it builds on prior connections	Participants said they were excited to hear trainings in the local language in the familiar voices of their mentors. When participants did not hear the voices of their mentors immediately, they often disconnected because they mistook the trainings for telemarketing calls.
Getting the buy-in of husbands and children is critical	Some women did not pick up the phone for fear of upsetting their husbands, who might think they were being distracted from household chores. Involving participants' husbands is critical to the success of the program. In addition, involving children is important, as the tech-savvy youngsters can help their mother navigate the keypad.
Training content delivered through IVR has high recall	Most participants were able to recall training themes and takeaways. The most memorable content in terms of driving recall was related to business diversification, the importance of savings, using digital currency, and staying healthy during COVID-19.

With its Performance Insights platform, BOMA is already an industry leader in using data to enable real-time insights. Now, with remote mentoring, BOMA is rapidly adapting to the unique restrictions imposed by COVID-19, and helping women pursue sustainable livelihoods in the post-pandemic era.



ADAPT: Nuyok

As part of the Nuyok initiative, BOMA is bringing the transformative power of REAP to 545 business groups and 1,635 women in Eastern Uganda. BOMA is collaborating with Catholic Relief Services among other organizations, and the program is funded by the United States Agency for International Development (USAID) Bureau for Humanitarian Assistance.

The goal of the project is to help build resilience to shocks, enhance livelihoods and improve food and nutrition security for vulnerable rural families in four districts of Karamoja through interventions in maternal and child health, nutrition, agriculture and livelihoods, and civil society and disaster readiness.

COVID-19 hit at a particularly inopportune moment, when REAP businesses were only four months into the program, and were facing a livestock quarantine that disrupted many business plans. Because of the pandemic, the awarding of “progress grants” was pushed out by three months. Progress grants are typically awarded to business groups that meet targets for business growth, membership, and business strategy. Progress grants for Nuyok will be disbursed in October 2020.



Members of a BOMA savings group standing next to the poultry farm they constructed for their new business

Adapt: Market Linkages

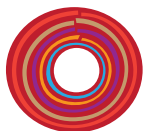
BOMA's market linkages team plays an important role in helping women stay resilient to shocks like COVID-19 in four key ways:

- › **Market linkages:** Connect BOMA's entrepreneurs to wholesalers and traders where they are able to acquire goods for lower prices. This is especially valuable for women entrepreneurs who run convenience stores.
- › **Financial linkages:** Connect BOMA's women entrepreneurs to banks and other financial institutions. This allows them to open savings accounts and apply for loans.
- › **Capacity building:** Train a large number of women on how to run businesses at scale.
- › **Market assessments:** Conduct rapid surveys to understand what BOMA's women entrepreneurs need to grow their business.

BOMA's market linkages team has partnered with the Women Enterprise Fund (WEF) and the Government of Kenya's Climate Smart Agriculture program to offer financial literacy training and enable access to affordable loans.

21 savings groups have so far received KES 21,000,000 (USD \$193,000) in affordable loans from WEF. An additional five savings groups in Isiolo have been approved to receive in-kind donations from the Climate Smart Agriculture program.

As the CARES act in the US demonstrates, receiving stimulus grants from government and financial institutions has been critical to the survival of small businesses. BOMA is enabling women entrepreneurs to access stimulus grants and loans in the drylands of Africa.



PROGRAM UPDATES

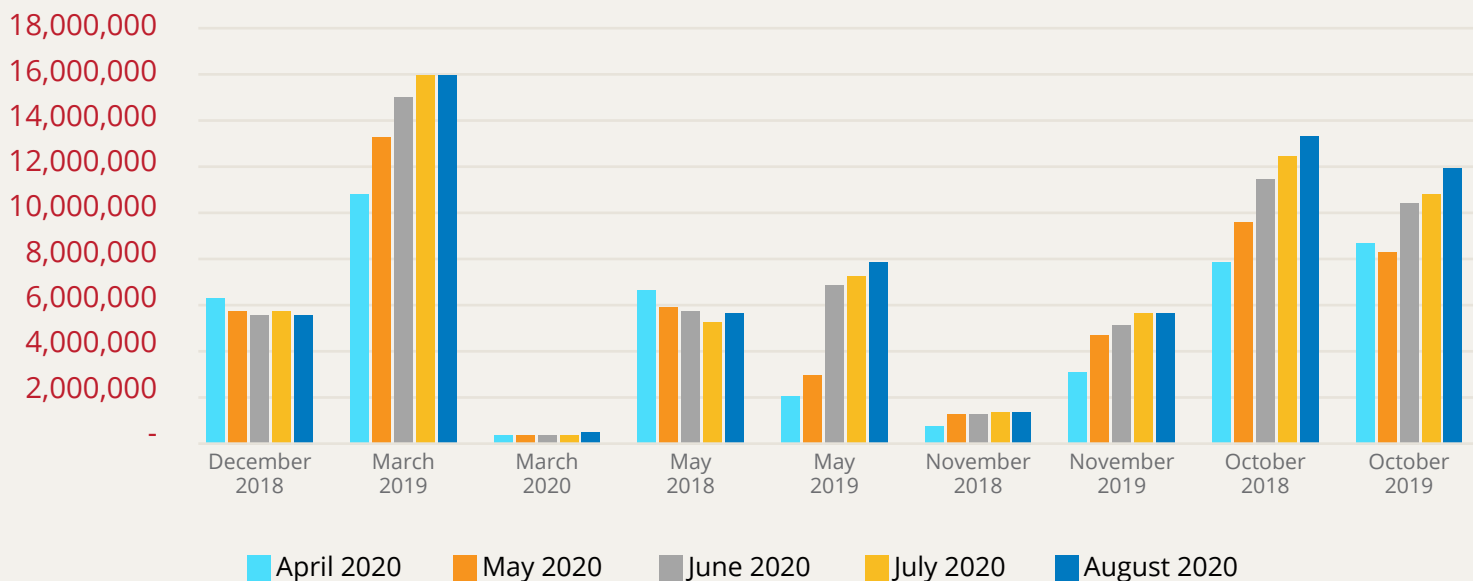
Be it encouraging participants to diversify their businesses or by enabling market linkages, BOMA's mentors have enabled participants to develop sustainable livelihoods during the pandemic.

- **Sales:** Business groups recorded a 5% increase in sales month over month in August 2020.
- **Stock Purchase:** Businesses recorded a 2% increase in stock purchased over the same time period.
- **Savings:** Savings continued to increase over the quarter. The percentage of participants on track with their savings contribution targets remained steady even as the shocks of the pandemic continued to play out.

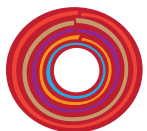


Members of the Bakalcha Business Group in Anono solo

Total Sales by Cohorts in Kenyan Shillings (April - August 2020)



By the end of 2020, BOMA will enroll an additional 3,543 women in three new "cohorts" or groups in Isiolo and Samburu North.



ASSESS → ADAPT → ADVOCATE

Stories of Resilience: Christine Lokidogoi; Single Mother and Landlady Extraordinaire

Christine Lokidogoi is a restless and energetic person. She talks quickly in a tumble of sentences, many of which are the beginnings of remarkable ideas. Christine's energetic outlook is especially remarkable given that she is a single mother of five children.



Christine Lokidogoi standing in front of her two room rental unit.

Prior to BOMA, Christine relied on menial labor to make a living. She washed clothes. She made deliveries. And like so many women in her community, she stood over dark embers of burning wood as she made charcoal. At the best of times, income was unpredictable.

"I wanted a bright future for my children," Christine said. "But I didn't see how I could make this future possible."

Christine was selected as a BOMA participant. BOMA provided Christine with seed capital to start a new business. BOMA's mentors trained her on business and life skills.

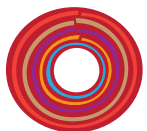
Financial training sessions covered areas like supply and demand, profit and pricing, record keeping, and marketing. Life skills sessions included household decision-making, the importance of educating children (especially girls), family planning, and the rights of women under the Kenyan constitution.

Christine started a business charging cell phones using a solar panel. The business continued to flourish even after she exited BOMA's program.

After graduating from the BOMA Project, Christine used her savings to build a rental unit with two rooms. One of the units has already been rented by a doctor. The additional income from the new renter is welcome. However, what's especially valuable for Christine and the members of the Nasurui manyatta, is the presence of a doctor in their community.

What has Christine done with the additional income? She has purchased a TV. She has enrolled all of her children in school.

"I am now hopeful for the future." Christine said.



ASSESS → ADAPT → ADVOCATE

BOMA is actively partnering with governments, donors, NGOs and the media to better advocate for COVID-19 recovery plans that will meet the economic needs of the ultra-poor in the drylands of Eastern Africa.



Learning From Emerging Markets Entrepreneurs During COVID-19: What Lockdowns Teach Us About Resilience of Finance

How can entrepreneurs in emerging markets build their resilience to the unprecedented challenges of COVID-19? What tools enable them to adapt when everything around them has changed? Wendy Chamberlin at the BOMA Project and Larry Reed at **Soul of Finance** discuss ways to support—and learn from—African business owners during the pandemic.



To Combat Climate Change and Extreme Poverty, Invest in Women

Monica Kundu, Head of BOMA's IT, writes on the **Salesforce.org** blog why we see women as the key—not only to their families, their communities, and their region, but to solving the global problem of extreme poverty and mitigating climate change



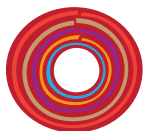
COVID-19: How the pandemic has impacted Kenya's rural communities

Wendy Chamberlin, BOMA Global Director, Programs, talks to **CNBC Africa** about how BOMA's poverty graduation program used to help women combat the impact of climate change is now helping them navigate the shocks of COVID-19.



Three Tips African Women Entrepreneurs Can Teach Us About Navigating Shocks like COVID-19

BOMA Field Officer Aziza Isaack Godana writes on the entrepreneurial blog **She Owns It** about three strategies you can use to navigate unexpected shocks in your life.



Support BOMA's Annual Appeal: Empower More Than 11,000 Women to Start New Businesses and Lift Themselves and Their Children Out of Poverty

During these difficult times, thousands of women entrepreneurs in Eastern Africa are writing powerful and inspiring stories of hope. Climate change has disrupted their traditional livelihoods. But these women are working with BOMA to start new businesses, to send their children to school, and to evolve into leaders within their patriarchal communities.

Visit BOMA's annual appeal page and make a difference in the world – starting today and well into the future: <https://give.bomaproject.org/annualappeal>



WE ARE BOMA

BOMA welcomed two employees and one board member this quarter.



Elsie Mbugua joined the BOMA Board of Directors. Elsie is the Founder of Elcy Investments Ltd with its power subsidiary Leadwood Energy; a specialist energy advisory company focused on renewable energy projects. She is also one of the financial transaction advisors to the Government of Kenya on the country's crude oil and natural gas prospects and is considered a thought leader and a key policy maker in East Africa's energy markets. Elsie started her career as an energy trader and has more than a decade of experience as a physical energy trader for some of the world's largest trading houses—Goldman Sachs and J.P Morgan.

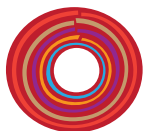


David Kanda joins BOMA as the Pastoral Market Systems and Resource Management Technical Manager (TM). David will be responsible for strategic leadership and implementation of Market Systems and Natural Resource Management activities within BOMA's programs.

He has over 9 years' experience working for development organizations focused on the agriculture and livestock sectors in Kenya. Prior to joining BOMA, he worked for international NGOs such as World Vision Kenya and SNV Netherlands Development Organization. David is an Agricultural Economist with a BSc Degree from Moi University and is also a qualified accountant. During his free time, he loves singing; he is a member of a choir in his local church.



Guyo Wako joins BOMA as a Monitoring, Evaluation, Research and Learning Specialist. Prior to joining BOMA, he has worked with organizations like Mercy Corps, ACDI/VOCA, Land O' Lakes and Fintrac Inc. He has a Masters of Arts in (Monitoring & Evaluation) from the University of Nairobi. During his free time Guyo enjoys the company of his family and friends, globetrotting, sampling new cuisines and learning to get over his acrophobia.



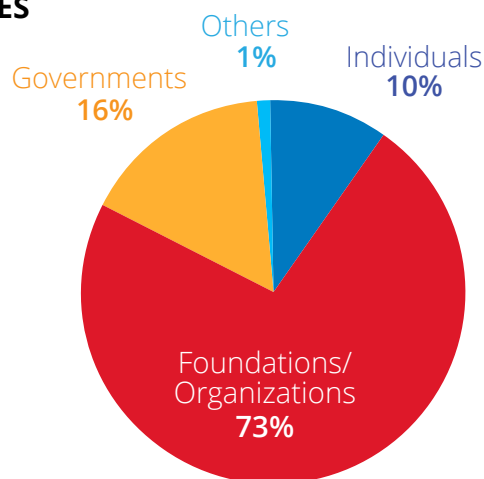
FUNDRAISING AND FINANCE

2020 Q3 Fiscal Year Revenues & Expenses

For the 12 months ended September 30, 2020, **REVENUES** revenues recognized were \$5.1 million and total expenses were \$3.3 million. Revenues include restricted funds for Program Activities temporarily delayed due to travel and other COVID-19 restrictions.

Revenues for the 12 months ended September 30, 2020

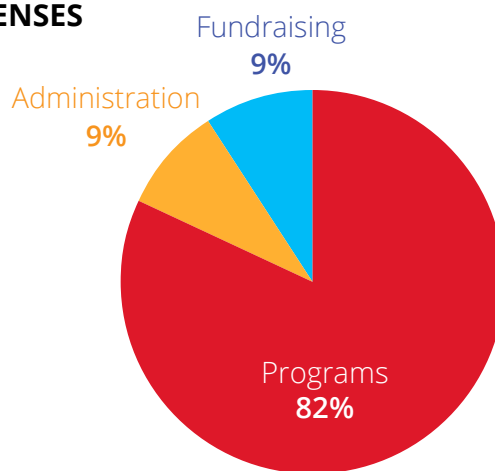
INDIVIDUALS	\$ 518,338	10%
FOUNDATIONS/ORGs	\$ 3,688,525	73%
GOVERNMENTS	\$ 815,541	16%
OTHERS	\$ 38,870	1%
Total Revenue	\$ 5,061,274	100%



Expenses for the 12 months ended September 30, 2020

		% of total expenses
REAP PROGRAMS	\$ 2,515,674	76%
EDUCATION & ADVOCACY	\$ 188,795	6%
Total Program Expenses	\$ 2,704,469	82%
ADMINISTRATION	\$ 310,504	9%
FUNDRAISING	\$ 292,085	9%
Total Expenses	\$ 3,307,058	100%

EXPENSES



NEW FUNDING THIS QUARTER

BOMA received funding from the following foundations and government donors during this quarter:

