

Quarter 3 Impact Report
July to September, 2021

A PERIOD OF GROWTH

BOMA has fully embarked on the path to scale this quarter, following MacKenzie Scott's transformative \$10 million investment in our work and the adoption of a new Breakthrough Strategic Plan to guide the way (learn more on pages 2 - 3).

We've added more than 80 new team members between July and September 2021, all recruited locally and based in our offices in Kenya and West Africa. Cohorts in Marsabit and Samburu were successfully onboarded, meaning that 1,645 new business groups (nearly 5,000 participants!) were enrolled in BOMA's poverty graduation program. An additional 5,415 business groups — comprised of more than 16,000 participants — were targeted for enrollment this fall. COVID-19 numbers in Kenya remained at an all-time low this quarter and, thanks to BOMA's conscious effort to ensure staff vaccination, our organization has proudly achieved a 98.3% vaccination rate.

Ultimately, the astounding achievements of this quarter are just the first steps to reaching BOMA's audacious new impact goal. Through our new Breakthrough Strategic Plan, BOMA is catalyzing MacKenzie Scott's \$10 million unrestricted gift into a minimum of \$90 million to reach three million people living in extreme poverty by 2027. We're targeting new countries and populations in the Arid and Semi-Arid lands of Africa through strategic partnerships, government adoption, and direct implementation in an effort to end extreme poverty in this region in our lifetime.

Nonetheless, I have perhaps been most encouraged by the feedback I've received from BOMA participants. I was particularly impressed by the organization and commitment of Nabulaa Savings Group, made up of six business groups from Nkaroni. These women adapted to a new normal amid the COVID pandemic, shifting their strategy and diversifying their income by crafting and selling woven bags.

"We are so glad for the opportunity that BOMA gave us," said Nabulaa member Mariana Lentini. "We are able to support our families but also come together and support each individual during times of need."

As we prepare to conclude 2021, I want to thank you for the role you have played in what is shaping up to be BOMA's most impactful year ever — until 2022.

In solidarity,

John Stephens, CEO



**OUR IMPACT
SINCE 2009**

46,467

TOTAL
WOMEN
ENROLLED

232,335

TOTAL
CHILDREN
IMPACTED

278,802

TOTAL WOMEN
AND CHILDREN
TO DATE

15,739

BUSINESSES
LAUNCHED

2,296

SAVINGS
GROUPS
ESTABLISHED

BOMA'S RESPONSE TO THE EXTREME POVERTY CRISIS

490 MILLION AFRICAN PEOPLE ARE LIVING IN EXTREME POVERTY, AND MORE ARE PROJECTED TO JOIN THEM.

Now more than ever, there is an urgent need for solutions that build resilience among the most vulnerable. Worldwide, the COVID-19 pandemic has plunged an additional 70 to 100 million people into extreme poverty and climate change threatens millions more. The drylands of Africa are at the nexus of this crisis, facing the compounding impacts of youth unemployment, refugee migration, gender inequality, and climate change. In response, BOMA is ambitiously expanding our proven poverty graduation approach to 9 countries and 3 million women, youth, and refugees by 2027.

A BREAKTHROUGH STRATEGY



Adapting to new populations

BOMA's focus is evolving to emphasize **resilience-building programs for vulnerable populations** including women, youth, populations impacted by climate change & COVID-19, refugees, and internally displaced persons (IDP's).



Expanding to new countries

BOMA is expanding to new countries through **Direct Implementation, Government Adoption & Strategic Partnerships**. Targeted countries include Nigeria, Chad, Ethiopia, and Burkina Faso with strong criteria and rigorous due diligence.



Honing REAP for scale

To expand at this scale, BOMA will place a new emphasis on **Government Policy Influence**, outline a structure for **Multi-Country Expansion**, and pursue the development of a **Center for Poverty Graduation and Resiliency Excellence**.



Building a delivery structure

BOMA's model will be optimized for **adaptability and affordability**. Areas of focus include reducing per-participant costs, diversifying financial & market linkages, bolstering research & evaluation, and continued innovation through Performance Insights.

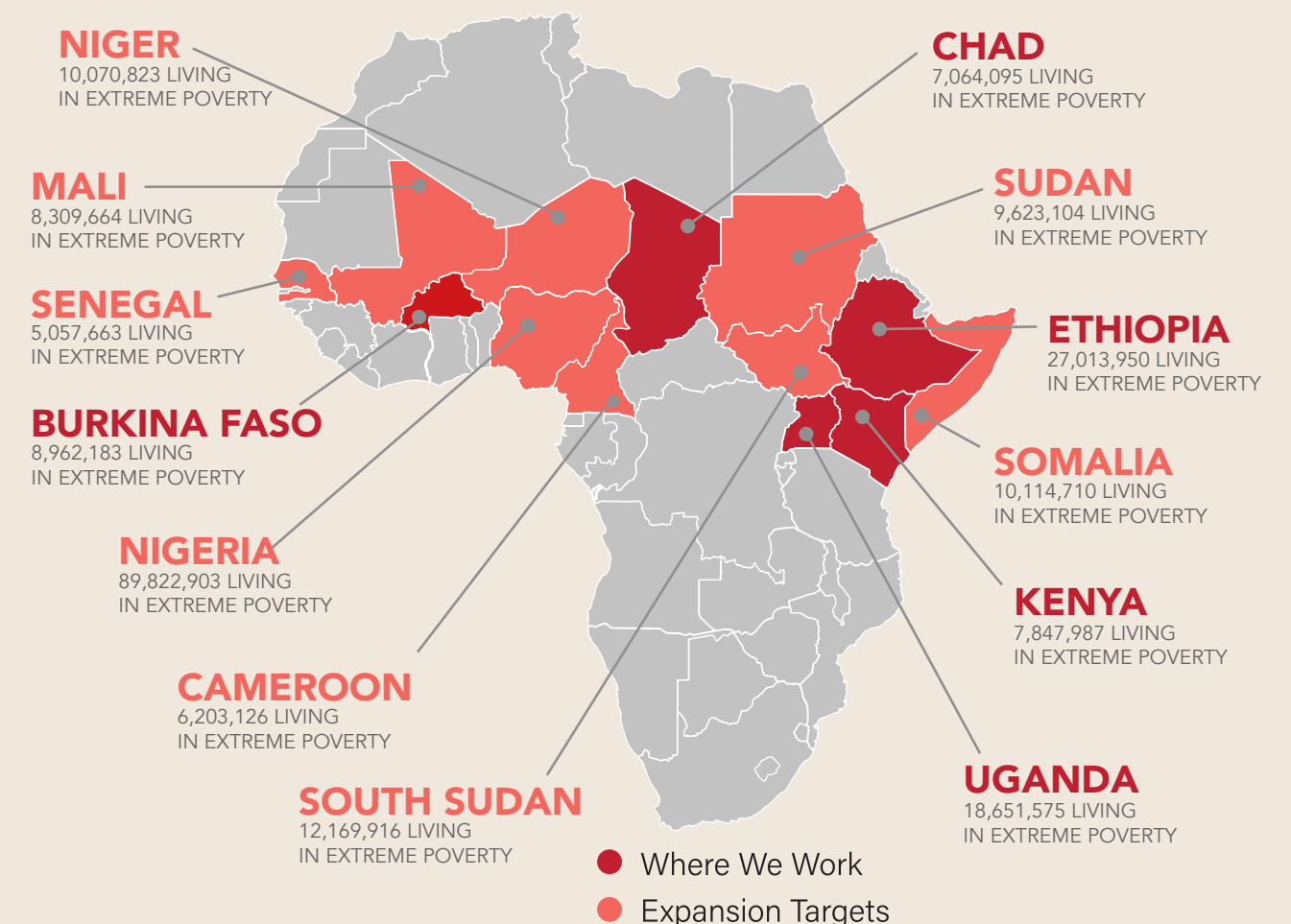


Inviting funders to support our work

Mackenzie Scott's investment offers an unprecedented opportunity to invite support from funders. To reach 3 million by 2027, BOMA will need at least **\$90 million for program delivery, structural capacity costs, and breakthrough investments**.

TO ACHIEVE AMBITIOUS GOALS

BOMA's expansion throughout the drylands of Africa will be driven by strategic partnerships, government adoption, and direct implementation. BOMA's mission is to provide the people & governments of Africa's drylands with economic inclusion programs that increase resilience to multiple crises. Ultimately, our goal is to end extreme poverty in Africa's drylands.



REAP FOR YOUTH



*BOMA AND SKC STAFF MEETING
WITH SEED PARTICIPANTS IN ISIOLO.*

Africa is the youngest continent. More than 60% of Africa's population is under the age of 25. This is a vibrant, diverse and talented group with immense potential. Yet, youth account for 60% of Africa's unemployed. Youth trapped in a cycle of poverty, unemployment and hopelessness are vulnerable to radicalization and present fertile recruiting grounds for terrorist groups like Al Shabab and ISIS. In Kenya, the problem of youth radicalization is particularly pernicious in northern counties along the Kenya, Ethiopia, Somalia and Sudan border.

This quarter, BOMA, in partnership with **Smart Regional Consultants** and the County Governments of Marsabit and Isiolo, launched a new adaptation of our model — Sustainable Entrepreneurship and Economic Development (SEED) for Youth — to solve the problem of youth unemployment and radicalization. Our first step? Listening to local communities. Recently, BOMA staff gathered with a large group of young men and women in Isiolo to hear their feedback before enrolling 2,400 youth in this program. Through SEED, our young participants will graduate from extreme poverty and establish 800 youth-led enterprises. Up to 7,200 youth will be connected to employment through these businesses and, ultimately, more than 40,000 people will benefit from SEED.

Drawing on BOMA's proven REAP model, SEED is designed to improve youth access to productive assets, address the labor demand and supply mismatch in the workforce, and reduce youth vulnerability to economic, health and climate-induced shocks. SEED aims to create sustainable youth employment through the establishment of — and engagement of youth in — profitable enterprises.

SEED will address four key challenges that hinder youth participation in markets: limited access to seed capital and low risk-taking culture, lack of affordable and relevant business support services that help the youth grow their enterprises and raise finances, and a lack of market and financial linkages to help the youth navigate through the market effectively and expand their enterprises. To address these challenges, BOMA will provide training and mentorship on basic entrepreneurship, seed capital and assets to launch viable startup enterprises, and a range of business services and training. Additionally, BOMA will facilitate access to market and financial products. SEED will utilize a robust Participatory Targeting Approach, market analysis and opportunity assessments, and seed capital of KES 50,000 (USD \$500) to each participating business group.

Our participants will exit with successful businesses and reliable incomes, access to credit, and an increased capacity to support household members.

PROJECT NAWIRI

Acute malnutrition has persisted at emergency levels in Kenya's arid and semi-arid lands, even when a households' access to food and quality healthcare increases. With nearly 75 percent of the population living in poverty, less than 70% of households have acceptable food security scores and only 25% or less of children aged 6-23 months receive a minimum acceptable diet. Children, adolescent girls, and women of reproductive age suffer from preventable and treatable diseases, which compound their vulnerability. Acute malnutrition, particularly in women of reproductive age and adolescents, reinforces inter-generational cycles of extreme poverty.

USAID Nawiri, a five-year Development Food Security Activity (DFSA) funded by USAID's Bureau of Humanitarian Assistance (BHA), aims to go beyond humanitarian assistance to sustainably reduce levels of Persistent Acute Malnutrition (PAM) in Samburu and Turkana counties. Through a consortium led by Mercy Corps and composed of Save the Children, Research Triangle Institute (RTI), BOMA, African Population & Health Research Center (APHRC), and Caritas Lodwar, BOMA has undertaken research to inform an evidence-based implementation strategy. Within this wider effort, BOMA is tasked with adapting its Rural Entrepreneur Access Project (REAP) approach to contribute to nutrition resilience. REAP utilizes the graduation approach, a sequenced, layered set of interventions, aiming to meet the multidimensional needs of ultra-poor households.

This quarter, BOMA led workshops exploring the potential for REAP to be adapted to lead to improved nutrition outcomes in Turkana and Samburu Counties. Under Nawiri, four potential prototypes for nutrition-focused adaptations to BOMA's REAP model have been developed through a Human Centered Design Process. This includes a blended approach, in which younger and older women work together to share knowledge and skills, adaptations to increase male engagement, cooking demos intended to diversify the utilization of available foods to meet dietary needs, and finally "Mentor 2.0," designed to include nutrition-sensitive education in the training provided to BOMA and Nawiri participants.

TRAINING FOR USAID NAWIRI
PARTICIPANTS IN KENYA



EMPOWERING REFUGEES

THE BIDI BIDI REFUGEE
SETTLEMENT IN WEST NILE,
UGANDA



Many of the extreme poor living in the ASALs are refugees or IDPs and members of the host communities. The global refugee population has more than doubled in the last decade and at least 100 million people have been forced to leave their homes over the last ten years. Today, sub-Saharan Africa hosts more than 26% of the world's refugee population, a number that has soared in recent years due to protracted wars and conflicts in the Central African Republic (CAR), Nigeria and South Sudan. In response, BOMA is developing adaptations of REAP for refugees alongside our partners in Chad and Uganda.

In Chad, BOMA is providing technical assistance to **Caritas Switzerland (CACH)** to support a poverty graduation pilot through the Inclusive Development of the Host Zones (DIZA) project. The DIZA program, funded by the European Union (EU) Trust Fund for Africa and the French Development Agency (AFD) aims to improve the living conditions of local and displaced populations in eastern and southern Chad — including refugees, internally displaced persons (IDPs) and returnees — through support for sustainable economic development.

This quarter, BOMA and CACH finalized a feasibility study and graduation design for the DIZA Program. Pending final review and approval, the initial pilot will target approximately 1,000 refugee, IDP, returnee, and host community households using BOMA's proven 3-person business groups.

In Uganda, BOMA is providing technical assistance to **Caritas Switzerland** and its local partners, including **The Agency for Accelerated Regional Development (AFARD)**, and the **International Union for Conservation of Nature (IUCN)**, to design and implement a three-year program to improve the economic and social security of refugees displaced from their homes. This program is currently being implemented in Uganda's West Nile region and the Bidi Bidi Refugee Settlement.

A total of 450 participants — supporting more than 2,250 dependent children and family members — were targeted for upcoming cohorts in the West Nile Region this quarter, through BOMA's broader fall cohort targeting process. Through this process, approximately 16,245 new participants supporting more than 81,225 dependent children and family members have been targeted for enrollment in REAP throughout various regions and programs.



CLIMATE RESILIENCE

The drylands of Africa represent the last mile of extreme poverty, economic isolation and entrenched patriarchy. BOMA has long served populations impacted by climate change, and our REAP model has consistently delivered results in resilience, food security, shock preparedness, and human capital investment — all of which contribute to climate resilience.

In a project funded by the **Climate Justice Resilience Fund** and **Whole Planet Foundation**, BOMA is also working closely with county governments to train women in climate resilient management of land, water, and pasture. BOMA's mentors will also empower women with the leadership skills they need to work with government policy makers and shape climate resilience policies. 2,100 women entrepreneurs will be able to generate sustainable livelihoods at the end of the program.

This quarter, BOMA mentors rolled out Natural Resource Management training modules with all REAP savings groups in Samburu County. As part of the project, women entrepreneurs are also being enrolled in NRM committees, so that they can have a direct say in shaping local climate policy and make decisions on the allocation of natural resources. 397 women enrolled in 13 NRM committees already have exclusive rights to various natural resources such as wood and medicinal plants that can now be managed in an eco-friendly manner.

BOMA entrepreneurs have also enrolled in local community forest associations this quarter, giving them a direct role in shaping local climate policy and deciding how community resources should be protected. REAP already provides participants with sustainable livelihoods, which decreases their reliance on resource-intensive livelihoods. Now these women will also help protect their local landscapes, including the Kirisia Forest in Samburu County, Kenya.

*THESE BOMA PARTICIPANTS ARE ALSO ACTIVE
IN THEIR LOCAL COMMUNITY FOREST
ASSOCIATION, THANKS TO THE KNOWLEDGE &
SKILLS GAINED THROUGH THEIR TRAINING IN
NATURAL RESOURCE MANAGEMENT*



LAUNCHING WITH MOBILE MONEY

BOMA IS LEVERAGING MPESA TO IMPROVE SECURITY AND FINANCIAL LINKAGES

BOMA recently kicked off direct implementation in Turkana County. Along with the establishment of a new field office in Lodwar, 1,680 new participants were enrolled in the graduation program. Although BOMA has worked in Turkana before, providing technical assistance to Mercy Corps in the USAID-funded Livestock Market Systems (LMS) project, this marks the first time BOMA is directly implementing the Rural Entrepreneur Access Program (REAP), in the region.

REAP programming begins with the disbursement of an initial grant that helps kickstart the participants’ businesses and ensure their commitment to the program. Previously, the disbursement took place in person, with BOMA having to contract agents who could carry the cash securely. But this year, BOMA has shifted its grant disbursement to a remote system called Mpesa.

Mpesa is a digital wallet that allows for easy access to payments and transfers. In Kenya, over 90 percent of the population owns a mobile phone, and 3G network reaches more than 83 percent of the country, meaning that even the most remote and vulnerable communities can have access to banking and mobile money. When each new BOMA participant is enrolled, they receive a

phone and SIM card registered to their personal ID number. BOMA then distributes the grant to each new phone number. The timing of the disbursement is coordinated with Mpesa agents, who act as in-person ATMs. As soon as the women receive the money on their new phone, they can take out the cash they need from these agents.

Mpesa agents allow those in rural areas to access cash quickly and easily. In the most remote areas, money transfers only take an average of eleven minutes from start to finish. Widespread accessibility, along with convenience and speed make mobile transfers the most effective and efficient payment method.

Using Mpesa also minimizes risk. Where previously BOMA incurred the cost of hiring agents to travel with large amounts of cash, and were liable to theft or attack, digital transfers eliminate the possibility of asset loss or harm.

As new participants began their journey on the path to resilience, recent graduates in Turkana reflected on their experiences with the graduation approach. xCOVID-19 posed additional challenges for cohorts enrolled over the past two years, and

although the complications of the pandemic delayed their exit, it also bred innovation. A business group running a duka in Turkana shifted to a barter system when customers became unable to pay with cash. They traded their stock for homemade brooms and wood. When the women sold these goods to wholesalers, they were able to make back what their customers owed.

Their business was so successful that they became the first women in their village to buy their own goats. Customarily, women in their community are not allowed to own livestock, but their newfound assets and successful business management skills earned the village’s respect. With their own resources, they had the freedom to challenge norms and to make important decisions for their household and their community.

When asked whether they faced backlash for defying tradition, they said no, explaining, “Men respect empowered women.”



BOMA BOARD MEMBER
ELSIE MBUGUA
CELEBRATING GRANT
DISBURSEMENT IN
TURKANA



PARTICIPANTS CAN
NOW RECIEVE REAP
GRANTS ON THEIR
MOBILE PHONES



BOMA PARTICIPANTS
SHOWING OFF THEIR
MOBILE PHONES

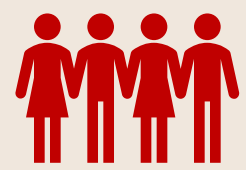


BOMA IS GROWING!

WE WELCOMED MORE THAN 80 NEW STAFF THIS QUARTER

BOMA hired 88 new team members between July and September, bringing our total staff count to 228 employees in Kenya. This represents a 52% growth from last quarter!

				
CAROLYNE KARIMI PEOPLE OPERATIONS COORDINATOR	NANCY MATU PEOPLE OPERATIONS OFFICER	LISA CHAO DATA ANALYST	CHRISPIN KARIUKI DATA ANALYST	GEORGE WASHINGTON DATA ANALYST
				
MARY WALI MGODA KSEIP MENTOR SUPERVISOR	MUREGA JULIUS KSEIP MENTOR SUPERVISOR	BARNABAS BARMIN KSEIP MENTOR SUPERVISOR	GALGALLO SABDIO KSEIP MENTOR SUPERVISOR	STANLUS MUKWATE KSEIP MENTOR SUPERVISOR



IN ADDITION TO THE ABOVE, 78 NEW MENTORS JOINED TEAM BOMA THIS QUARTER! NEW CLUSTER OFFICES HAVE OPENED IN TURKANA, ISIOLO AND WAJIR.

BOMA CEO JOHN STEPHENS IN THE FIELD WITH BOMA STAFF

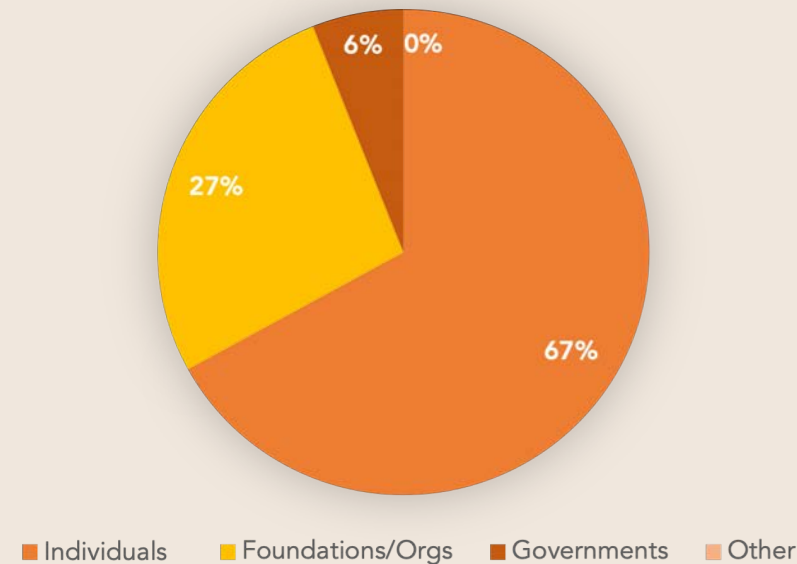
FUNDRAISING AND FINANCIALS

REVENUES AND EXPENSES FOR Q4, FY21

For the 12 months ended September 30, 2021, revenues recognized were \$15.6 million and total expenses were \$5.5 million. Revenues include a one time extraordinary gift of \$10 million from philanthropist MacKenzie Scott.

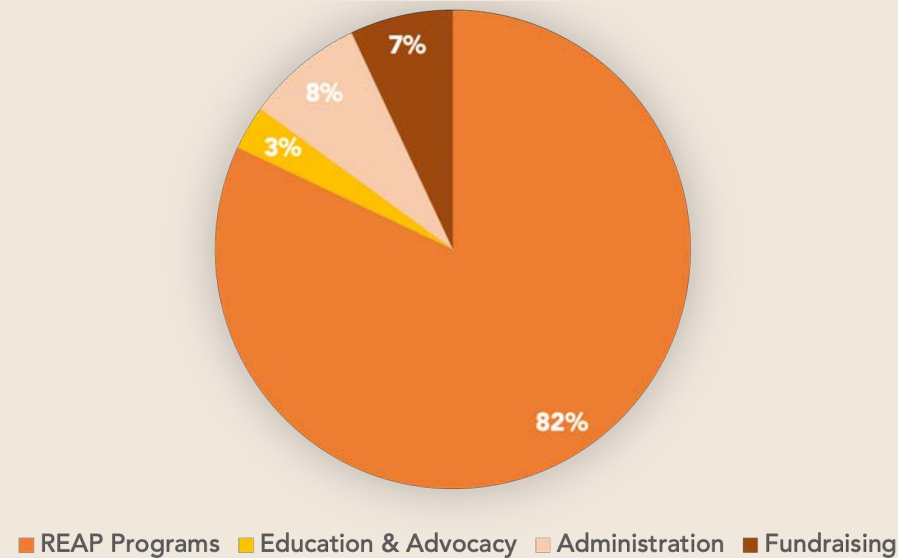
Revenues for the twelve months ended September 30, 2021

INDIVIDUAL DONORS	\$10,453,656	67%
FOUNDATIONS/ORGS	\$4,146,212	27%
GOVERNMENTS	\$971,049	6%
OTHER	\$72,854	0%
Total Revenue	\$15,643,771	100%



Expenses for the twelve months ended September 30, 2021

REAP PROGRAMS	\$4,471,828	82%
EDUCATION/ADVOCACY	\$178,229	3%
PROGRAM EXPENSES	\$4,650,057	85%
ADMINISTRATION	\$431,831	8%
FUNDRAISING	\$408,043	7%
Total Expenses	\$5,489,931	100%



NEW FUNDING

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



ANONYMOUS FOUNDATION (SEED FOR YOUTH PROGRAM)

THE QUARTER IN NUMBERS

PARTICIPANT’S LOANS

\$4,932,396 KES

PARTICIPANT’S TOTAL INCOME

\$18,004,875 KES

PARTICIPANT’S SAVINGS PROGRESS

\$42,120,488 KES

BUSINESS GROUP MEETINGS

12,029

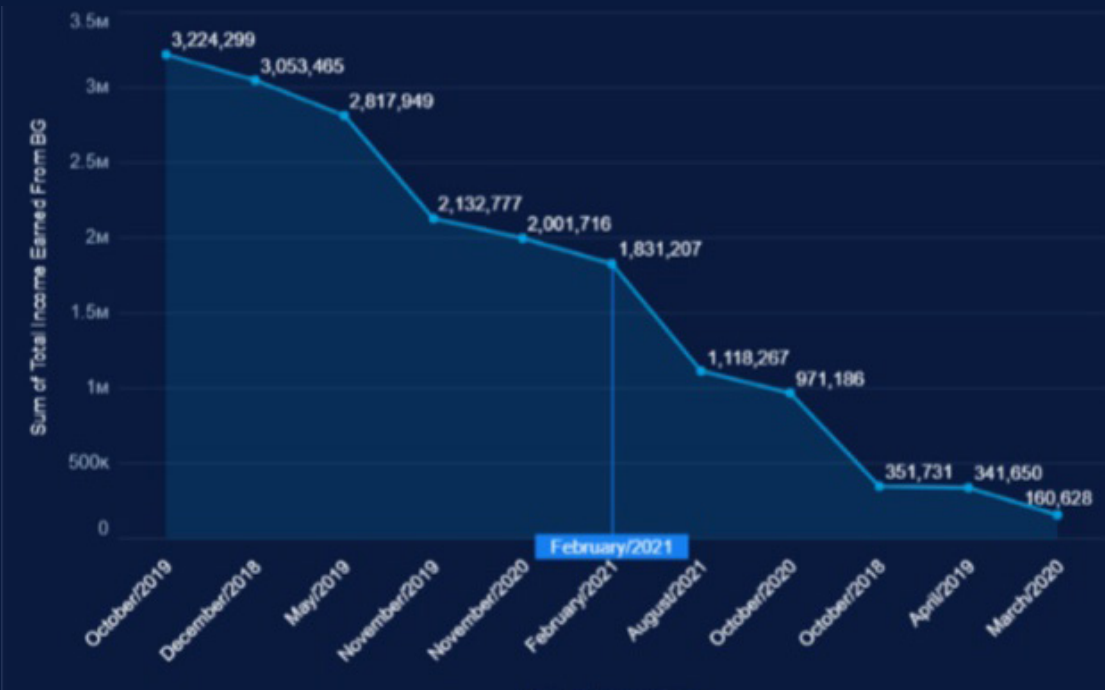
SPOTCHECK MEETINGS

104

SAVINGS GROUP MEETINGS

1,939

FINANCIAL GAIN FROM BUSINESS GROUPS



PURPOSE OF GRANT



TOTAL BUSINESS VALUE

