

BOMA

ANNUAL REPORT

2021





AMBITIOUS GOALS

BOMA IS ON A MISSION TO POSITIVELY TRANSFORM THE LIVES OF **3 MILLION PEOPLE** IN BY **2027**. TOGETHER, WE BELIEVE THAT WE CAN END EXTREME POVERTY IN AFRICA'S DRYLANDS — FOR GOOD.

LIMITLESS POTENTIAL

A PIVOTAL MOMENT

490 MILLION PEOPLE IN AFRICA ARE CURRENTLY EXPERIENCING 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 meeting a pivotal moment for both our organization and the world at large. We’re ambitiously expanding our proven poverty graduation approach across Africa’s drylands to lift 3 million women, youth, and refugees out of extreme poverty — defined as living on less than \$1.90 per day. Together, we believe we can build lasting resilience to end extreme poverty.





THE BOMA DIFFERENCE

BOMA PROVIDES THE PEOPLE AND GOVERNMENTS OF AFRICA’S DRYLANDS WITH ECONOMIC INCLUSION PROGRAMS THAT INCREASE RESILIENCE TO MULTIPLE CRISES INCLUDING CLIMATE CHANGE, COVID-19, AND REFUGEE MIGRATION. OUR GOAL IS TO END EXTREME POVERTY IN THE DRYLANDS OF AFRICA – FOR GOOD.



TARGETING COMMUNITY ENTRY

Community led development is, and always will be, part of BOMA’s core values. We identify new BOMA participants through a three-pronged approach entailing community consultation, ranking through BOMA’s unique targeting tool, and baseline surveys conducted by trained, independent enumerators.



TRANSFER SEED GRANTS

Each business receives a seed capital grant of \$200 to launch the enterprise. A second, performance-based conditional cash transfer of \$100 is distributed at six months, following a satisfactory progress report by the Mentor. As of 2021, all cash transfers are now done via mobile money.



TRAINING SKILLS FOR SUCCESS

Mentors provide training and coaching. Financial training sessions cover supply and demand, profit and pricing, record keeping, marketing, savings, borrowing lending, planning for long-term expenses, and investing. Life-skills sessions include household decision-making, educating children, family planning, & natural resource management.



MENTORING OVER TWO YEARS

A BOMA Mentor assembles business groups of three qualified women and helps them launch their businesses, then visits each business monthly to provide ongoing support. Mentors are a key aspect of BOMA’s program delivery and contribute powerfully to the success of BOMA participants.



SAVINGS BUILD OVER TIME

At six months, Mentors assemble 3-5 business groups into savings associations, whose members meet monthly to deposit or withdraw savings. Mentors work with each group and deliver micro-trainings for the remaining 18 months. These savings can prove critical in helping participants weather shocks like drought or disease.



LINKAGES FINANCIAL SERVICES

All BOMA savings groups are registered with County Social Services, facilitating their ability to access formal financial institutions and services. Depending on access, BOMA also helps participants open personal bank accounts. All participants are provided with a mobile phone and connected to M-PESA, a mobile money-transfer service.

REAP entails 16 to 24 months of sequenced interventions with a clear exit strategy and rigorous criteria for success. Communities nominate their poorest, most vulnerable members, who then form small business groups, learn how to draft a business plan, and receive a cash grant to immediately start a small business. New entrepreneurs receive financial and life skills training and are mentored for two years to manage and grow their business. They also contribute to a savings pool, which they can access as needed to cope with shocks or to invest in expanding their business.

Participants have “graduated” from poverty when they meet their benchmarks for food security, sustainable livelihoods, shock preparedness, and human and social capital.

RELENTLESS

PROGRESS

IMPACT SINCE 2009

354,690 WOMEN AND FAMILIES IMPACTED
59,115 ENTREPRENEURS EMPOWERED
295,575 CHILDREN REACHED

1400% AVERAGE
INCREASE IN SAVINGS

147% AVERAGE
INCREASE IN INCOME

80% OPERATIONAL
AFTER 5 YEARS



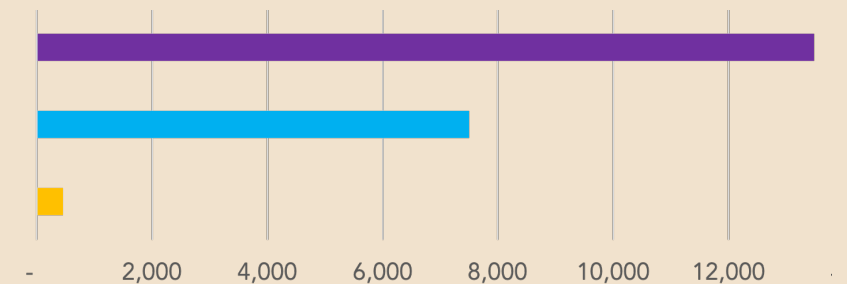
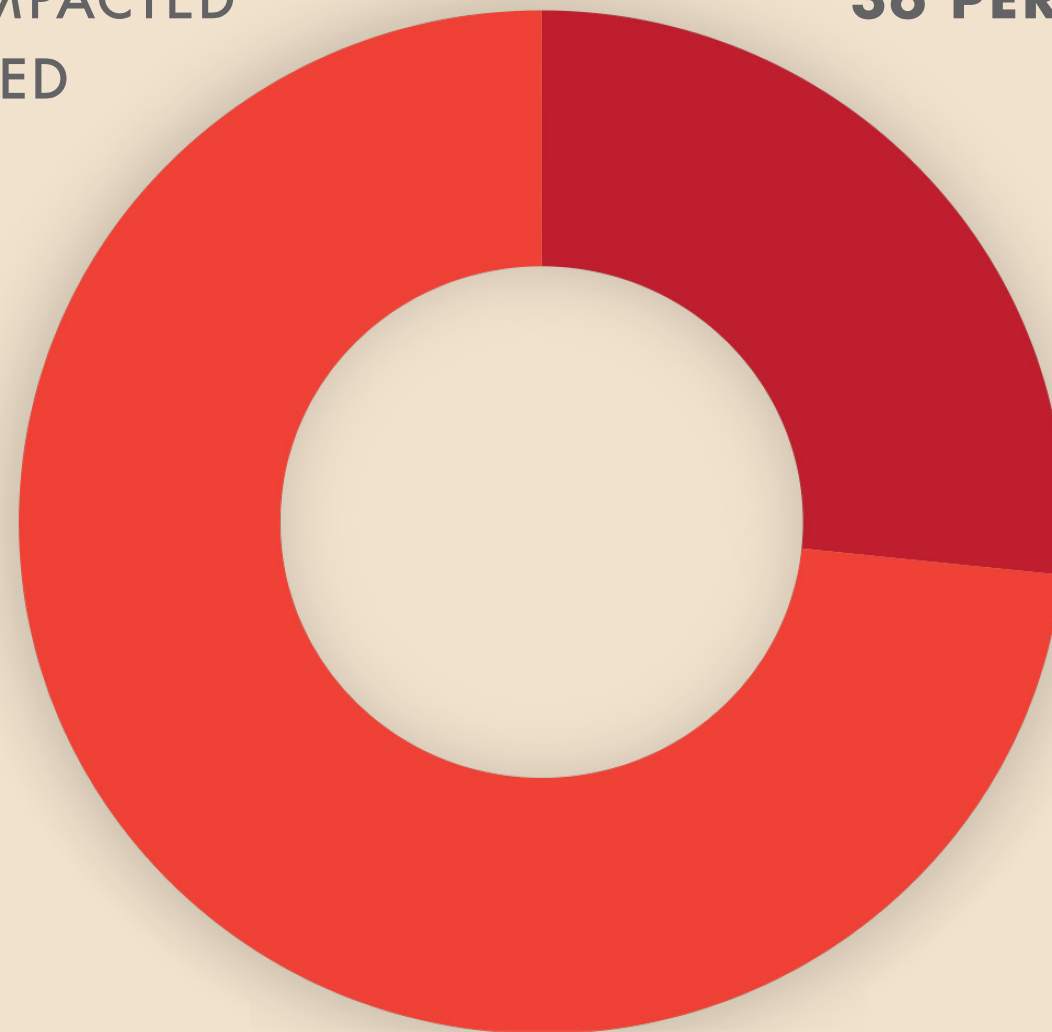
19,564 BUSINESSES
LAUNCHED



3,500+ SAVINGS
GROUPS FORMED

BOMA'S IMPACT IN 2021

36 PERCENT OF OUR CUMULATIVE IMPACT
21,432 ENTREPRENEURS ENROLLED
128,592 LIVES TRANSFORMED



13,482 PEOPLE REACHED THROUGH DIRECT IMPLEMENTATION

7,500 PEOPLE REACHED THROUGH GOVERNMENT ADOPTION

450 PEOPLE REACHED THROUGH STRATEGIC PARTNERSHIPS



7,144 BUSINESSES
LAUNCHED



594 SAVINGS
GROUPS FORMED

TRANSFORMATIONAL INVESTMENT

"We chose to make relatively large gifts to [these organizations] both to enable their work, and as a signal of trust and encouragement, to them and to others. Would they still benefit from more? Yes. Generosity is generative."

MacKenzie Scott

In June 2021, The BOMA Project received a transformational \$10 million investment from author and philanthropist MacKenzie Scott. This "Big Bet" on BOMA allows us to invest in building organizational capacity and program innovation, expand to new countries and populations in need, and set an even more ambitious goal — to triple our impact and lift 3 million people out of extreme poverty by 2027. Reaching this audacious impact goal would require BOMA to raise \$72 million between 2021 and 2027. Our path to scale depends on continued investments from our current partners, and bringing in more unrestricted Big Bet funding like Ms. Scott's investment.





GREEN REAP

Green REAP builds on BOMA's poverty graduation approach to help communities adapt to climate change and mitigate the impact of extreme weather events like drought. This adaptation uses green enterprises to graduate women and youth out of extreme poverty; creates an enabling environment for sustainable resource management and climate-neutral enterprises; and integrates Indigenous knowledge and practices into natural resource management while mobilizing vulnerable populations to participate.

BOMA's preliminary pilot data shows that Green REAP not only offers cost-effective, Indigenous solutions to exit extreme poverty, but simultaneously increases biodiversity, protects fragile ecosystems, helps agro-pastoralist communities adapt to climate change, supports global climate goals, and has the potential to prevent and mitigate humanitarian emergencies and population displacements.



AFTER TWO YEARS (2019-2021):

- 60% of participants have shifted away from extractive livelihoods and into sustainable green enterprises (ex. tree nurseries, aloe and honey production)
- 60% of participants have joined their local community conservation group are taking the lead in forest management and restoration
- Deforestation has reduced dramatically
- More than 30,000 tree seedlings have been planted

REAP FOR REFUGEES

The global refugee population has more than doubled in the last decade. At least 100 million people have been forced to leave their home 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 the Central African Republic (CAR), Nigeria and South Sudan. Forced into unfamiliar environments, refugees often lack access to the most basic human rights. Refugee populations are characterized by:

- **Food insecurity:** Over 10 million refugees around the world are dependent on food aid. Since the outbreak of COVID-19 in March 2020, the World Food Program estimates that access to food rations has dropped by 30%.
- **Lack of Reliable Livelihoods:** The Joint Interagency Assessment for 2018 found that 51% of refugee and 14% of host community households lack a reliable source of household income.
- **Low security:** As is most often the case, vulnerable populations such as children are most severely impacted. To give just one example, due to a massive influx of refugees from neighboring countries, there has been a 70 percent increase in children living on the streets in Uganda since 1993, with millions working in exploitative conditions.

In response, BOMA is adapting REAP to meet the needs of extremely poor refugees, displaced people, returnees and host communities. In engagements in Chad, Uganda, and soon in Cameroon, these adaptations vary based on the specific program requirements, needs, livelihood and market context, and layering with program elements that are provided by various actors within the humanitarian system.





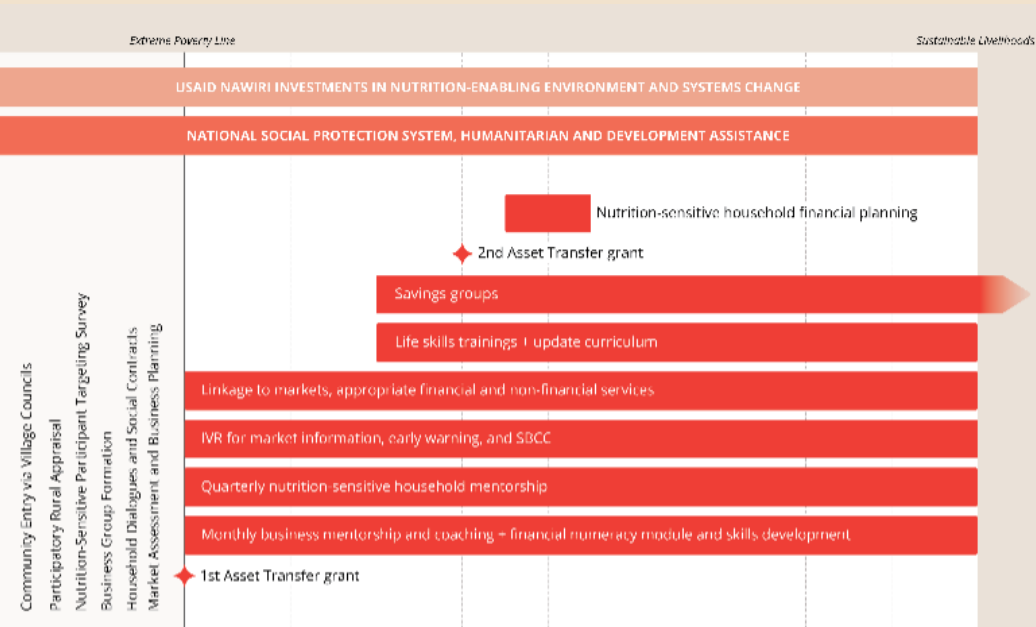
REAP FOR NUTRITION

The REAP for Nutrition approach prioritizes targeting and enrollment of women with children under five years old and households that are currently or have previously experienced child malnutrition. Other adaptations include engagement of households, including men and children, in formation of a nutrition-oriented household plan alongside the REAP business plan. Both plans will create a basis for mentorship and monitoring throughout the program.

REAP for Nutrition also involves measuring and maximizing the potential for REAP to be a source of nutrition resilience for the wider community. To this effect, REAP for Nutrition cohorts will involve intentional layering with and investments in key food and sanitation value chains (i.e. milk and fresh vegetables), and REAP businesses will have the opportunity to act as an important distribution network for these products at the last mile. REAP businesses that engage in nutrition-related income generating activities may apply for additional innovation grants and training opportunities to further nutrition goals.

REAP for Nutrition (R4N) Model

R4N leverages USAID investments in the Nawiri project, a RFSA in drylands Kenya that uses cross-cutting governance, gender, and structural social and behavior change strategies to create an enabling environment for nutrition. R4N modifies the RFAP targeting approach to focus on households who are extremely poor and also affected by or at risk for malnutrition. R4N engages whole households, including men, in key program components. It integrates innovations that strengthen participants' nutrition-related knowledge, skills, and practices and increase access to health, social services, and affordable nutritious foods. R4N will improve nutrition outcomes for women who are directly enrolled in R4N, as well as for their children under two years of age, other household members (including men), and the wider community.



REAP FOR YOUTH

Africa is the world's youngest continent, with 60% of its population under the age of 25. Many economies struggle to accommodate the influx of youth into the workforce, leaving 10-12 million young people to compete for only 3.1 million jobs each year. In Kenya, despite overall economic growth, almost 40% of young people, or 5.3 million youths, remain unemployed.

BOMA is addressing this crisis by adapting REAP to address the needs of vulnerable youth in rural areas of Marsabit and Isiolo. In both counties, over 50% of young people are unemployed, and the lack of economic opportunity has led to an increase in radicalization.

The 12-month Sustainable Entrepreneurship and Economic Development (SEED) Project for Vulnerable and Marginalized Youth program involves the same six steps as REAP, with certain adaptations tailored to the youth participants. While the classic REAP model enrolls 100 percent women, SEED is enrolling an equal number of men and women, ages 18-34.

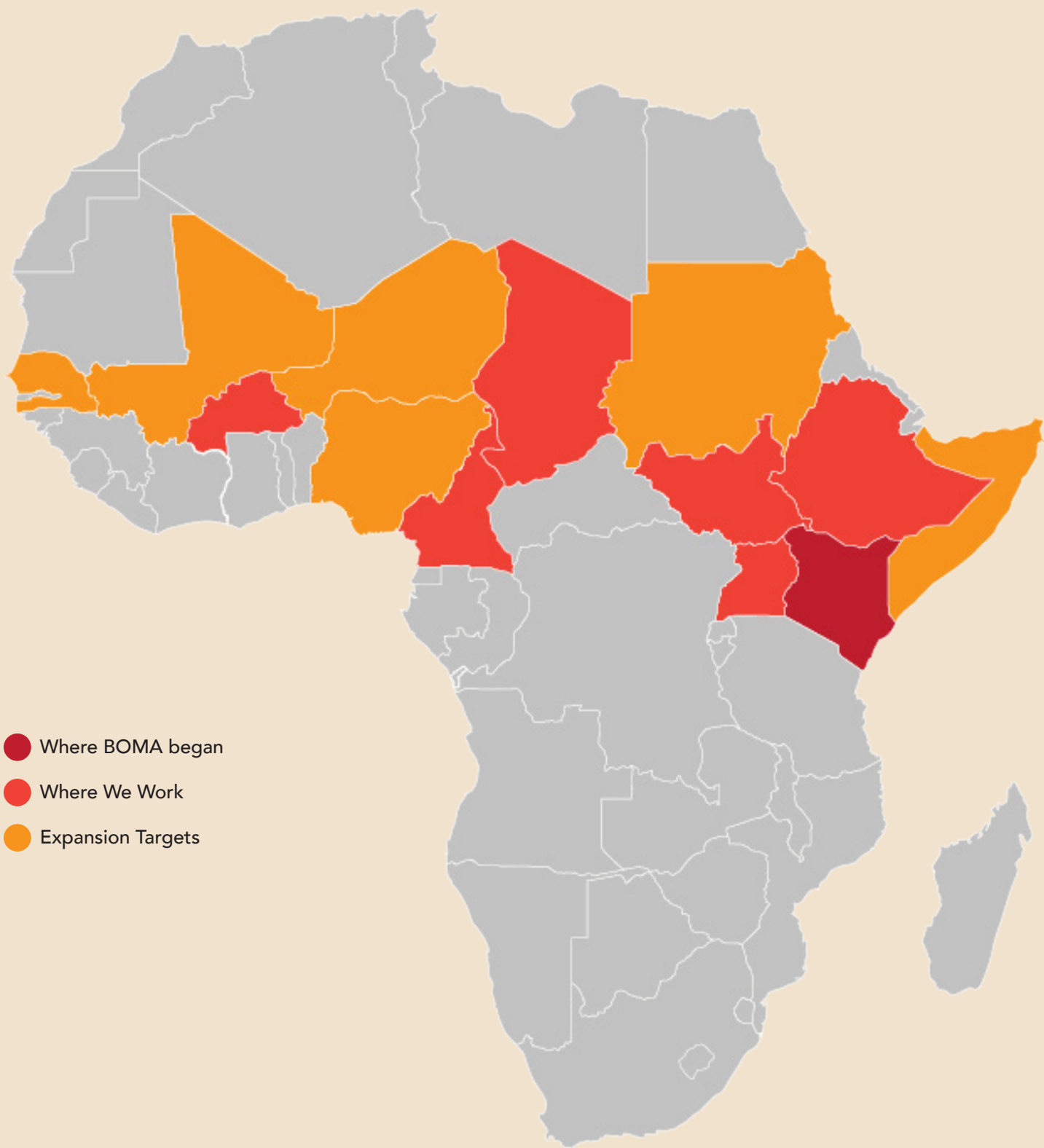
The overall timeline is condensed, with participants spending 12 months enrolled from business launch to exit. BOMA is partnering with Smart Regional Consultants (SRC) to provide enhanced business training, coaching, and business development services. Our participants will exit with successful businesses and reliable incomes, access to credit, and an increased capacity to support household members.



BOMA and SRC staff meet with SEED participants in Oct. 2021



GROWING GEOGRAPHICALLY



KENYA

7,847,987 IN EXTREME POVERTY

BOMA is rapidly expanding our programs, presence, and team in Kenya — where our work began in 2009.

UGANDA

18,651,575 IN EXTREME POVERTY

BOMA began working with Swiss Caritas in Uganda in 2021 to serve refugees and IDPs, with a specific focus on children’s well-being.

SOUTH SUDAN

12,169,916 IN EXTREME POVERTY

BOMA has completed program design and is preparing to launch new gender-focused programs in South Sudan.

NIGERIA

89,822,903 IN EXTREME POVERTY

BOMA is researching and vetting opportunities to launch REAP in Nigeria by 2027.

SENEGAL

5,057,663 IN EXTREME POVERTY

BOMA is researching and vetting opportunities to launch REAP in Senegal by 2027.

SUDAN

9,623,104 IN EXTREME POVERTY

BOMA is researching and vetting opportunities to launch REAP in Sudan by 2027.

CHAD

7,064,095 IN EXTREME POVERTY

BOMA began working with Swiss Caritas to serve refugees and IDP’s through the Development of the Host Zones (DIZA) project in southern Chad.

ETHIOPIA

27,013,950 IN EXTREME POVERTY

Alongside Swiss Caritas, BOMA completed new program design for refugees in Ethiopia. We are preparing to launch in Ethiopia this year.

BURKINA FASO

8,962,183 IN EXTREME POVERTY

BOMA has completed program design and is preparing to launch new programs in Burkina Faso this year.

NIGER

10,070,823 IN EXTREME POVERTY

BOMA is researching and vetting opportunities to launch REAP in Niger by 2027.

MALI

8,309,664 IN EXTREME POVERTY

BOMA is researching and vetting opportunities to launch REAP in Mali by 2027.

SOMALIA

10,114,710 IN EXTREME POVERTY

BOMA is researching and vetting opportunities to launch REAP in Somalia by 2027.

GOVERNMENT

For the BOMA model to be truly sustainable, it must be incorporated into government social safety nets. This year we were proud to see:

- BOMA's REAP model and poverty graduation approach integrated into the Kenya Social and Economic Inclusion Program (KSEIP);
- Under the auspices of the Kenya Ministry of Labor and Social Protection, we expanded the BOMA model into four new counties in Kenya reaching 7,500 households. The phase two of KSEIP will reach more than 30,000 households in 13 counties;
- Under KSEIP we are also strengthening the capacity of the national government in Kenya to implement REAP and poverty graduation, including building the skills of the District Labor and Social Protection;
- Marsabit and Isiolo counties included the BOMA poverty graduation approach in their County Development Plans.

ADOPTION



PERFORMANCE INSIGHTS

BOMA IS A GLOBAL PIONEER IN THE USE OF TECHNOLOGY TO INFORM DATA-DRIVEN DECISION MAKING IN THE IMPLEMENTATION AND MONITORING OF OUR POVERTY GRADUATION APPROACH, REAP.

Our proprietary innovative data management and visualization platform, Performance Insights, provides real-time information on both program participants’ and field staff’s progress. This year, BOMA collaborated with Rippleworks to develop a flexible framework to adapt REAP and Performance Insights to new populations including youth and refugees.

Performance Insight’s enables BOMA to:

- More efficiently **UPLOAD DATA** from the field
- EASILY ACCESS** & export data
- GENERATE USER-FRIENDLY** reports & dashboards
- TRACK PERFORMANCE** of our business & savings groups
- Provide **RAPID RESPONSE** & targeted trainings to groups falling behind
- MONITOR PERFORMANCE** of our mentors & field staff

BOMA was the winner of a Salesforce Force for Change grant award, and developed Performance Insights in partnership with Vera Solutions. Today, BOMA is adapting Performance Insights into new languages including French and Amharic and to serve new adaptations of REAP.





RESEARCHING RESILIENCE

BOMA teams up with the UC Davis Feed the Future Lab to evidence the impact of our approach in building resilience for the most vulnerable

Climate change and the Covid-19 pandemic have compounded extreme poverty worldwide, and the situation is dire in the drylands of Africa. The World Bank estimates that Covid-19 will push an additional 115 million people into extreme poverty — defined as living on less than \$1.90 per day — worldwide by the end of 2021. By 2030, another 100 million people are expected to be driven into extreme poverty by the impacts of a changing climate.

Since 2018, BOMA and the **UC Davis Feed the Future Lab on Assets & Market Access** have teamed up to study two of the most promising solutions to the problem of extreme poverty: BOMA’s trademark poverty graduation program known as the Rural Access Entrepreneur Program (REAP), which has lifted more than 354,000 women and children out of extreme poverty since 2009, and an innovative climate insurance policy designed to increase resilience to environmental shocks like drought and flooding. Together, researchers are hopeful that these approaches have the power to prevent women — who are often the hardest hit by environmental and economic shocks — from falling deeper into extreme poverty during times of drought.

The results are promising in a new midline report from the

UC Davis research team. From the study’s inception in 2018 to February 2020, savings increased by 467% for women who have participated the longest. Household income increased by 25 percent, and business assets grew 71 percent on average. Interviews with participating women during this time indicated that their participation in REAP and the insurance program had improved both their health and economic well-being.

Midline results regarding the REAP Model suggest a 250% return on investment.

The research project continued through 2021 in Samburu county, Kenya, where BOMA has had a presence for more than a decade. The Samburu people are at the frontlines of climate change impacts, which may eventually force many of the world’s poorest to become climate migrants. Northern Kenya has become hotter and drier in recent years, with increasingly intense and unpredictable cycles of drought and flooding. While the Samburu have traditionally lived as pastoralists, these changes have made such livelihoods nearly impossible. Approximately 58 percent of people in Samburu county live on less than a dollar a day, meaning drought can often result in a crisis entailing loss of livestock and income. With no safety net, such crises can trap families in poverty for generations.

“When we first started our work in [Samburu] it was estimated at that time that something like 40 percent of the population was living on under 50 cents a day, which is about one-fourth the level of what’s considered being really poor in the global economy,” said Michael Carter, who directs the UC Davis Feed the Future Innovation Lab for Markets, Risks and Resilience, funded by the U.S. Agency for International Development. “This makes it hard for children to grow up well-nourished. If they have the opportunity to go to school, it’s hard for them to learn. It’s a recurring cycle of poor parents and poor children.”

“At BOMA, we’re confident that extreme poverty is a solvable problem,” said BOMA CEO John Stephens. “Our team is working to expand BOMA’s poverty graduation model to new countries and populations throughout the drylands of Africa to lift millions out of extreme poverty, so this evidence of impact is crucial.”

BOMA’s poverty graduation model has long identified women as a key component to ending extreme poverty, providing some of the poorest populations in Northern Kenya with a sequenced series of interventions including grants to begin businesses and then grow them, support structures through business and savings groups, training and mentoring, and linkages to formal financial services. Women often start grocery, craft, or agricultural businesses.

Additionally, BOMA utilizes a proprietary data collection platform called Performance Insights to ensure that participants are using their newfound income to feed their families, send all children to school regardless of gender, and save for the future. Past studies have shown that BOMA’s REAP model can raise living standards by 20 to 30 percent.

During a 2019 drought, women enrolled in BOMA’s REAP program and the insurance program fared better than those were not. At the height of the Covid Pandemic, 99 percent of BOMA participants grew and diversified their income.

“As the drought got worse, the women lost some income but insurance offset that almost shilling for shilling,” Carter said. “I’m hopeful that these programs can help us address deep poverty and craft sustainable solutions.”

This research should be able to answer numerous important and generalizable questions around the design and implementation of integrated, efficient social protection programs to the benefit of policy-makers and development agencies worldwide.

LASTING IMPACT



NKASPAN LENTIPO

“I had only three goats and two cows. Now I have 20 goats and seven cows. Our kids go to school. I can buy medicine for my kids, my husband and even the livestock if they are sick.”



LOMELO LESILLO

“Today, there are two things I am proud of. One is I was able to buy livestock for my son, which allows him to marry. I also have a child that is now in secondary school.”

MIDLINE RESULTS INDICATE:

250% RETURN ON INVESTMENT

467% INCREASE IN SAVINGS

71% INCREASE IN ASSETS

25% INCREASE IN INCOME

KENYAN WOMEN STEP UP TO SAVE A FOREST

This piece by Peyton Fleming was originally published in Yale 360 Magazine in July, 2021

Like their Samburu ancestors going back to the 15th century, Pamela Lonolngenje's family has been literally on the move for hundreds of years. One of around a half-dozen semi-nomadic tribes in the vast drylands of northern Kenya, the family spent years shifting locations to find water and grazing land for their goats and cattle, their primary source of income.

Yet land conflicts, deadly cattle disputes with neighboring tribes, and drier, more drought-prone conditions due to climate change forced the family eight years ago to sell its livestock and move into the nearby Kirisia forest, a critical ecosystem for local populations during dry seasons and droughts. Their only income was collecting and burning firewood to make charcoal — a back-breaking task that earned them about \$9 a week. It was also untenable due to government crackdowns on illegal logging in the national forest which, at 226,000 acres, is larger than New York City.

Today, Lonolngenje is protecting trees she once would have cut down. She is among 550 Samburu women whom the government has tasked to safeguard a large swath of the dense mountainous forest that gets around two feet of rain annually due to its 7,000-foot elevation. Surrounded on all sides by parched, barren land and the occasional scraggly tree, Kirisia is the only source of reliable water for the nearly 150,000 people living in the area, as well as for the rich array of wildlife, including elephants, zebras, and Masai giraffe.

Lonolngenje is part of an unusual climate adaptation project that is helping once-marginalized Samburu women earn money and manage a vital natural resource as climate change disrupts the environment around them. Instead of razing trees, they are now planting them. When they enter the forest, they do


so in groups to ensure that everyone follows strict stewardship rules. They also participate at the top levels of the forest management association.

"I'm really happy to be out of the forest — I'm also happy that women are taking part in decision-making," said Lonolngenje, a 30-year-old mother of four, who lives just outside the forest and runs a small food kiosk with two other Samburu women. She still collects firewood in the forest twice a week, but she only uses wood from fallen trees. "I no longer cut trees down."

Lonolngenje's newfound stewardship responsibilities are part of a broad shift of changing gender roles in northern Kenya and other parts of sub-Saharan Africa. As traditional livelihoods for men, such as livestock herding, have eroded, women have been forced to earn money for the first time. Facing worsening droughts, Samburu men leave for months searching for pasture or for new jobs, oftentimes in cities. That leaves women not only to manage the household but also to earn enough money to live in their partner's absence.

In some cases, the women's opportunities are being aided by the growing willingness of governments to let local populations manage their natural resources — a strategy borne out by studies showing they are better custodians. This has been particularly true in Kenya, where community groups are playing a prominent role in managing major forests. Other African countries, particularly Tanzania, also are embracing this approach.

For advocates concerned about climate change's disproportionate impacts on poor and marginalized populations, especially women, these are welcome shifts.



"Because of BOMA, I now know that protecting the forest doesn't mean we have to give up on our livelihoods. We can actually make more income by taking care of the land that is our home."

Pamela Lonolngenje,
BOMA Entrepreneur

“Samburu women, along with their children, often struggle the most when climate change and other factors are making their traditional lifestyle more challenging,” said Heather McGray, director of the Washington, D.C.-based Climate Justice Resilience Fund (CJRF), which helps fund the forest project. “This project is really exciting as a climate adaptation model. It’s putting power in their hands.”

Northern Kenya — and the 310,000 Samburu people who live there — is experiencing many of the most damaging impacts of climate change. From 1985 to 2015, average temperatures in Kenya rose by 1.8 degrees F, with higher increases occurring in arid and semi-arid regions in the north, according to a 2018 Kenya climate profile. While overall precipitation levels have remained unchanged, rainfall patterns are dramatically different. Annual rainy seasons are shorter and less reliable, while intense rain events are more frequent. As a result, drought and extreme flooding events are increasing.

“BEFORE, THERE WAS A LOT OF SMOKE BECAUSE SO MANY PEOPLE WERE MAKING CHARCOAL. NOW, NOBODY IS BURNING CHARCOAL BECAUSE SO MANY PEOPLE IN THE COMMUNITY ARE WATCHING.”
PAMELA LONOLNGENJE, BOMA PARTICIPANT

Hotter conditions, combined with intense population and land pressures in this fast-growing country, are taking a toll on northern Kenya’s montane forests — called “water towers” because of their ability to store water during rainy seasons and release it slowly during dry periods. Among the biggest problems is deforestation.

“The inconsistent precipitation patterns have affected the forests’ regenerative capacity, especially in terms of forest cover,” said Sam Owilly, a climate adaptation expert and BOMA’s Kenya director. “The more frequent droughts also push people to take cover in the forests, leading to additional degradation.”

From 1973 to 2015, Kirisia forest lost 21 percent of its tree cover, with the biggest losses being indigenous species like rare sandalwood and red cedar, which is hugely popular for firewood and building materials, according to a University of Nairobi study that cited charcoal burning, illegal logging, and livestock foraging as primary factors in forest loss.

Cattle populations in Kenya’s semi-arid regions are also declining due to climate change. Over the past 30 years, their numbers have dropped by 26 percent overall and nearly 60 percent in parts of northern Kenya, according to a 2018 study.

“The underlying reason is the increase in temperatures and reduced rainfall,” said Mohammed Said, the report’s lead researcher.

Lonolngenje didn’t need statistics on climate and forest cover to know that the Samburu’s traditional ways needed changing — not just semi-nomadic herding, but also gender roles.

As her husband traveled farther to find suitable grazing lands, Lonolngenje began looking for her own opportunities to make money. She had dreamed of becoming a teacher but abandoned the idea when her parents died. “I already had children,” she said. “I was now responsible for my siblings as well.”

She moved into the forest to collect firewood and burn charcoal illegally. But it didn’t last. “The rangers were constantly arresting us and chasing us out of the forest,” she said. “I was really struggling to make a living.”

Her breakthrough came in 2019. Several months after she and dozens of other Samburu families were evicted

from the forest, Lonolngenje was selected by BOMA to participate in a women’s empowerment program.

She and two other Samburu women received training on running a small business, including record-keeping, marketing and financial planning. With a small business grant, they opened a food kiosk in a town just outside the forest.

“We were able to make \$530 in profit within a few months,” she said, a huge sum in a region where people often earn less than \$2 a day.

Her second breakthrough came a year later when the county government was looking for community groups to manage critical local ecosystems in northern Kenya that are threatened by climate change. The local government picked an association of Samburu women, including Lonolngenje, to protect the Samburu County section of Kirisia forest.

The forest is managed by a Community Forest Association with more than 550 Samburu women as members. The women can use the forest but under strict protocols outlined in a forest management plan they helped develop. Among the core guidelines: In addition to only entering the forest in groups, they are prohibited from felling indigenous trees (such as cedar) and burning charcoal, and any illegal activity must be reported immediately to a warden. Beekeeping and medicinal gum-resin harvesting are allowed, as is tree planting that helps restore the forest’s indigenous tree cover. The women are also establishing tree nurseries outside the forest, enabling them to sell seedlings to private landowners.

The more decentralized management approach — hundreds of local eyes and ears instead of a handful of government rangers — is showing signs of success. Among the indicators: No Samburu families are living in the forest illegally; more than 30,000 trees have been replanted; and income-generating activities such as beekeeping are growing.

“Before, there was a lot of smoke because so many people were making charcoal,” Lonolngenje said. “Now, nobody is burning charcoal because so many people in the community are watching.”

Douglas Leboyare, a Samburu elder who chairs the Community Forest Association, said that hundreds more

Samburu women are joining the association, which is expected to hit 2,000 members by year’s end.

“The government was not well positioned to protect the forest because they only had five rangers,” said Leboyare. “It’s made a big difference having the community in charge.”

The Samburu-led effort is part of a global change that has more African governments shifting natural resource management responsibilities to local governments and community groups — a trend backed by research showing that community groups tend to be better caretakers of local resources.

In Namibia, Indigenous populations and local conservation groups have successfully partnered to increase local wildlife populations and improve land conservation. Local farmers in the country’s Anabeb region agreed last year to stop raising cattle — an important symbol of wealth and status in Africa — so more land would be available for fee-based wildlife hunting, which has greater land conservation benefits and provides more income for local residents. Women-led efforts are rarer; among the most recent examples, a first-ever all-women anti-poaching unit is successfully protecting a 115-square-mile hunting area in Zimbabwe.

Kenya’s government has been at the forefront of these community-led efforts. Under its new constitution, adopted in 2010, the government formally recognizes community resource plans and the rights of local user groups to protect forests, grazing lands and water resources. The government is also pursuing a climate adaptation agenda, which includes its commitment, along with 50 other countries, to protect at least 30 percent of its lands by 2030. A key part of this effort is the Greening Kenya initiative, which calls for 10 percent tree cover through nationwide tree planting and a crackdown on illegal charcoal burning.

With the Samburu adaptation project, Lonolngenje’s life has improved dramatically. She is making enough money to pay for her children’s school fees, and she and her business partners have started a second business buying and selling goats and sheep.

“Protecting the forest doesn’t mean we have to give up our livelihoods,” she said. “We can actually make more money by taking care of the land that is our home.”

THANK YOU

2021 was BOMA's most impactful year year thanks to you. Together, we lifted thousands of women and families out of extreme poverty

MATCHING GIFTS

BERKSHIRE BANK MATCHING GIFTS
CHEVRON HUMANKIND
CHUBB -CORPORATE GIVING
GOOGLE INC.
MASTERCARD CORPORATION
MICROSOFT CORPORATION
PATAGONIA
SAP SOFTWARE SOLUTIONS

JABALI CIRCLE

\$100,000+

PERRY & LISA BOYLE

SABABU CIRCLE

\$25,000 - \$99,999

BENJAMIN APPEN & LESLIE CHANG
GREGORY GOTTLIEB

BOMA CIRCLE

\$10,000- \$24,999

BILL AND AMY AMBROSE
JOHN AND LILY COMBIAS
MARK AND ANNE FLYNN
PETER GOODWIN AND STEPHANIE KOREY
LANCE AND CHRISTINA HAINES
CHARLES AND EMILY KELLEY
RICH AND GINA KELLEY
JOYA NURUDDIN-HERMAN
WAYNE AND JESS PAGLIERI
MARC SINGER AND LEAH LANDE
JAYA TIWARI AND CHUCK ARMENTROUT
TO.ORG

AMANI CIRCLE

\$5,000 - \$9,999

KATHLEEN AND DOUGLAS COLSON
JOHN COLTON
BILL AND SAKO FISHER
FRED AND NANCY POSES
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DEAR FRIENDS OF BOMA,

We have embarked on a new year of growth for BOMA, and I'm excited to see all that we will accomplish. 2021 was a breakthrough year for our organization — the BOMA team enrolled more than 21,000 new participants in our program, the largest-ever enrollment number in a single year, bringing BOMA's total reach to more than 354,000 women and children. In just one year, we enrolled more than 56 percent of the total number of people that BOMA had enrolled cumulatively since our founding!

We also adopted an ambitious new Strategic Plan for 2022 through 2027, which will guide our organization's goal to lift 3 million women, youth, and refugees out of poverty by 2027. We're serving more populations than ever before and expanding BOMA's footprint to new countries and new regions including Francophone Africa as our work grows.

Thanks to new partnerships with Swiss Caritas, the Danish Refugee Council and others, in 2022 BOMA expanded our work to multiple new countries: Burkina Faso, Cameroon, Chad, Ethiopia, and South Sudan. We signed new agreements and launched new programs in Uganda and Chad, completed new program design, and are getting ready to launch new projects in the other four countries. We are expanding our Technical Assistance Unit and growing our Francophone capacity to reach more countries in West Africa and the Sahel region. We have also initiated a new global partnership with CARE USA to expand REAP to new countries and populations.

We will face many new challenges as our organization rises to meet one of the world's biggest problems — but I truly believe that BOMA has the potential to end extreme poverty in Africa's drylands. Thank you for your ongoing support of this ambitious mission.

Sincerely,

John T. Stephens, CEO

FINANCIALS

REVENUES & EXPENSES FISCAL YEAR 2021

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%



BOMA

To support BOMA is to make an investment in resilience and opportunity, with an organization which has spent the last decade proving that extreme poverty is a solvable problem. We're working to lift 3 million people in the drylands of Africa out of extreme poverty by 2027, an audacious target that will require more than \$90 million in funding. The road ahead won't be easy but, together, we can transform the lives of millions and take concrete steps to ending extreme poverty in the drylands of Africa — for good.

BOMA is proud to have received recognition from some of the most respected organizations in the non-profit space, including a Guidestar Platinum rating for transparency and accountability. Additionally, BOMA was among the first four nonprofits worldwide to pass a rigorous "impact audit" conducted by Impact-Matters to assess nonprofits in the key areas of: cost-effectiveness, transparency, knowledge sharing, and theory of change.

LEARN MORE AT WWW.BOMAPROJECT.ORG

